

North America Bread Market Forecast to 2030 - Regional Analysis - by Type (Loaves, Sandwich Bread, Baguettes, Burger Buns, and Others); Category (Organic and Conventional); and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

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Abstracts

The North America bread market was valued at US\$ 58,713.53 million in 2023 and is expected to reach US\$ 72,597.75 million by 2030; it is estimated to grow at a CAGR of 3.1% from 2023 to 2030.

Increasing Demand for Convenience and Ready-To-Eat Products Fuel the North America Bread Market

The North America bread market is experiencing a surge in demand due to the increasing preference for convenience and ready to eat products. The hectic lifestyle of modern consumers, coupled with the need for quick and easy meal solutions, have led to a significant rise in the consumption of bread. Convenience driven factors such as ease of preparation, longer shelf life, and portability make bread a popular choice among busy individuals. Additionally, the availability of a wide variety of bread options, including loaves, sandwich bread, baguettes, burger buns, etc. caters to diverse consumer preferences and dietary requirements.

Furthermore, the COVID-19 pandemic has also contributed to the surge in the bread market. During lockdowns and restrictions, consumers turned to staple foods like bread, which are easy to store and have a longer shelf life. The pandemic induced rise in home baking and cooking activities also boosted the demand for bread, as people sought comfort in homemade meals and snacks. As a result, bakeries and bread manufacturers experienced increased sales and expanded their product offerings to cater to changing consumer preferences.

In conclusion, the increasing demand for convenience and ready to eat products, coupled with the impact of the COVID-19 pandemic, has significantly contributed to the growth of the global bread market. With consumers seeking quick and easy meal solutions, the demand for a variety of bread products continues to rise. As the market evolves, manufacturers are likely to innovate further to meet the changing needs and preferences of consumers, driving the expansion of the North America bread market.

North America Bread Market Overview

North America offers an extensive growth opportunity for the bread market key industry participants owing to the changing consumer behavior. The population in the region is increasingly looking for healthier and more convenient food options in baked goods such as bread, baguettes, bagels, and buns and rolls. As a result, there is a growing demand for whole grain and specialty bread, including gluten-free, organic, and artisanal varieties. In North America, bread is considered a convenient and time-saving food product for busy individuals and families; hence, the demand for ready-to-eat and on-the-go food products, such as sliced bread and sandwiches, is driving the bread market growth in North America. According to The Observatory of Economic Complexity (OEC), in 2021, the US imported US\$ 7.47 billion in bakery products and became the largest importer of bakery products globally. Also, in 2021, bakery products were the 77th most imported product in the US, and the country primarily imports bakery products from Canada, Mexico, Italy, France, and Germany. Hence, the increase in imports of bakery products across the US indicates a growing consumption of bread among the population in North America.

In North America, a rise in consumer's interest in health and wellness and increased health benefits of specific types of bread such as functional bread, sourdough, and ancient grain sliced bread are the key factors driving the demand for bread.

Furthermore, this has also increased the demand for high-quality, nutrient-rich, gluten-free, and low-carb bread categories. Moreover, the North America Bread Market is offering specialty and artisanal bakery products, which resulted in the growing demand for high-quality ingredients and unique bread flavors. Consumers are willing to pay more for these premium bread categories. This has created a lucrative opportunity for bread manufacturers to innovate their products, making them premium and nutritious. Thus, all the abovementioned factors are expected to support the bread market growth across North America in the coming years.

North America Bread Market Revenue and Forecast to 2030 (US\$ Billion)

North America Bread Market Segmentation

The North America bread market is segmented based on type, category, distribution channel, and country.

By type, the North America bread market is segmented into loaves, sandwich bread,

baguettes, burger buns, and others. The loaves segment held the largest market share in 2022.

Based on category, the North America bread market is bifurcated into organic and conventional. The conventional segment held a larger market share in 2022.

By distribution channel, the North America bread market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. The supermarkets and hypermarkets segment held the largest market share in 2022.

In terms of country, the North America bread market is segmented into the US, Canada, and Mexico. The US dominated the North America bread market share in 2022.

Three Bakers Gluten-Free Bakery, Dr Schar AG, FGF Brands Inc, Dimpflmeier Bakery Ltd, Vibrant Health Products Inc, Wonder Brands Inc, Bakers Delight Holdings Ltd, Grey Matlock Bakery Inc, Grupo Bimbo SAB de CV, and Campbell Soup Co. are some of the leading players operating in the North America bread market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 North America Key Insights
- 2.2 North America Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. NORTH AMERICA BREAD MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 The threat of New Entrants
 - 4.2.4 The Intensity of Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Materials
 - 4.3.2 Manufacturing Process
 - 4.3.2.1 Mixing Ingredients
 - 4.3.2.2 Rising (Fermentation)
 - 4.3.2.3 Kneading
 - 4.3.2.4 Proofing (Second Rising)
 - 4.3.2.5 Baking
 - 4.3.2.6 Cooling

5. NORTH AMERICA BREAD MARKET - KEY INDUSTRY DYNAMICS

5.1 Market Drivers

5.1.1 Increasing Demand for Convenience and Ready-To-Eat Products

5.1.2 Rising Availability of Bread Through E-Commerce Platforms

5.2 Key Market Restraints:

5.2.1 Fluctuating Price of Ingredients

5.3 Key Market Opportunities:

5.3.1 Product innovation

5.4 Future Trends:

5.4.1 High Demand for Gluten-Free Products

5.5 Impact of Drivers and Restraints:

6. BREAD MARKET - NORTH AMERICA MARKET ANALYSIS

6.1 North America Bread Market Revenue (US\$ Billion), 2022 - 2030

6.2 North America Bread Market Forecast and Analysis

7. NORTH AMERICA BREAD MARKET ANALYSIS - TYPE

7.1 Loaves

7.1.1 Overview

7.1.2 Loaves: North America Bread Market Revenue and Forecast to 2030 (US\$ Billion)

7.2 Sandwich Breads

7.2.1 Overview

7.2.2 Sandwich Breads: North America Bread Market Revenue and Forecast to 2030 (US\$ Billion)

7.3 Baguettes

7.3.1 Overview

7.3.2 Baguettes: North America Bread Market Revenue and Forecast to 2030 (US\$ Billion)

7.4 Burger Buns

7.4.1 Overview

7.4.2 Burger Buns: North America Bread Market Revenue and Forecast to 2030 (US\$ Billion)

7.5 Others

7.5.1 Overview

7.5.2 Others: North America Bread Market Revenue and Forecast to 2030 (US\$ Billion)

8. NORTH AMERICA BREAD MARKET REVENUE ANALYSIS - BY CATEGORY

8.1 Overview

8.2 North America Bread Market, By Category (2022 and 2030)

8.3 Organic

8.3.1 Overview

8.3.2 Organic: North America Bread Market Revenue and Forecast to 2030 (US\$ Billion)

8.4 Conventional

8.4.1 Overview

8.4.2 Conventional: North America Bread Market Revenue and Forecast to 2030 (US\$ Billion)

9. NORTH AMERICA BREAD MARKET REVENUE ANALYSIS - BY DISTRIBUTION CHANNEL

9.1 Overview

9.2 North America Bread Market, By Distribution Channel (2022 and 2030)

9.3 Supermarkets and Hypermarkets

9.3.1 Overview

9.3.2 Supermarkets and Hypermarkets: North America Bread Market Revenue and Forecast to 2030 (US\$ Billion)

9.4 Specialty Stores

9.4.1 Overview

9.4.2 Specialty Stores: North America Bread Market Revenue and Forecast to 2030 (US\$ Billion)

9.5 Online Retail

9.5.1 Overview

9.5.2 Online Retail: North America Bread Market Revenue and Forecast to 2030 (US\$ Billion)

9.6 Others

9.6.1 Overview

9.6.2 Others: North America Bread Market Revenue and Forecast to 2030 (US\$ Billion)

10. NORTH AMERICA BREAD MARKET - COUNTRY ANALYSIS

10.1 Overview: North America Bread Market

10.1.1 North America Bread Market, by Key Country, (2022) (US\$ Billion)

- 10.1.2 North America: Bread Market, By Key Country (2022 and 2030) (%)
 - 10.1.2.1 United States: Bread Market Revenue and Forecasts to 2030 (US\$ Billion)
 - 10.1.2.1.1 United States: Bread Market, by Type
 - 10.1.2.1.2 United States: Bread Market, by Category
 - 10.1.2.1.3 United States: Bread Market, by Distribution Channel
 - 10.1.2.2 Canada: Bread Market Revenue and Forecasts to 2030 (US\$ Billion)
 - 10.1.2.2.1 Canada: Bread Market, by Type
 - 10.1.2.2.2 Canada: Bread Market, by Category
 - 10.1.2.3 Mexico: Bread Market Revenue and Forecasts to 2030 (US\$ Billion)
 - 10.1.2.3.1 Mexico: Bread Market, by Type
 - 10.1.2.3.2 Mexico: Bread Market, by Category
 - 10.1.2.3.3 Mexico: Bread Market, by Distribution Channel

11. NORTH AMERICA BREAD MARKET - IMPACT OF COVID-19 PANDEMIC

11.1 Pre & Post COVID-19 Impact

12. COMPETITIVE LANDSCAPE

12.1 North America Heat Map Analysis by Key Players

13. COMPANY PROFILES

13.1 Three Bakers Gluten-Free Bakery

- 13.1.1 Key Facts
- 13.1.2 Business Description
- 13.1.3 Products and Services
- 13.1.4 Financial Overview
- 13.1.5 SWOT Analysis
- 13.1.6 Key Developments

13.2 Dr Schar AG

- 13.2.1 Key Facts
- 13.2.2 Business Description
- 13.2.3 Products and Services
- 13.2.4 Financial Overview
- 13.2.5 SWOT Analysis
- 13.2.6 Key Developments

13.3 FGF Brands Inc

- 13.3.1 Key Facts

- 13.3.2 Business Description
- 13.3.3 Products and Services
- 13.3.4 Financial Overview
- 13.3.5 SWOT Analysis
- 13.3.6 Key Developments
- 13.4 Dimpflmeier Bakery Ltd
 - 13.4.1 Key Facts
 - 13.4.2 Business Description
 - 13.4.3 Products and Services
 - 13.4.4 Financial Overview
 - 13.4.5 SWOT Analysis
 - 13.4.6 Key Developments
- 13.5 Vibrant Health Products Inc
 - 13.5.1 Key Facts
 - 13.5.2 Business Description
 - 13.5.3 Products and Services
 - 13.5.4 Financial Overview
 - 13.5.5 SWOT Analysis
 - 13.5.6 Key Developments
- 13.6 Wonder Brands Inc
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 Bakers Delight Holdings Ltd
 - 13.7.1 Key Facts
 - 13.7.2 Business Description
 - 13.7.3 Products and Services
 - 13.7.4 Financial Overview
 - 13.7.5 SWOT Analysis
 - 13.7.6 Key Developments
- 13.8 Grey Matlock Bakery Inc
 - 13.8.1 Key Facts
 - 13.8.2 Business Description
 - 13.8.3 Products and Services
 - 13.8.4 Financial Overview
 - 13.8.5 SWOT Analysis

13.8.6 Key Developments

13.9 Grupo Bimbo SAB de CV

13.9.1 Key Facts

13.9.2 Business Description

13.9.3 Products and Services

13.9.4 Financial Overview

13.9.5 SWOT Analysis

13.9.6 Key Developments

13.10 Campbell Soup Co

13.10.1 Key Facts

13.10.2 Business Description

13.10.3 Products and Services

13.10.4 Financial Overview

13.10.5 SWOT Analysis

13.10.6 Key Developments

14. APPENDIX

14.1 Appendix

I would like to order

Product name: North America Bread Market Forecast to 2030 - Regional Analysis - by Type (Loaves, Sandwich Bread, Baguettes, Burger Buns, and Others); Category (Organic and Conventional); and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

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