

## Packaged Bread - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Participation is steadfast which is proving to be a help and a hindrance to performance in the packaged bread category. Sales have remained modestly positive despite the lingering popularity of low carb diets, yet the bulk of consumers are in a holding pattern. The challenge will be to stem attrition while getting participants to engage frequently and diversely."

- **Michael Averbook, Food & Drink Analyst**

This report looks at the following areas:

- Slow growth expected to continue
- Consumption continues to slowly wane
- Consumers not actively looking to expand consumption
- Make underutilized segments everyday options
- Encourage trial, promote freshness
- Highlight nutrition and excitement
- Expand bread uses and occasions

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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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