

THE FUTURE OF BREAD, BAKERY AND CAKES: 2020

Global Annual Review: what's now and what's next for the bread and sweet bakery market.



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Drink



Report Content

- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

Global bakery looks to Asia for a slice of the action

- Bread consumption stagnates in the big bread-eating nations
 - Graph 1: top 12 bread-eating countries, retail market kg per capita consumption, 2017-19 (estimates)
- Look to Asia for growth opportunities
 - Graph 2: top 10 countries, bread and bread products retail market CAGR, % growth over next five years
- Asian bread culture relies heavily on fresh bakehouses

The rise and rise of sourdough

- Sourdough is experiencing a resurgence
 - Graph 3: growth in the use of sourdough as a descriptor in bread and bakery products*, 2015-2019
- Sourdough taps into the demand for more authentic, rustic bread
- Linking sourdough with digestive health can further boost the appeal of bakery products

Clean label bakery looks beyond ingredients

- Clean label in bakery is more than a fad
 - Graph 4: selected claim categories in bakery launches, 2015-2019
- Focus on how ingredients were made
- Processing and absence of contaminants will become an important part of clean label positioning

IN THE NEXT TWO YEARS

- Mintel's perspective

The future of bakery inclusions is plant-based

- Plant-based inclusions add drama to bread and bakery products
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- Use inclusions to bring health and excitement into bakery
- Fruit and vegetable content can help explore new consumption occasions

Bakers will step up sustainability efforts

- Bread and bakery producers make sustainability a priority
- Bread and bakery producers make sustainability a priority

The Future of Bread, Bakery and Cakes: 2020

- Shining a spotlight on ethical and sustainable business practices
- Bakeries harness renewable energy for a greener future

Boosting appeal: a rainbow of possibilities

- Designer bakery taps into the demand for visual appeal
- Thinking outside the box
- Colour is still under-utilised in bakery to impact and improve mood

IN FIVE YEARS, AND BEYOND

- Mintel's perspective
- High-tech transparency
- Insect protein: the next frontier
- The new era of on-demand bakery

KEY MARKET DATA

- Top five markets: retail bread/bread products
- Top five markets: sweet bakery
- Per capita consumption – top five markets
- Fastest growing/slowest growing: retail bread/bread products and sweet bakery
- Top five markets for new product launches
- Top five claims for new product launches

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