

# Business Information Centre



## Bakery Sector Guide

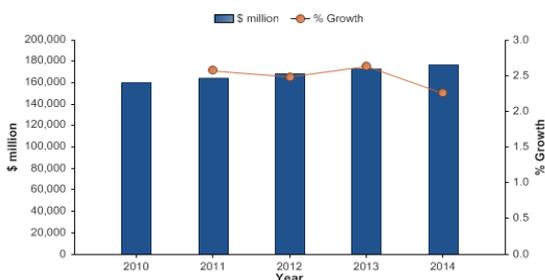
## Market Intelligence: Bakery Sector Guide

Accurate information is the key to success in today's challenging global market place. Invest NI's Business Information Centre (BIC) holds a comprehensive collection of business intelligence resources and is staffed by information specialists who will help visitors source company and market information.

### Global Industry Outlook:

The global bread & rolls market has experienced marginal growth in recent years growing by 2.3% in 2014 to reach a value of around \$177,000 million.

Global bread & rolls market value: \$ million, 2010-14



Growth in the market veers between weaker growth for the more mature markets, such as Europe and the US, and stronger growth in markets like Asia Pacific.

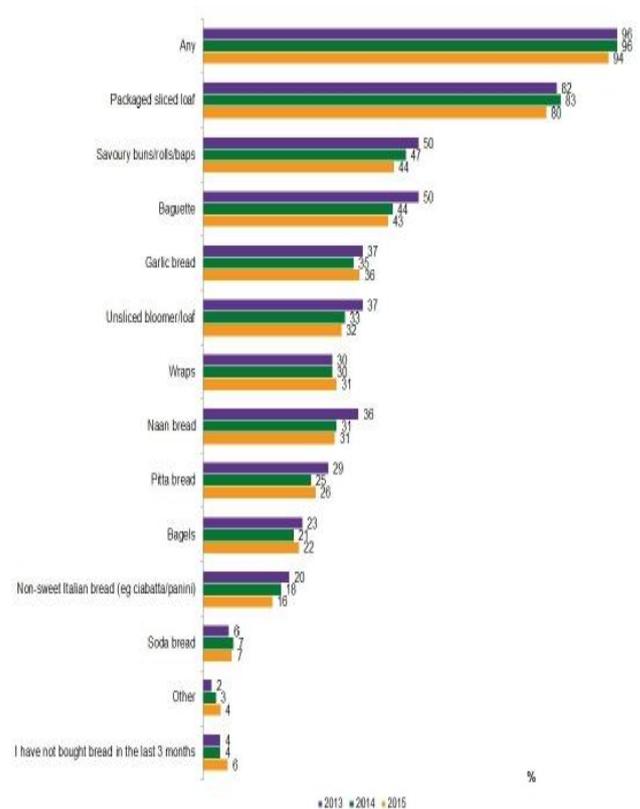
However Europe still accounts for over half of the global bread and rolls market with the Americas accounting for more than a quarter.

Artisanal bread and rolls is the largest segment of the market accounting for nearly 50% of the market's total value.

Source: Marketline

### Trend Analysis:

Which, if any, of the following types of bread have consumers bought in the last 3 months?



Base: 2000 internet users aged 16+ (2013 and 2014) and 1500 internet users aged 16+ (2015)

Source: Mintel

## Selection from current resources

### Mintel

#### Recent reports include:

- Bread Ireland – April 2016
- Bread & Baked Goods UK – October 2015
- Biscuits, Cookies & Crackers UK – March 2016
- Cakes & Cake Bars UK – March 2016
- Consumer Snacking UK – March 2016
- Artisan Foods Ireland – June 2016
- Attitudes towards Lunchtime Foods UK – October 2015
- Attitudes to Seasonal Celebration Foods UK – September 2015

### Canadean

#### Product Launch Analytics:

This useful tool for successful new product development has 20 fields of data captured including: brand; product name and varieties; product design; ingredients and nutritional info; innovation rating; flavours and pack type, size, material and price; manufacturer/ distributor and countries of distribution.

#### Analyses include:

- Trends & Opportunities in Instore Bakery
- Ancient Grains: Bakery and Beyond

### Marketline

**This database covers all of the following for the bakery sector:**

- Industry Reports - Top line information on sectors including: Bread and Rolls; Biscuits; Frozen Foods and Savoury Snacks
- Company Info - SWOT analysis for leading companies
- Case Studies on certain aspects of the industry - brand strategies, niche markets
- Company News - launches, innovations, product recalls
- Financial Deals - mergers, acquisitions, venture financing

### Plimsoll

**Monthly updated analysis which allows companies to monitor their UK competitors and see where they sit in their market.**

#### Industries covered include:

- Bakery NI
- Bakery Equipment
- Bakery Products & Supplies
- Biscuit Manufacturers
- Bread Manufacturers
- Pastry Food Products
- Sandwich Makers
- Food Service Equipment
- Cakes & Desserts
- Delicatessens

## UK Company Data:

**Allied Bakeries** is a prominent bakers within the UK and Ireland and produces leading brands including Kingsmill and Sunblest. The company is just one division of Allied Milling and Baking which in turn is owned by Associated British Foods, a long established international food, ingredients and retail group.

Allied Milling and Baking employs around 5,500 staff, and this includes those employed within its three Allied Bakeries sites located in Northern Ireland.

Source: Mintel

## International Company Data:

**Aryzta** is a global food company leading in the sectors of supplying speciality bakery goods to the foodservice and retail sectors. Products include artisan breads, sweet baked goods, morning baked goods and savoury items such as pizza, tarts and pies.

The company holds a presence in the major food markets around the world; within Ireland under the Cuisine de France brand, offering part-baked bread products and other baked goods to retailers.

Source: Mintel

## Specialist Resources:

**British Baker** is the specialist publication about the business, the people, and the community of bakery in the UK. It delivers news and analysis fortnightly, providing industry operators with in-depth business features and information on market developments across all bakery related areas. **British Baker** is the must-read title for key owners, decision-makers, buyers and product developers in the industry. It has recently published an analysis of what the UK bakery sector will look like over 2015-2016, with insight on issues including supermarket strategy and shopper behaviour.

## Resources available in our Business Information Centre include:



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If you require this leaflet in an alternative format (including Braille, audio disk, large print or in minority languages to meet the needs of those whose first language is not English) then please contact:

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