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Bimbo Bakeries USA

Sara Lee Bakery Group

George Weston Bakeries

Flowers Bakeries

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Private Label

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Rolls/Buns/Croissants

Tortillas

Whole Grain/Whole Wheat Bread

Specialty/Artisan Bread

Bagels

English Muffins

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Market Has Many Suppliers
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MANUFACTURER AND BRAND SALES
COMPANIES AND BRANDS
Interstate Bakeries Corporation

Bimbo Bakeries USA
Sara Lee Bakery Group
George Weston Bakeries
Flowers Bakeries
General Mills
Pepperidge Farm
Private Label

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COMPANIES AND BRANDS

General Mills
Campbell's Soup (Pepperidge Farm)
Sara Lee Corporation
Grupo Bimbo
Interstate Bakeries Corporation

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Cohort Groups

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Product Correlations

Cohort Groups

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Product Correlations

Cohort Groups

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Product Correlations

Cohort Groups

English Muffins

Product Correlations

Cohort Groups

Bagels

Product Correlations

Cohort Groups
Tortillas
Product Correlations
Cohort Groups

Future & Forecast—Update

FUTURE TRENDS

Decline in low carb product introductions
More packaging innovations
Other innovative developments

MARKET FORECAST

Bread (total market)
Bread (segment)
Rolls/buns/croissants
Tortillas
Bagels
English muffins
Forecast Factors

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Low carbohydrate introductions

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Naturally healthy products

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Freshness

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Bread made with beer

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Shelf stable bread

George Weston Bakeries: Sugar Free Whole Wheat Bread

Sara Lee: Earth Grains Bread Reformulation

Natures Own: Whitewheat bread

Pepperidge Farm: 100% Whole Wheat English Muffins

Frozen Bread

General Mills: Frozen Microwave Biscuits and Dinner Rolls

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General Mills: Pillsbury Perfect Portion Biscuits

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Comperemedia®

Mintel Services

POS+

Mintel Consultancy