In-store Bakeries - US - June 2015

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"In-store bakeries will continue their recent pattern of sustained, if not spectacular, sales growth, particularly as innovation in baked items deliver healthier indulgences and more convenient breakfast baked goods. Retailers should concentrate on improving product quality and introducing consumers to the available products."

This report looks at the following areas:

- Increased growth expected for in-store bakeries
- Desserts dominate in-store bakeries
- In-store bakeries face competition from their own stores

ISBs (in-store bakeries) are defined as bakeries within supermarkets, mass merchandisers, or club stores that offer an assortment of bakery products, such as breads, cakes, pies, bagels, cookies, doughnuts, and muffins. Unlike the bread aisles found in these stores, ISBs generally have a dedicated counter space with staff to assist customers, and often bake products on-site. In addition to the ISBs themselves, where appropriate, leading suppliers to ISBs are also discussed.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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