

In-store Bakeries - US - June 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"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.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Increased growth expected for in-store bakeries

Figure 1: Total US sales and fan chart forecast of in-store bakeries, at current prices, 2010-20

Desserts dominate in-store bakeries

Figure 2: Total estimated 2015 US retail sales of in-store bakery products, by segment, at inflation-adjusted prices, in millions (% change from 2013)

In-store bakeries face competition from their own stores

Figure 3: Purchase of bakery items, March 2015

The opportunities

Ethnic options could lure younger consumers to the in-store bakery

Figure 4: Products for in-store bakeries, by generation, March 2015

Portion control presents potential for in-store bakeries

Figure 5: Products for in-store bakeries, by presence/age of children in household, March 2015

Local resonates most strongly with Millennials

Figure 6: Important features of in-store bakeries, any important, by generation, March 2015

What it means

The Market – What You Need to Know

In-store bakeries projected to grow through 2020

Desserts dominate in in-store bakeries

Breakfast starts strong

Market Size and Forecast

Increased growth rate projected for in-store bakeries

Figure 7: Total US sales and fan chart forecast of in-store bakeries, at current prices, 2010-20

Figure 8: Total US retail sales and forecast of in-store bakery products, at inflation-adjusted prices, 2010-20

Market Breakdown

Desserts continue category dominance

Figure 9: Total U.S. retail sales and forecast of in-store bakery products, by segment, at inflation-adjusted prices, 2010-20

Beginning with breakfast

Figure 10: Total estimated 2015 US retail sales of in-store bakery products, by segment, at inflation-adjusted prices, in millions (% change from 2013)

In-store bakeries rise along with sales

Figure 11: Total number of in-store bakeries and average weekly sales per store, 2008-13

Market Perspective

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Battling stand-alone bakeries' higher quality perception

Figure 12: Purchase of bakery items, March 2015

At-home baking offers less-expensive, though somewhat less-convenient alternative

Figure 13: Types of baking/dessert mixes used – Once a month or more, by age, June 2014

Market Factors

In-store for households with children

Figure 14: US households, by presence of own children, 2003-13

Income for in-store

Figure 15: Real disposable personal income, updated March 10, 2015

Key Players – What You Need to Know

Scratch-made options add fresher appeal

Health translates into less gluten, sugar, and portion size

Organic growth

What's Working?

Scratch-made at Costco

Figure 16: Reason for purchase from in-store bakeries, by generations, March 2015

Health cues prompt Wegmans' bakery additions

Figure 17: Reason for purchase from in-store bakeries, by age groups, March 2015

Fresh & Easy organic options

Figure 18: Reason for purchase from in-store bakeries, by age groups, March 2015

The Consumer – What You Need to Know

In-store bakeries resonate with larger households

Natural, mass merchandisers have room to grow their in-store bakeries

In-store bakery insights of interest to consumers

In-store Bakeries More Popular than Stand-alone Bakeries

In-store bakeries still fall short of supermarket aisle sales

Figure 19: Purchase of bakery items, March 2015

Family Size and In-store Bakery Purchase

Larger households turn to in-store bakeries

Figure 20: Purchase of bakery items, by number of children under age 18 in household, March 2015

Figure 21: Reason for purchase from in-store bakeries, by number of children under 18 in household, March 2015

Freshness Differentiates In-store Bakeries from the Supermarket Aisle

Fresh appeal for in-store bakeries

Figure 22: Reason for purchase from in-store bakeries, by generations, March 2015

Room for Growth in Non-supermarket In-store Bakeries

Natural, mass merchandisers fall short of supermarket in-store bakeries

Figure 23: Purchase location for select bakery items, March 2015

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Unique Items' Potential as a Draw

New and different items could lure those who do not think about the in-store bakery

Figure 24: Reasons for not purchasing from in-store bakeries, March 2015

Figure 25: Reasons for not purchasing from in-store bakeries, March 2015

Breakfast, Ethnic Items of Particular Interest to Millennials

Breakfast offerings will have to bear value/price in mind, however

Figure 26: Products for in-store bakeries, by generation, March 2015

In-store Bakery Product Needs

High fiber and portion control would help consumers help themselves

Figure 27: Products for in-store bakeries, by presence/age of children in household, March 2015

Health of Relatively Little Importance among In-store Bakery Offerings

Can in-store bakeries merge health, convenience, and indulgence?

Figure 28: Products for in-store bakeries, by household income, March 2015

Figure 29: Products for in-store bakeries, by generation, March 2015

Bakery Personnel Can Be an In-store Bakery Selling Point

Consumers looking for in-store bakery insight

Figure 30: Important features of in-store bakeries, any important, by race and Hispanic origin, March 2015

Features of the Ideal In-store Bakery

Locally sourced ingredients resonate with more than half of all consumers

Figure 31: Important features of in-store bakeries, any important, by generation, March 2015

Consumer Segmentation

Figure 32: Consumers of in-store bakeries, March 2015

Group one: Seeking something special

Opportunities

Figure 33: Reason for purchase from in-store bakeries, any important, by target group, March 2015

Group two: All about indulgence

Opportunities

Figure 34: Important features of in-store bakeries, any important, by target groups, March 2015

Group three: Getting guidance

Opportunities

Figure 35: Important features of in-store bakeries, any important, by target groups, March 2015

Group four: Happily healthy

Opportunities

Figure 36: Important features of in-store bakeries, any important, by target groups, March 2015

Appendix – Data Sources and Abbreviations

Data sources

Sales data

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Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 37: Total US retail sales and forecast of in-store bakery products, at current prices, 2010-20

Figure 38: Number of in-store bakeries and average weekly sales per store, 2008-13

Figure 39: Total U.S. retail sales and forecast of in-store bakery products, by segment, at inflation-adjusted prices, 2013 and 2015

Figure 40: Total US retail sales and forecast of in-store bakery desserts, at current prices, 2010-20

Figure 41: Total US retail sales and forecast of in-store bakery desserts, at inflation-adjusted prices, 2010-20

Figure 42: Total US retail sales and forecast of in-store bakery breads and rolls, at current prices, 2010-20

Figure 43: Total US retail sales and forecast of in-store bakery breads and rolls, at inflation-adjusted prices, 2010-20

Figure 44: Total US retail sales and forecast of in-store bakery breakfast bakery products, at current prices, 2010-20

Figure 45: Total US retail sales and forecast of in-store bakery breakfast bakery products, at inflation-adjusted prices, 2010-20

Figure 46: Total US retail sales and forecast of other in-store bakery products, at current prices, 2010-20

Figure 47: Total US retail sales and forecast of other in-store bakery products, at inflation-adjusted prices, 2010-20

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