

The Grocer

Focus On: Bread & Baked Goods

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Intro: White sliced still accounts for the bulk of the bread bought in Britain, but it's facing rising competition from a far wider range of loaves, flatbreads and other baked goods inspired by cuisines from around the world. The past year has seen Italian-style Pinsa, Columbian-style buns, Indian spiced naans and sourdough loaves baked with olives & basil and fruit land in supermarket bread fixtures, to name just a few recent examples. How is all this impacting sales in bread and baked goods? And what's in store for the coming year?

Innovation:

- What's fuelling this new spirit of innovation in bread and baked goods?
- What have been the most successful launches of the past year?
- Which retailers and brands are really pushing the boundaries of bread and baked goods?
- How are sales of bread and baked goods from in-store bakeries performing? Who's leading?
- To what extent do new lines reflect changes in eating habits in the UK?
- What's in store for the coming year?

Health, sourdough and the UPF debate:

- How important are health considerations when it comes to innovation in this sector?
- What examples of health-orientated NPD are there from the past year and what's in store for this year?
- Sales of sourdough bread have exploded in recent years. Why? And who's cashing in?
- Not all sourdough is equal. Some (such as Aldi Dark Rye Sourdough) has been called 'sour-faux'. Why?
- Why is bread often associated with UPFs and what are bakers doing to reassure shoppers and shake this off?
- In February M&S's Only 4 Ingredients loaf was renamed Only 6 Ingredients. Why?

Non-bread baked goods:

- What have been the most interesting launches in non-bread baked goods in the past year?
- How much is this part of the market worth?
- What's in store for the coming year?

Market dynamics: mergers, acquisitions and administration:

- Margins are being spread ever more thinly in wrapped bread, causing one brand to go into administration last year. Is anyone making a decent margin in wrapped bread at the moment?
- Why is it so tough in this market?
- To what extent is there over capacity in this market?
- Is the Kingsmill/Hovis merger likely to get the green light from the CMA? What will be the CMA's chief considerations? How would this deal change the market and benefit consumers?

Innovations: We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.