

## Bread – US – February 2005 (\$2995.00)

The \$16 billion U.S. bread market has shown growth of 18% from 1998 to 2003. Bread is a staple household food, as evidenced by near total household penetration. With the variety of bread types and formats available, there is a product to cater to nearly every consumer preference.

Growth in the market is driven by taste trends and fresh formats of traditional products, and is also influenced by diet and health concerns. Key growth categories are those that offer the most flavor variations, like the wide range of specialty/artisan bread, which increased sales 18% from 2001 to 2003. Whole grain/wheat varieties also proved to be a key growth area as the drive towards more healthful eating likely inspired many consumers to turn towards this segment in bread selection. Kid favorites--white bread, tortillas, rolls, biscuits, bagels, and pita (all forms of white bread) have shown slower growth, and will likely continue doing so.

As a whole, Mintel expects bread sales to continue a pattern of slow, steady growth as manufacturers find profitable niches to balance out the large, very mature segments of the market. Specialty/artisan bread will continue to provide the most growth, as these products have not reached the state of maturity attained by leading segments, such as white bread, and have more potential for interesting flavors and textures. Also, specialty bread appeals most to older adults, who are willing to spend more for bread. Other growth will be found in frozen breads of all types as they offer a convenient fresh bread product that can be stored until ready to use.

This report addresses all the key issues affecting the bread market, such as competition from breakfast alternatives and the importance of children to the market. Mintel's original consumer research penetrates attitudes about the category and examines purchasing behavior by age, gender, ethnicity and income. A six-year trend analysis predicts future growth for the market, helping you form a long-term marketing strategy.

Covered by this report is the U.S. retail market for traditional American bread and European-style specialty bread. Traditional American bread includes white, brown and whole grain, which may be sliced or unsliced, wrapped or unwrapped. Continental and specialty bread includes foreign recipe products, such as French baguettes and pain de campagne, Italian focaccia, Greek pita, Indian naan, chapati and paratha, American flatbread and sourdough and Irish soda bread. In addition, bread made from flour other than wheat, such as rye or oat flour, or from organic flour, and bread containing additions such as nuts and seeds are also considered specialty bread. Tortillas include corn and flour tortillas as well as taco shells and tostados. Also included in this report are croissants and English muffins. Bread that is purchased for home consumption and which may be taken out of home--for example, sandwiches for a packed lunch--is included. Each bread type includes sales of fresh, refrigerated, and frozen products. Excluded are morning goods such as muffins, scones, sticky buns, and sweet rolls. Also excluded are home baking products, such as flour, yeast and bread mixes, as are toast products (e.g. Melba toasts) and cakes, which may be eaten as bread substitutes. Tortilla chips or tostada chips are excluded. The consumption of bread outside the home in restaurants and catering outlets is also excluded.

This report includes IRI InfoScan data.

A number of U.S. reports covering related sectors have been published, are planned, or are in preparation, including:

- Meal Kits--U.S., consumer intelligence, April 2004
- Shelf Stable Meals--U.S., consumer intelligence, April 2004
- Salad & Salad Accompaniment--U.S., consumer intelligence, January 2004
- Private Label Food--U.S., consumer intelligence, December 2003
- Breakfast Cereals--U.S., consumer intelligence, November 2003
- Butter & Margarine--U.S., consumer intelligence, November 2003
- Vegetarian Foods--U.S., consumer intelligence, November 2003
- Organic Foods--U.S., consumer intelligence, May 2003
- Bread--U.S., consumer intelligence, February 2003
- Breakfast Foods V1: The Consumer--U.S., consumer intelligence, October 2002
- Breakfast Foods V2: The Market--U.S., consumer intelligence, October 2002

- Refrigerated Dough--U.S., consumer intelligence, September 2002
- Baking Mix--U.S., consumer intelligence, January 2002

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