

A YEAR OF INNOVATION IN BREAD AND BREAD PRODUCTS, 2024

Better-for-you claims are inspiring innovation in bread and bread products, as resealable packaging and nutrient-packed seeds are pitched to convey value appeal.



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Report Content

- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: sourdough launches continue to gain share of activity, as natural claims decline

- Consumers are concerned about the naturalness of packaged bread
- The share of launches with clean-label claims records a decline, but sourdough is slowly gaining profile
 - Graph 1: launches of bread and bread products, by share of select natural claims, 2020-24
- Bread producers emphasise naturalness and minimal ingredients
- Brand renovation/innovation: regenerative agriculture champion, Wildfarmed, launches its first bread range into UK supermarkets

Europe: bread brands continue to innovate with seeds to elevate texture and health appeal

- Consumers associate seeds with healthiness
- Seeded bread and bread products continue to emerge
- New launches formulate with seeds to elevate nutritional, flavour and textural appeal

The Middle East & Africa (MEA)

- Brands are increasingly offering high-fibre options

ASIA PACIFIC (APAC)

Asia: bread brands respond to consumer interest in fibre-rich diets

- Consumers seek higher fibre content, but locating it can be a challenge
- High/added fibre claims continue to gain share of launch activity
 - Graph 2: launches of bread and bread products, by share of high/added fibre claim, 2020-24
- Bread brands adopt different strategies to highlight fibre content

Asia: packaging innovations help consumers to extend the shelf-life of bread

- Consumers want long-life packaged bread
- Launches with resealable packaging gain share of activity
 - Graph 3: launches of bread and bread products, by share of resealable packaging claim, 2020-24
- Bread launches offer packaging features to prolong shelf life

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Australia & New Zealand

- Ethical bread products hit store shelves

THE AMERICAS

North America: frozen bread brands are innovating around convenience

- Consumers have reappraised the value credentials of packaged bread
- Bread producers bring convenience through easy-to-use and frozen innovations
 - Graph 4: launches of bread and bread products, by share of selected storage types, 2020-24
- Frozen bread brands promote taste and convenience

North America: bread brands cater to consumer interest in healthy and nutritious bread products

- Consumers want to see more healthy bread options
- Bread launches with added nutrients remain niche, but have increased their profile over time
 - Graph 5: launches of bread and bread products, by share of vitamin/mineral-fortified and high/added protein claims, 2020-24
- Bread producers highlight nutritional qualities

Latin America: premium claims continue to grow

- Consumers reassess 'value' beyond price
 - Graph 6: launches of bread and bread products, by share of premium claims, 2020-24
- Bread launches adopt different approaches to deliver premium quality

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