Bakery: European market, consumer trends, and innovation

November 2021

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1. Introduction

The present consumer and market report, titled **“Bakery: European market, consumer trends, and innovation”,** provides an analysis of the bakery sector, with a special focus on health. The geographical scope of the report is Europe, spotlighting the Atlantic Area countries (France, Ireland, Portugal, Spain, and United Kingdom). In the report, the production, value and volume of sales of the sector, as well as product launching, main positionings, consumer trends and market health claims were evaluated. The main information sources have been Innova Database, Innova Markets Insights, GlobalData, and European Commission databases, among others.

The following categories have been analysed: Baking ingredients and mixes, Bread and bread products, Cakes, pastries and sweet goods, Savoury biscuits and crackers, and Sweet biscuits and cookies.

The present report is part of a series of “consumer, market and innovation reports” that represent one of the several innovation support services for SMEs implemented in the scope of the project **“AHFES - A quadruple helix Atlantic Area healthy food ecosystem for growth of SMEs”**. The aim of this service, delivered by the Galician Food Cluster (Clusaga), is to provide to Atlantic Area SMEs working in the healthy food segment with information and knowledge helpful to guide their strategies within a specific market sector or country, as well as for the preparation of their product or commercial strategies.

AHFES: A quadruple helix Atlantic Area healthy food ecosystem for growth of SMEs

AHFES (*Atlantic Healthy Food EcoSystem*) is a European project funded by the Interreg Atlantic Area programme. The purpose of AHFES is to improve the overall competitiveness and growth of SMEs in the value chain of healthy food & lifestyles by contributing to enhancing a transnational innovation ecosystem that helps SMEs access knowledge, partners and markets and align their products and services to consumer needs and expectations.

Interreg Atlantic Area European Regional Development Fund EUROPEAN UNION AHFES

Throughout the project duration (form March 2019 to August 2022), AHFES will deliver the following outputs:

- Intelligence gathering on current consumer trends regarding healthy food and lifestyles
- Mapping of the Atlantic Area healthy food and lifestyles innovation ecosystem
- Facilitation of networking and support in building transnational innovation partnerships
- Innovation training actions for SMEs
- Services tailored to SME needs

AHFES is implemented by the following organisations:

2. Bakery Market

The worth of the global bakery products industry has reached in 2020 an estimated worth of USD 350 billion, and it is forecasted to grow by over USD 100 billion in the next 5 years despite the challenges created by the COVID-19 pandemic.

In terms of production, Europe represents the largest producer region. The United States and China are the leading countries in terms of market size and are key players, together with other countries such as Japan and Canada. The United States accounts for 20% of the global bakery market share followed by China, which holds a 7% share. Together with China, Brazil is one of the rapidly growing markets for bakery products, with an approximate growth rate of 10% in the past four years.

The three main companies in the bakery market globally are Mondelez International (United States), Associated British Foods Plc (United Kingdom) and Kellogg Company (United States), followed closely by the Mexican Grupo Bimbo.

Ranking of the top five most valuable bakery companies in 2020 worldwide.

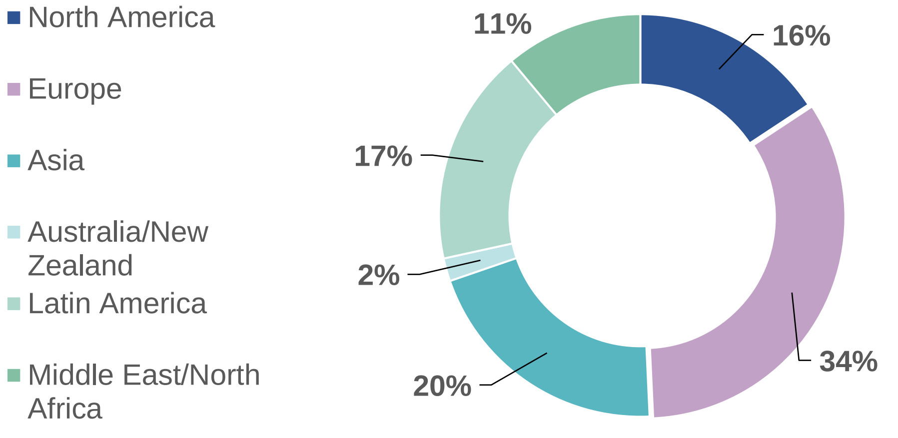
Position	Brand name	Revenue (million USD)
1	Mondelēz International	25,868
2	Associated British Foods Plc	20,627
3	Kellogg Company	13,578
4	Grupo Bimbo	13,159
5	Yamazaki Baking Co. Ltd.	9,955

Source: bizvibe.com

The bakery market is well established in terms of distribution channels, regulations, innovation platforms and consumer preferences. Nowadays, consumers of bakery products seek for enjoyment and indulgence but at the same time there is an increasing trend towards a healthy lifestyle. This driver moves consumers towards healthier options. Likewise, there is a growing demand for on-the-go food consumption and ready to eat foods.

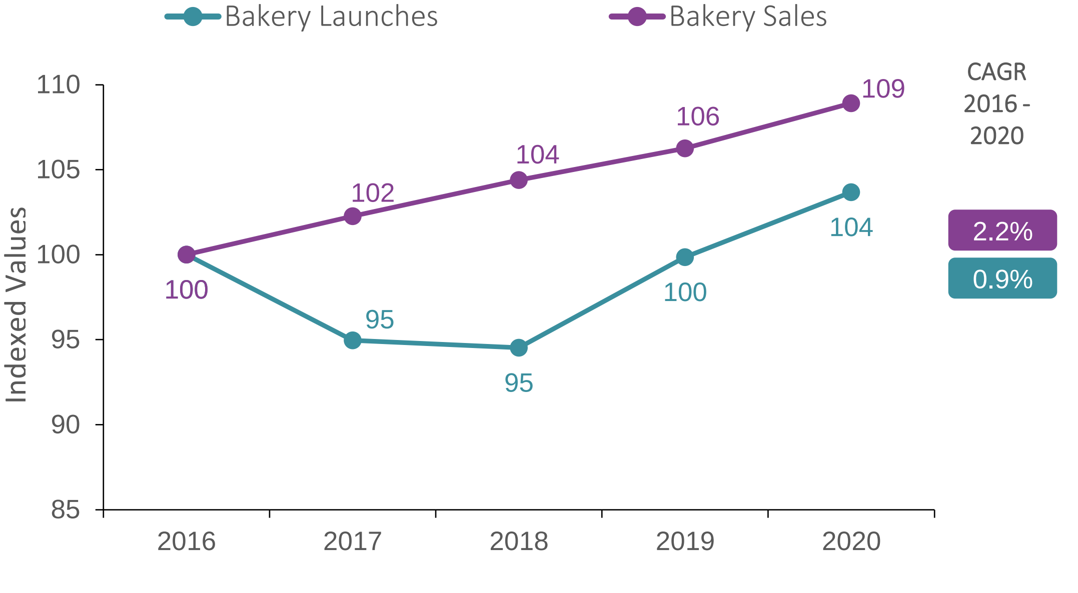
The status of bakery products as staple food in many European countries makes Europe one of the leading markets for bakery industry. In terms of sales value, Europe was the top region for bakery in 2020. The market revenue in 2020 was estimated at $226 billion and it is forecasted to grow at a CAGR higher than 3% until 2025.

Bakery category sales value, by region (2020)

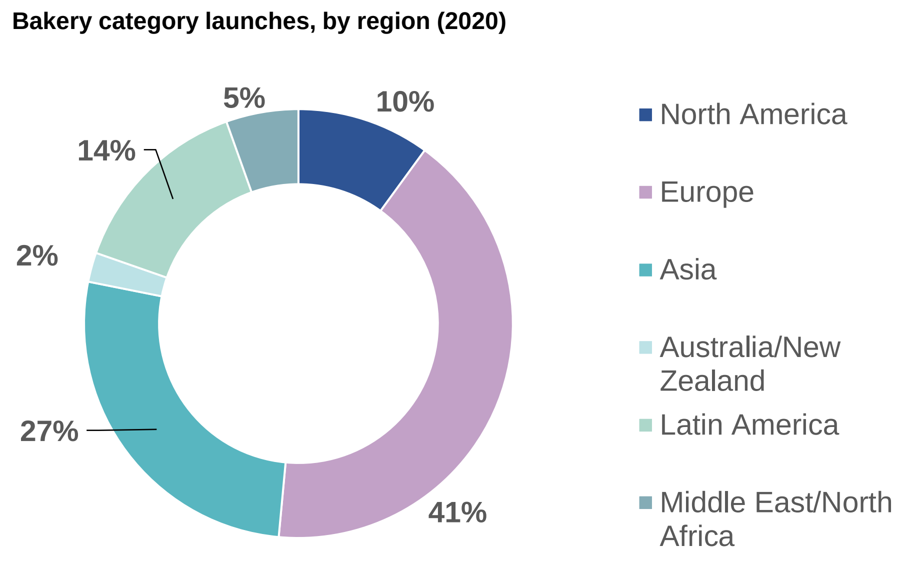


Bakery sales present a growth of 2.2% and launches present a continued growth since 2018 after several years of negative growth. The accumulated CAGR for bakery launches within the period 2016-2020 is 0.9%. Both market volume and value are forecasted to grow in the upcoming years.

Relative development of Bakery launches and sales in Europe



Globally, Europe was the most active market for bakery products in 2020, with a share of 41% in the bakery market, followed by Asia (27%):

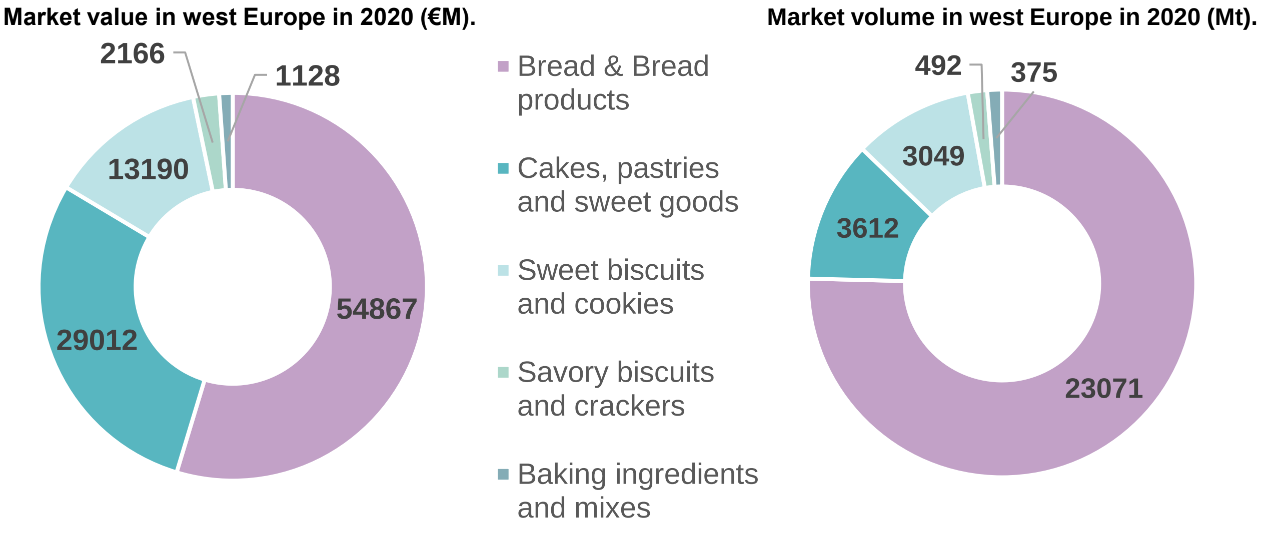


Europe is expected to hold 33% share in bakery category during 2021. The market structure varies throughout Europe. France is the leading country in terms of production value, followed by Germany and United Kingdom. However, Germany is estimated to be the market leader in the European baked products markets with a CAGR of 3.0%. Likewise, baked products market in United Kingdom is expected to grow at a CAGR of 2.9%.

The consumption per capita in Europe is 57 Kg of bread and bakery products. Although bread consumption patterns vary widely within the EU, most countries have an average consumption of 50 kg of bread per person per year. Examples of great bread consumers are Germany and Austria, with an average of 80 kg, while the UK and Ireland are at the bottom of the list with an annual consumption lower than 50 kg. Spain and France present also high volumes of consumption. The market is expected to continue an upward consumption trend over the next decade.

Germany is the top exporter of fresh bread and miscellaneous bakery, followed by France and Belgium, accounting almost 50% of total exports. Regarding imports, United Kingdom, Germany and France are the top importers.

Bread and bread products is the category with the highest market value and volume in Europe, followed by *Cakes, pastries and sweet goods* and Sweet biscuits and cookies. The categories with the highest market value and market volume growth are *Cakes, pastries and sweet goods* and *Baking ingredients and mixes*, respectively. All bakery categories are forecasted to grow in terms of market value and market volume in West Europe within the period 2020-2022.



Europe is the largest market in all the studies categories. Among them, baking ingredients presents the higher growth (6.1%), followed by sweet biscuits and cookies (5.0%) and cakes, pastries and sweet goods (3.9%). Germany leads the exports of all categories but *Baking ingredients and mixes*, which is led by France. United States is the main importer for *Bread and bread products*, *Cakes, pastries and sweet goods*, and *Savory biscuits and crackers*. France is the main importer of *Sweet biscuits and cookies*, and Germany the main importer of *Baking ingredients and mixes*.

Growth per category (2016-2026) and international trade

Category	CAGR (2016-2026)	Top exporter	Top importer
Bread and bread products	1.4%	Germany	United States
Cakes, pastries and sweet goods	3.9%	Germany	United States
Sweet biscuits and cookies	5.0%	Germany	France
Savory biscuits and crackers	3.4%	Germany	United States
Baking ingredients and mixes	6.1%	France	Germany

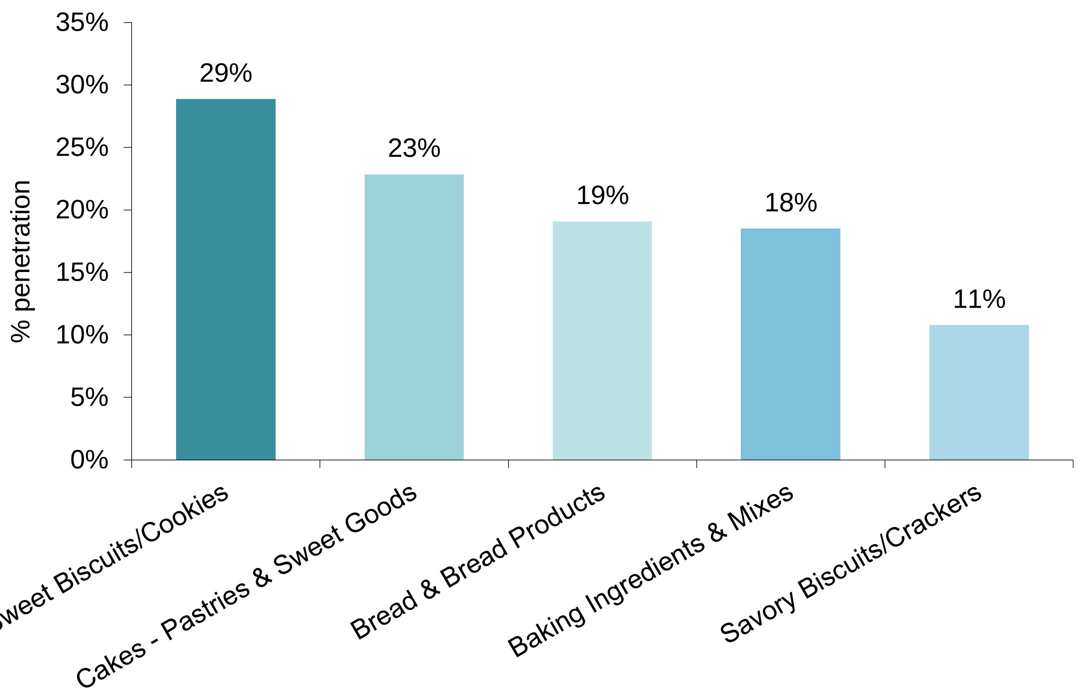
Sources: Mordor Intelligence, Atlas of Economic Complexity, OEC

3. New products and positioning

3.1 New products development in Europe

Sweet biscuits and cookies is the leading category, accounting a third of the new products, followed by cakes, pastries and sweet goods and bread and breads mixes. Slight growths were observed in cakes, pastries and sweet goods (2%), baking ingredients and mixes (1%) and savory biscuits and crackers (2%).

Bakery NPD in Europe (2016-2020)



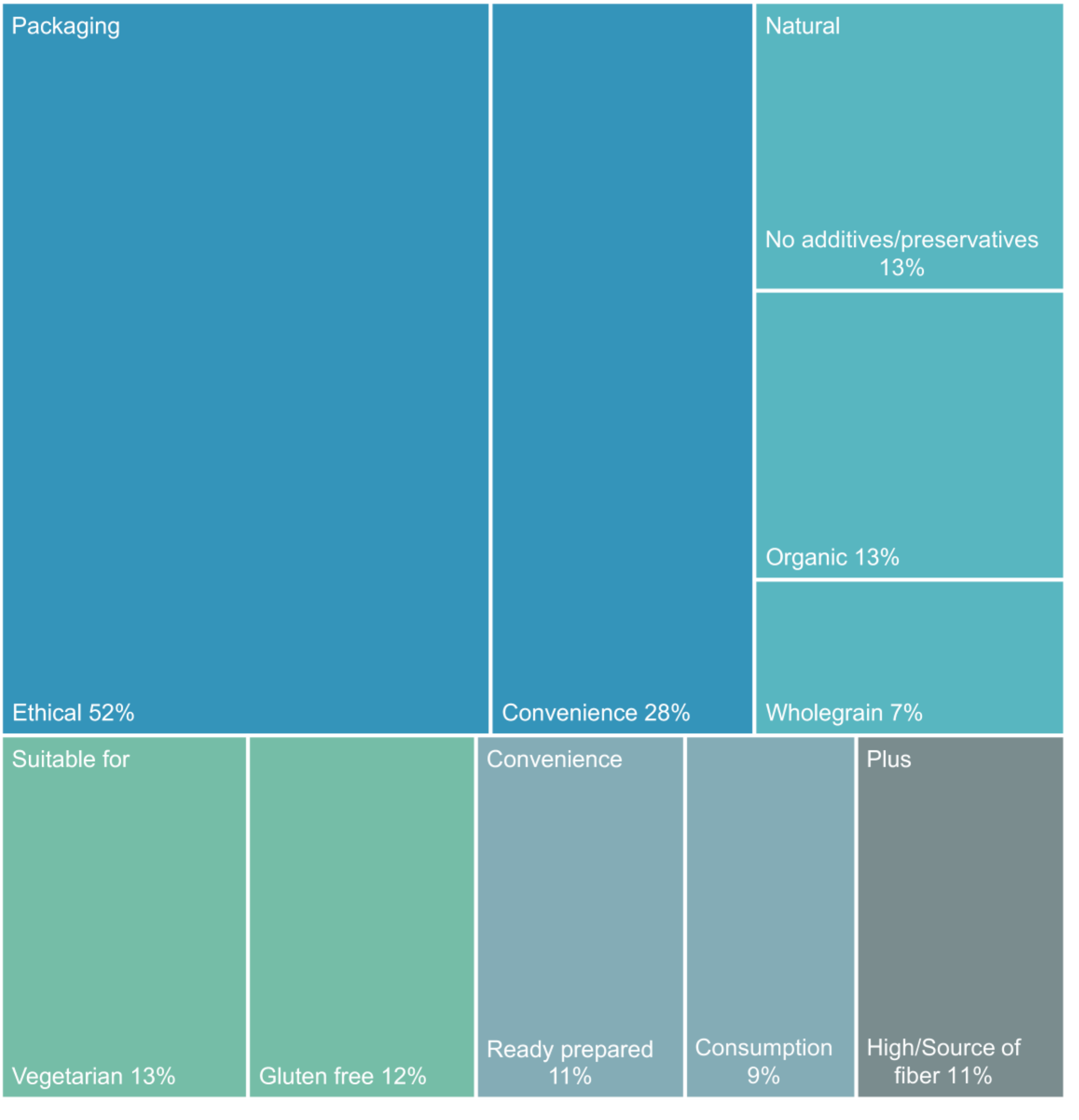
Low sugar cookies **(Spain)**.

High fibre bread (**United Kingdom**).

3.2 Positioning in the European market

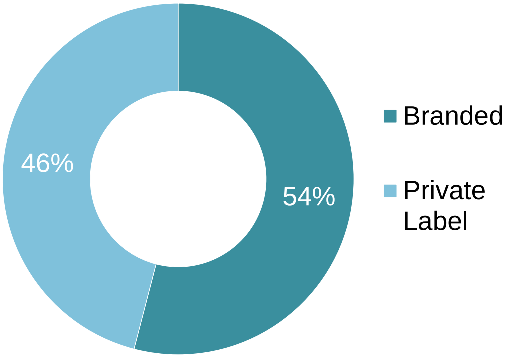
Ethical and *convenience packaging* are the main positioning claims, present in 52% and 28% of the new products, respectively, and with a growth of 5% in the case of *Ethical packaging*. Positioning claims related to natural products, such as *No additives/preservatives* or *Organic* are also recurrent, the latter growing with a CAGR of 4%. Other positioning claims are those referring to convenience, such as *Ready prepared* or *Convenience consumption*, which grow at rates of 4% and 2%, respectively. Options such as *Vegetarian* or *Gluten free* are popular too.

Top 10 main positionings in Europe (2016-2020)



3.3 Top brands in AHFES countries

Private labels and branded products present a similar share of the market, with 54% and 46%, respectively. Auchan is the main brand in Spain Carrefour in France, Marks And Spencer in United Kingdom, Continente in Portugal and Tesco in Ireland.



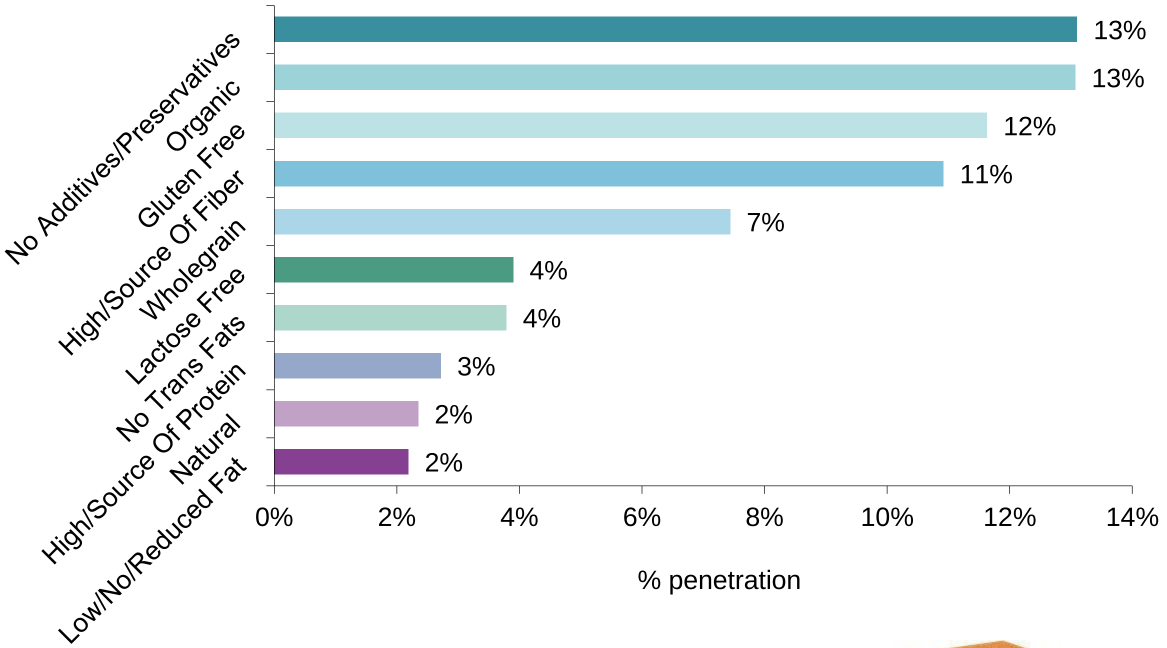
Top 10 main brands in Europe (2016-2020)

Top 10 brands	Spain	France	United Kingdom	Portugal	Ireland
1	Auchan	Carrefour	Marks And Spencer	Continente	Tesco
2	Consum	Auchan	Tesco	Pingo Doce	Tesco Finest
3	Carrefour	Casino	Morrisons	Chabrior	Marks And Spencer
4	Hacendado	Picard	Asda	Auchan	Free From
5	Alteza	U	Sainsburys	Gullon	Dr Oetker
6	Dia	Franprix	Free From	Vieira	Deluxe
7	Gullon	La Vie Claire	Waitrose	Sondey	Foxs
8	Eroski	La Grande Epicerie De Paris	Extra Special	Arminda Neto	Supervalu
9	El Corte Ingles	Monoprix	Morrisons The Best	Cuetara	Dunnes
10	Dulcesol	Lu	Mcvities	Bimbo	Cadbury

3.4 Health claims in the European market

No additives/preservatives and *Organic* are the main health claims, and *Gluten free* and *High/Source of fibre* are also recurrent. Some claims are growing at various rates. *High/source of protein is growing* at a rate of 17%, while *Lactose free* and *Organic* present slight growth of 5% and 4%, respectively.

Top 10 health claims in Europe (2016-2020)

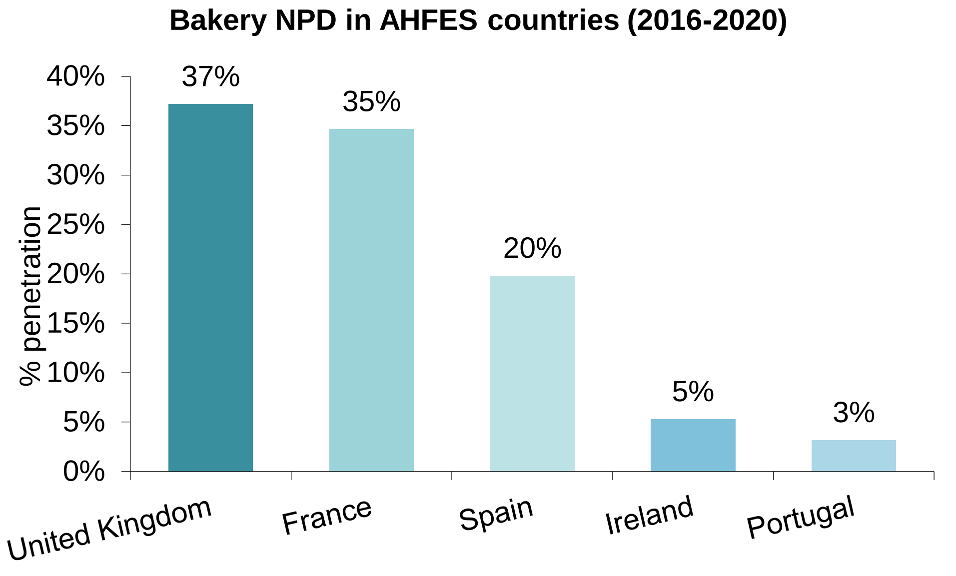


Organic bread with flaxseed and rye (**Portugal**).

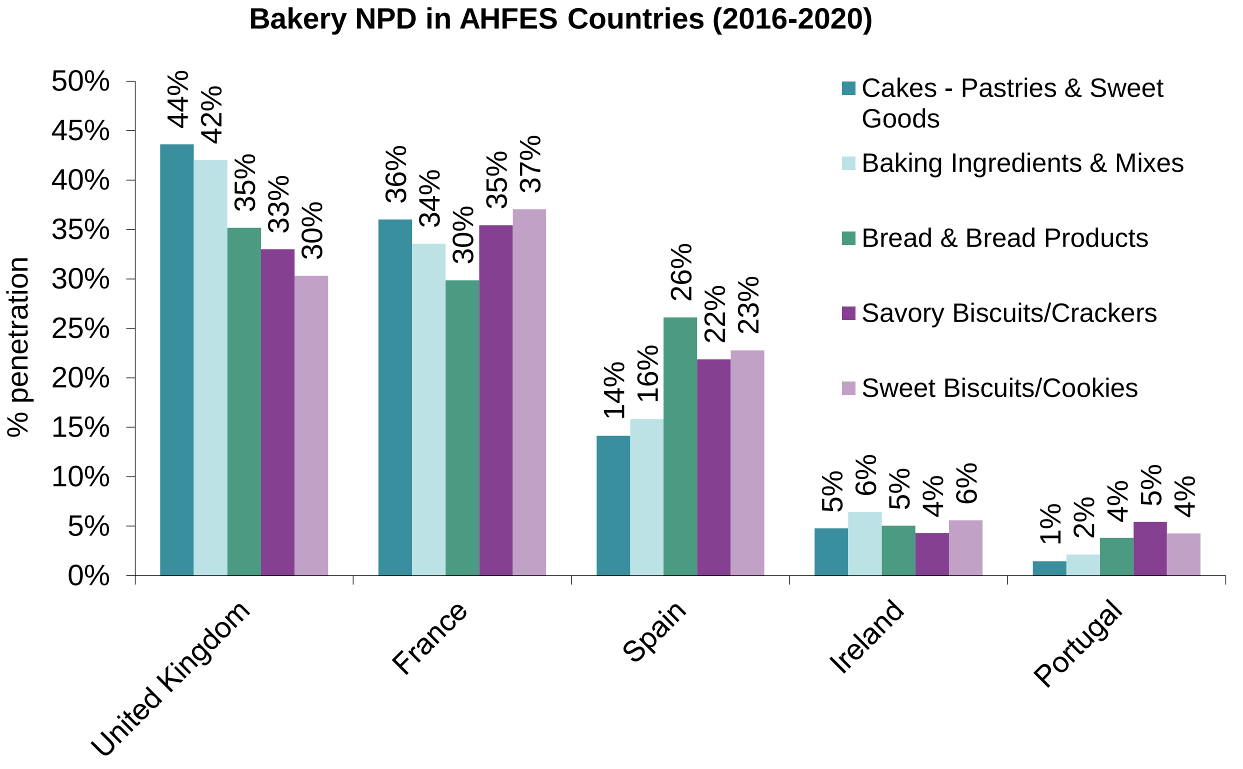
Gluten free buckwheat crispbread (**France**).

3.5 New products development in AHFES countries

United Kingdom and France lead the new products development among AHFES countries, with 37% and 35% of the market share, respectively.

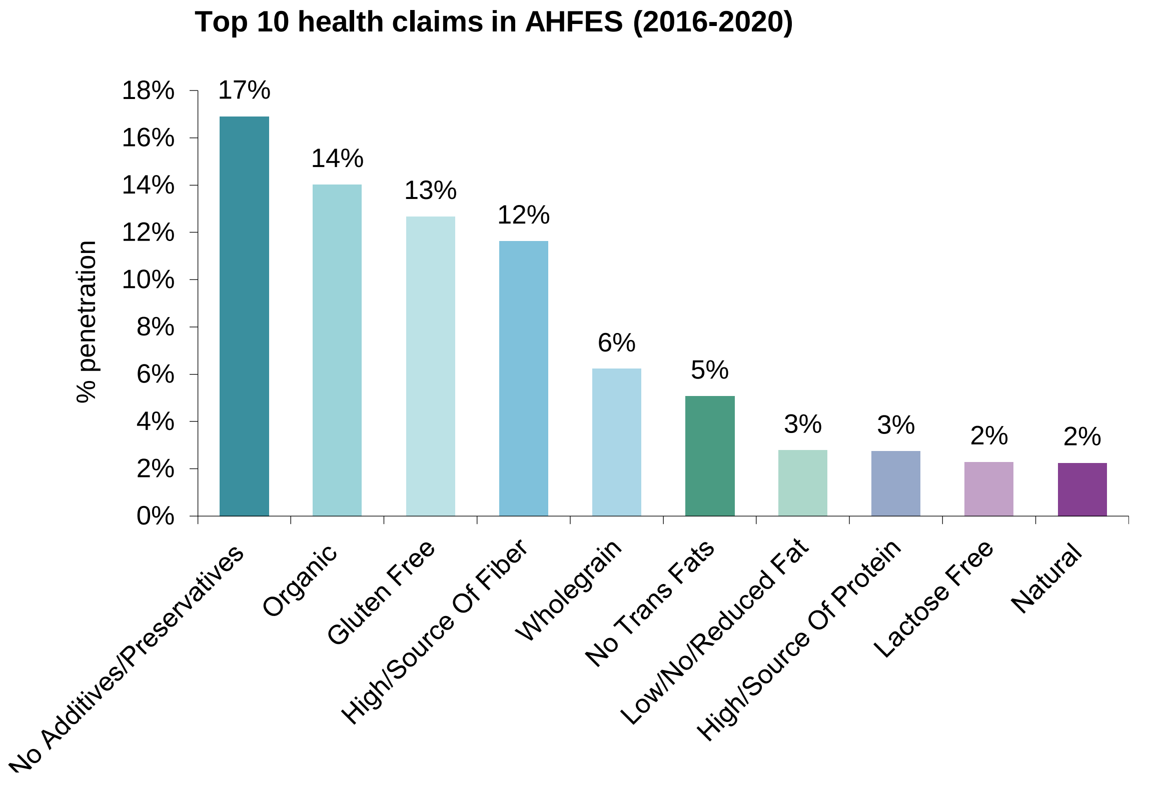


Cakes, pastries and sweet goods is the main category in United Kingdom, Sweet biscuits and cookies in France and Ireland, Bread and bread products in Spain, and Savory biscuits and crackers in Portugal.



3.6 Main health claims in AHFES countries

The profile of health claims in AHFES countries resembles that of Europe, with *No additives/preservatives* leading the list, followed by *Organic, Gluten Free* and *High/Source of fibre*. The latter presents the strongest growth, with a CAGR of 20%. Likewise, *Organic is growing* at a rate of 12%.



Chocolate chip cookie mix **low in sugar** and **high in protein,** with **no artificial flavors or colors** (**Ireland**).

Sandwich bread **high in fibre** (**Spain**).

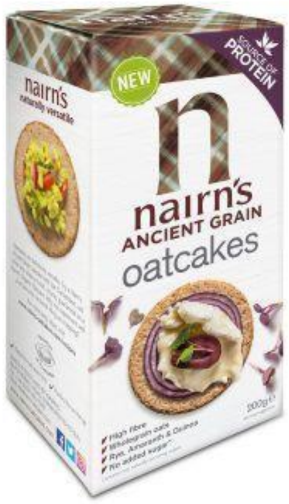
4. Top trends

4.1. Storytelling: Winning with Words

Consumers are increasingly captivated by the stories behind their food and beverage products. Topics such as lifestyle, cultural celebration, taste and flavours, the process of producing a food product or the ingredient sources are attractive to the consumer.

Sliced organic rye bread. Rye fibre contributes to proper intestinal transit, with slow release of carbohydrates. **Excellent option to follow a healthy lifestyle** (**Spain**)

Consumers seek products that are manufactured in traditional ways and healthier options, which has led to the rise of alternative flours and ingredients that boast taste, indulgence, naturality and health. Ancient grains respond to this demand, offering a more healthful alternative to traditional flour. Examples are spelt or buckwheat.



Ancient grain oatcakes enriched with rye, amaranth and quinoa, and packed with wholegrain oats, which showcases the extraordinary health benefits and rich flavors of ancient grains, **one of the world's most popular health foods** (**United Kingdom**).

57% Of global consumers say that **stories around a brand** influence their purchase decision

4.2. The Plant Based Revolution

Plant based eating is moving from trend to food revolution status and plant-based claims are emerging and experiencing strong growth. Consumers want to find healthy and adapted products. Vegetal protein is a key ingredient, thus bakery products high in vegetal protein are increasingly demanded.

MAINSTREAM	ON-TREND	EMERGING

Rosemary Italian crostini crackers suitable for **vegetarians** (**United Kingdom**)

+4% Vegetarian claims

Vegan cereal wraps with seeds (**Portugal**)

+19% Vegan claims

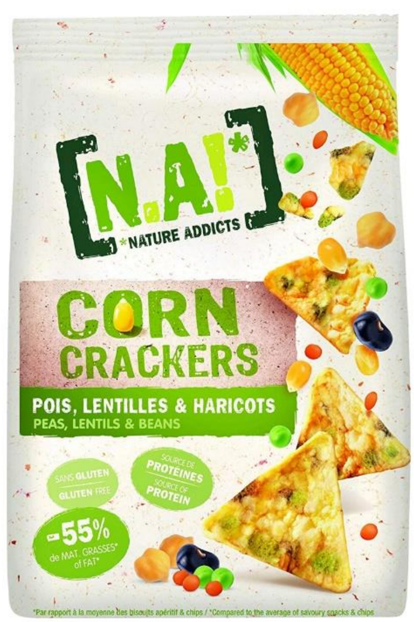
+70% Plant based claims

Crunchy **lentils** toasts (**Spain**)

Global, CAGR 2015-2019

Source: Innova Database

Pulses are one of the answers to improve the vegetal protein level of bakery products.



Corn crackers with vegetables (**peas, lentils and beans**) naturally source of protein and rich in fibre (**France**)

2 in 5

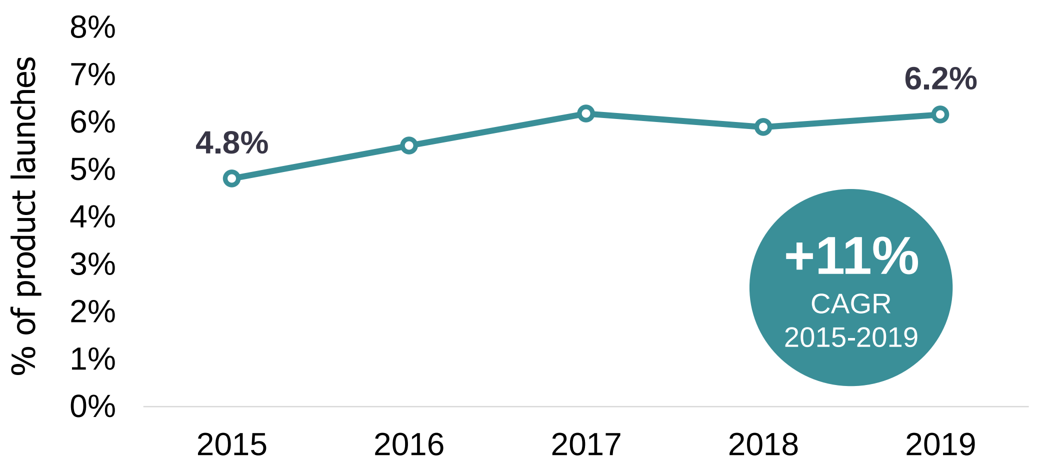
Global consumers have **increased the consumption of vegetables** over the previous year

Source: Innova Consumer Survey 2019

4.3 Sustainability and transparency

Consumer expectations around sustainability are higher than ever, pushing companies to prioritise eco-efficiency. Likewise, ethical claims are increasing in bakery.

Percentage (%) of bakery launches tracked with an ethical claim (Global)



Companies respond to consumer expectations with cleaner solutions. Likewise, consumers pay attention to labels in search of more natural and sustainable products, expecting more transparency about the origin of product and a shorter list of ingredients.

Emissions reduction

Wasa's business **controls its greenhouse gas emissions** from the field to the supermarket shelf (**Spain**).

Reducing plastic waste

Gluten free bread with chia and quinoa seeds in **recyclable a plastic pouch** (**Ireland**).

4.4. On the go formats and easy to prepare

Maintaining healthy lifestyles is a challenge for busy, time constrained consumers. The bakery sector responds by offering baked goods that can be aligned to an active and healthy lifestyle. Consumers demand products and solutions that save them time, to which bakery industry responds with convenient packaging such as single-serve bakery packaging, simple paper sleeves, bags to single-serving cardboard or tulip cups.

Other options enable portion control, such as multicavity pack design in a “Snap & Go” format which allow consumers to pick up individually wrapped units at a time. Other options to meeting consumers’ snacking needs are grab-and-go boxes for larger shareable baked goods, pillow pack cartons or resealable cartons or pouches.

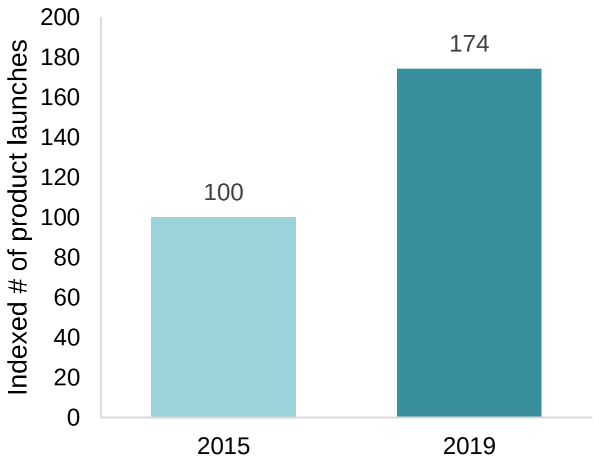
Snacks with sesame seeds, flax, oat flakes and cheese **in a resealable pouch** (**Spain**).

Grab and go snack pack consisting of ten individually wrapped twin packs of biscuits in 3 varieties, held in a tuck flap box (**United Kingdom**).

4.5. Reformulation for balance

Consumer perceptions of macronutrients in relation to health are evolving. Examples are low carb and sugar reduction, which have gained great relevance in the last years. In trending ingredients in the bakery segment right now, there is a preference for those used to promote healthy living and gut health. Health and wellness are top of mind for many consumers when purchasing food and beverage products today, and the bakery segment is no exception. As a result, there's a strong need for cleaner, more natural ingredients that provide similar functionalities as their traditional counterparts.

Indexed number of bakery launches tracked with low carb claim (Global, Index 2015 = 100)



Yogurt flavor cookies with **no added sugars** (**Spain**).

No Added Sugar +16.1%

Low Sugar +15.6%

Low/No/Reduced Carb +15.5%

Health-related product changes go beyond product basic reformulation, with designs tailored to satisfy specific nutritional demands, diets, or focus groups. Besides classical reformulations such as the replacement of ingredients or raw materials for instance to reduce the glycemic index or contain more grains, formulas include fortification with vitamins and minerals for a complete balanced formula.

4.6. Healthier grains, superfoods and functional ingredients

There is a profusion of whole wheat flour as a good source of fibre, calcium, iron and minerals, and multi-grain bakery products made from oats, cracked wheat, buckwheat, barley millet and flax that are complemented with chia, amaranth or emmer. Also, a prominent new trend is the use of functional foods. Examples are prebiotic ingredients or CBD, the latter declared to promote relaxation and reduce the anxiety and stress. There is also an increase in ginger, turmeric and citrus ingredients. Botanicals and “super foods” are also flavors penetrating in the bakery sector

Mini cookies **superfood** with spirilune and cranberry (**France**).

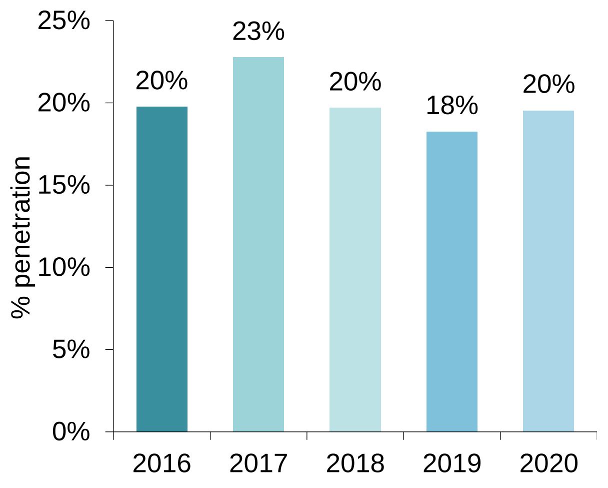
Oatcakes with rye, amaranth and quinoa. Rye contains twice as much **prebiotic fibre as wheat flour that supports probiotic bacteria** in the gut (**United Kingdom**).

5. Categories

5.1 Baking ingredients and mixes

The category of *Baking ingredients and mixes* presents market stability. 2017 was the year with the development of more new products, and 2019 presented a slight drop in new products in 2019 that was recovered in 2020.

Baking ingredients and mixes launches in AHFES countries (2016-2020)

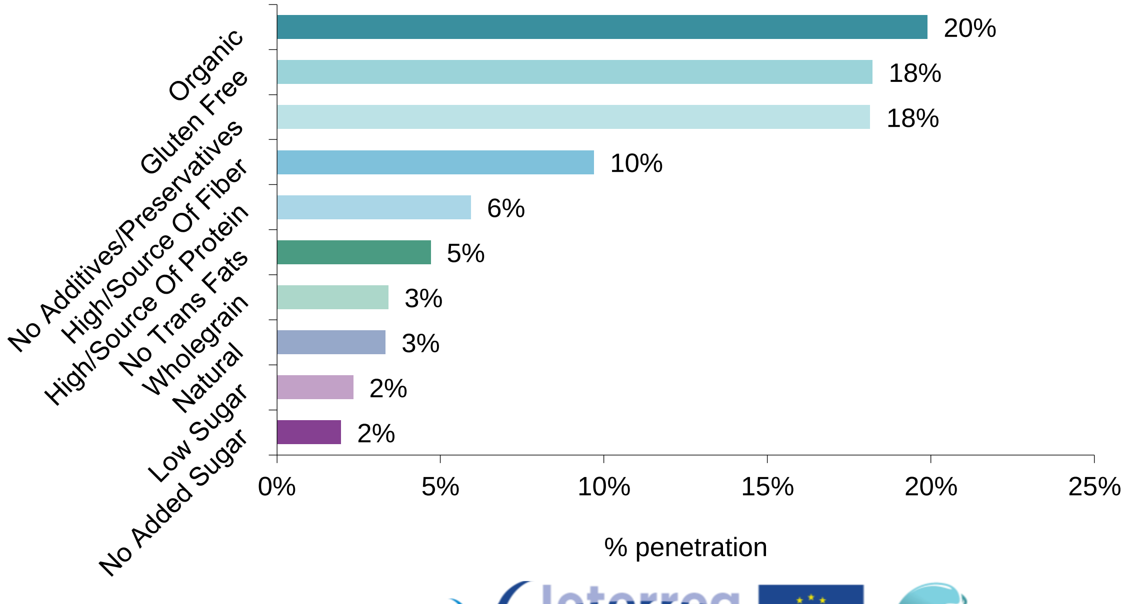


CAGR (2016-2020) **-0.3%**

Organic instant muffin baking mix, high in fibre (**Portugal**).

Organic is the main claim among Bakery ingredients and mixes, followed closely by *Gluten Free* and *No additives/preservatives.* There is a strong growth of the claims *Low sugar* (63%) and *High/Source of protein* (51%). Also, other claims that show a prominent growth are *High/Source of fibre* (30%), *No added sugar* (27%), *Wholegrain* (19%) and *Organic* (18%). *No additives/preservatives* is also growing but at a lower rate of 7%.

Top 10 health claims in baking ingredients and mixes launches in AHFES countries (2016-2020)



Low sugar and *High source of protein* are the claims with the strongest growth

Instant pancake mix rich in protein and **low in sugar** **(Ireland)**.

Instant pancake mix with mushroom and spinach flavor **high in protein** **(Portugal)**.

Organic and Gluten free are the main claims

No additives/preservatives is a well positioned claim

Organic germinated rice flour in a resealable plastic pouch **(Spain)**.

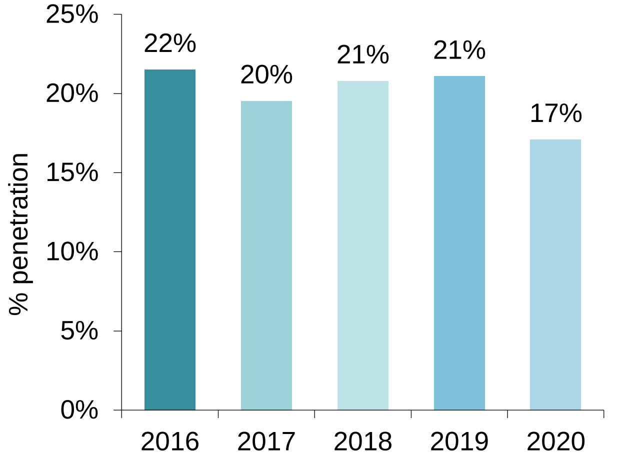
Gluten free baking mix to make an organic lemon and poppy seed loaf **(United Kingdom)**.

Preparation kit for cookies **with 0% preservatives** **(France)**.

5.2 Bread and bread products

The category of *Bread and bread products* showed market stability since 2016, with a remarkable drop in new product development in 2020 resulting in a negative CGAR within the period 2016-2020. The decrease in new product development in 2020 was probably influenced by the pandemic as that period prompted a massive movement towards baking at home.

Bread and bread products launches in AHFES countries (2016-2020)

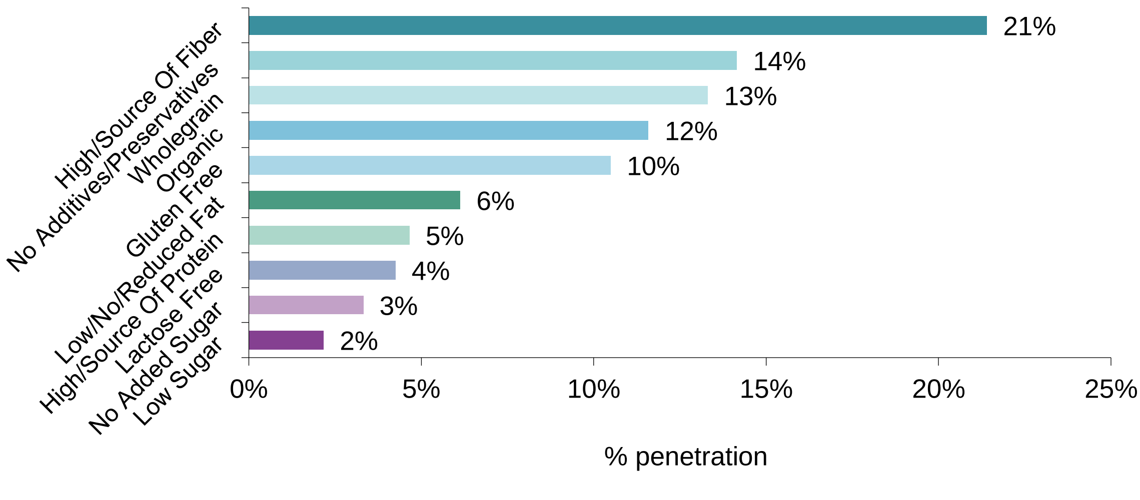


CAGR (2016-2020) **-5.6%**

Low sugar, low fat wholemeal bread, **source of fibre** (**United Kingdom**).

High/Source of fibre is the main health claim and is present in a large number of new products. Other popular claims are *No additives/preservatives*, *Wholegrain* and *Organic*, the latter growing at a rate of 16%. It is noteworthy the growth rates of *No added sugar* (18%) and *Lactose free* (12%).

Top 10 health claims in bread and bread products in AHFES countries (2016-2020)



High/Source of fibre is the main claim

Sliced special whole wheat bread **with high content of wheat bran fibre** **(Portugal)**.

No additives/preservatives and *Wholegrain* are recurrent claims

Artisanal toasts **with no preservatives** **(France)**.

Organic sliced bread with cereals, seeds and sourdough **made with wholegrain** **(Spain)**.

No added sugar and *Organic* are growing trends

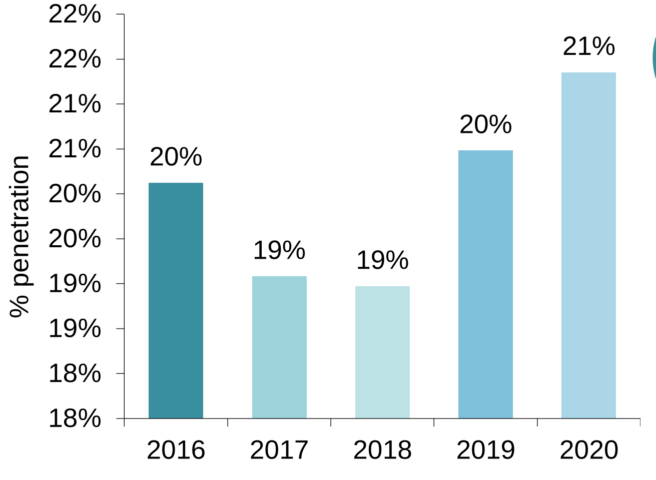
Traditional loaf **with no added sugar** **(Ireland)**.

Organic super seed rolls **(United Kingdom)**.

5.3 Cakes, pastries and sweet goods

Cakes, pastries and sweet goods is a category that is showing a remarkable growth since 2018, with a CAGR within the period 2016-2020 of 1.5%.

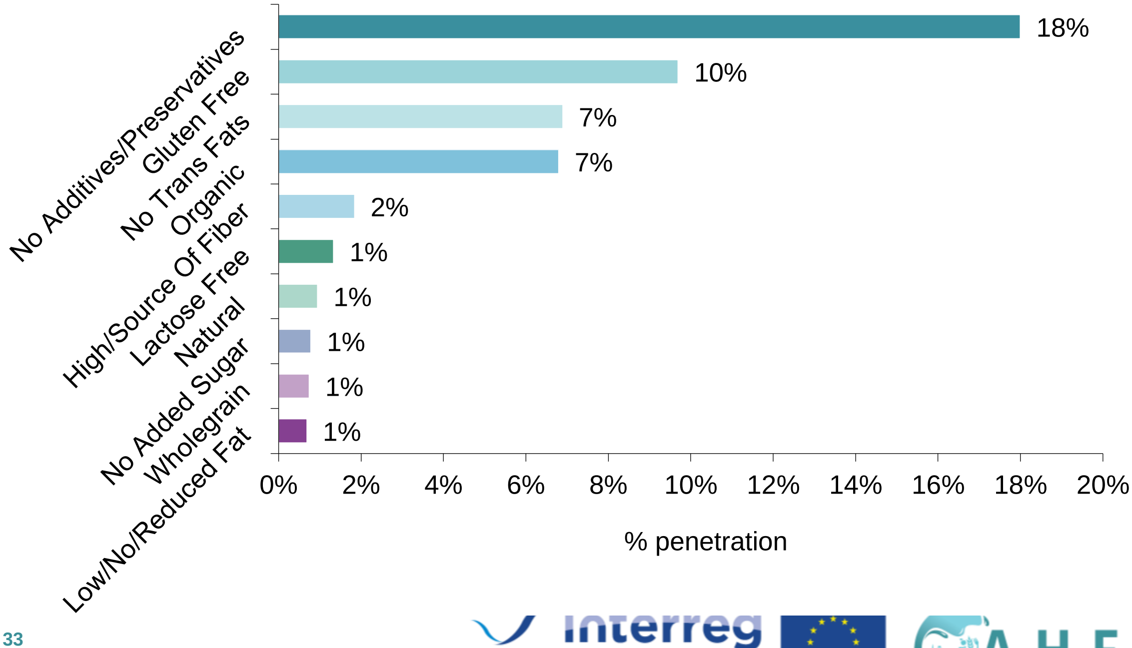
Cakes, pastries and sweet goods launches in AHFES countries (2016-2020)



Brioche muffins **with no preservatives** **(France)**.

The leading and most recurrent claim is *No additives/preservatives,* and other popular claims are *Gluten free*, *No trans fats* and *Organic*. The latter presents the higher growth with a CAGR of 12%. Other growing claims are, *Low/No/Reduced fat* (9%), *Lactose free* (9%), and *Natural* (6%).

Top 10 health claims in cakes, pastries and sweet goods in AHFES countries (2016-2020)



No additives/preservatives is the most popular claim

Muffins **with no preservatives and no colorants** **(Spain)**.

Brioches with apple filling **with no preservatives** **(France)**.

Gluten free and *No trans fats* are recurrent claims

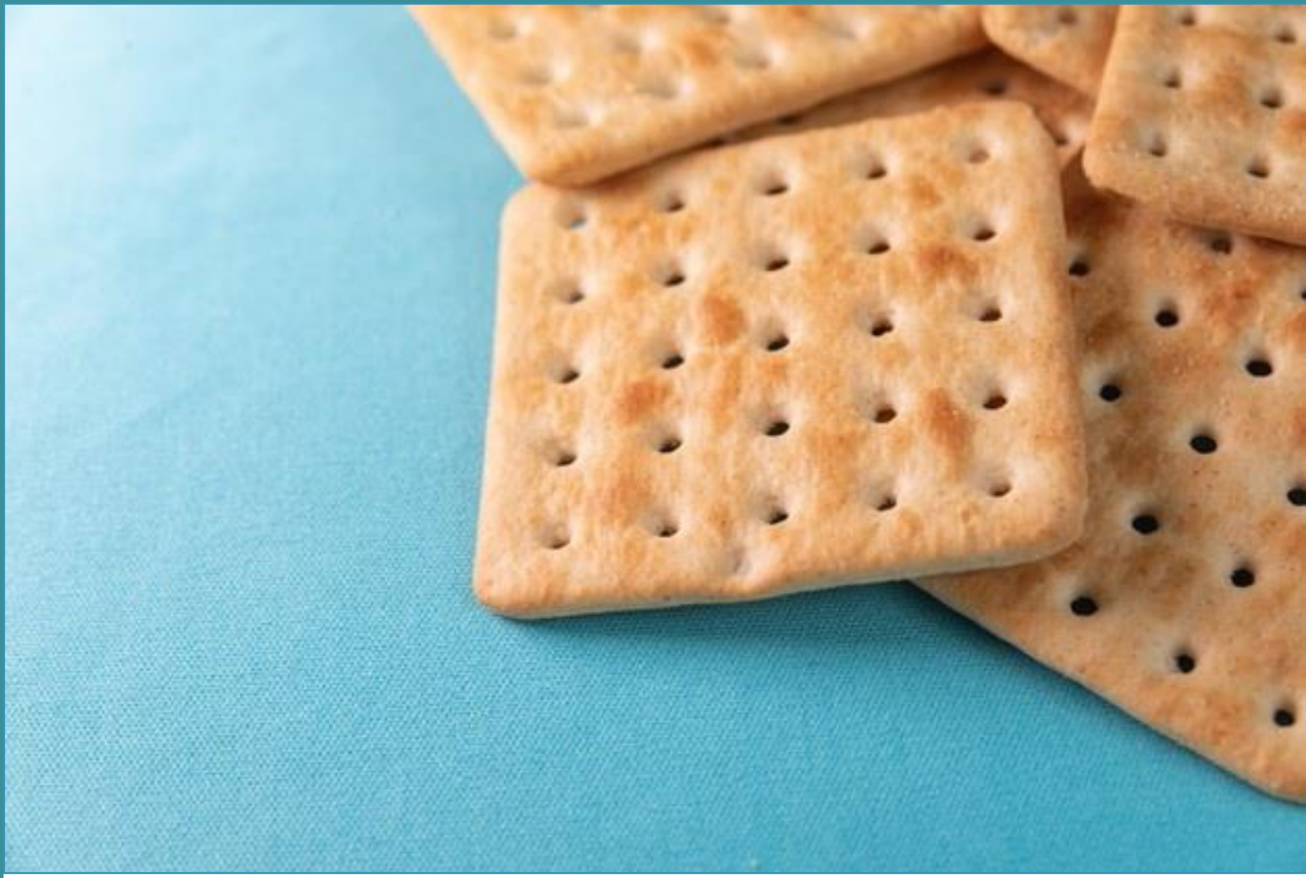
Gluten free apple crumble **(United Kingdom)**.

Waffles **with no trans fats** **(Ireland)**.

Organic is the claim with the strongest growth

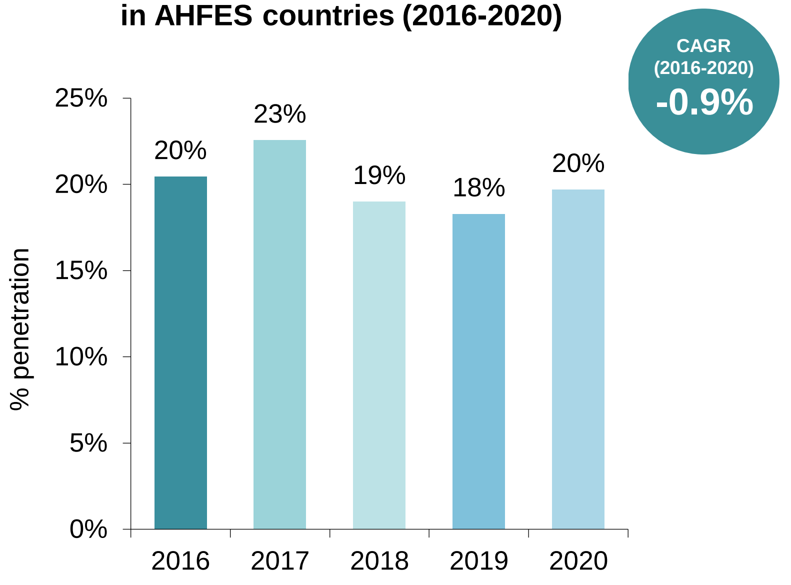
Organic mini marble muffins **(Portugal)**.

5.4. Savory biscuits and crackers



Savory biscuits and crackers is a stable category within the bakery sector. After a slight reduction in the development of new products in the period 2017-2019, in 2020 a recovery was witnessed.

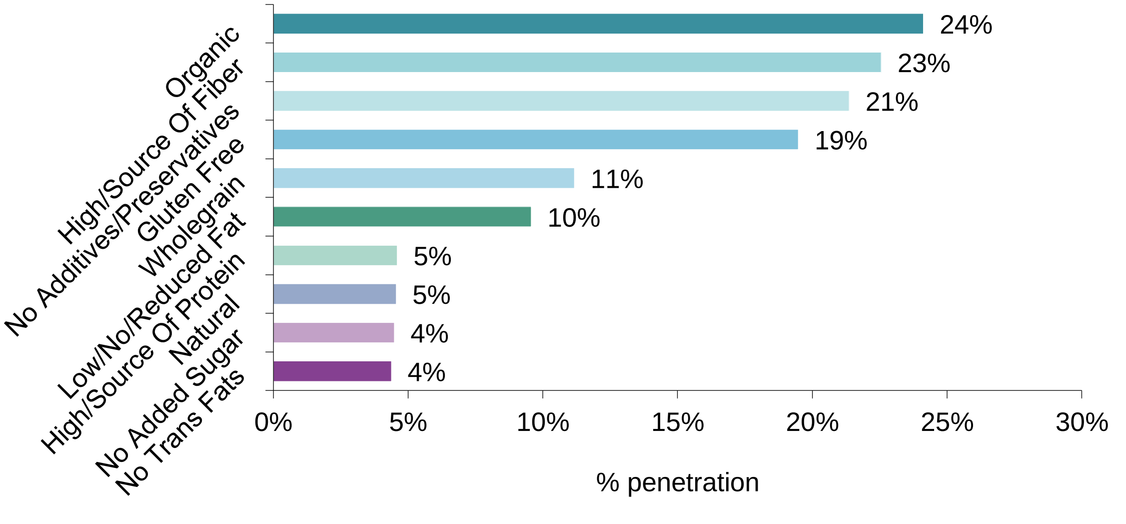
Savory biscuits and crackers launches in AHFES countries (2016-2020)



Multigrain rye crispbread, high in fibre **(Ireland)**.

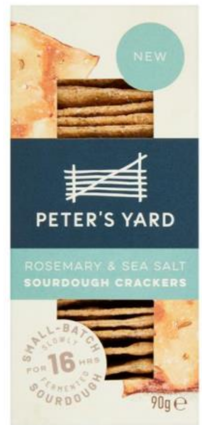
Several health claims are commonly used with similar a presence in the new products. Among them, *Organic*, *High/Source of fibre* and *No additives/preservatives* stand out, and present growths of 6%, 4% and 6%, respectively. It is remarkable the growth of *No added sugar* (21%), *High/Source of protein* (21%), and *Low/No/Reduced fat* (17%),

Top 10 health claims in savory biscuits and crackers in AHFES countries (2016-2020)



Organic, *High/Source of fibre* and *No additives/preservatives* are the main claims

Organic crackers with extra virgin olive oil **(Spain)**.



Rosemary and sea salt crackers **high in fibre** **(United Kingdom)**.

Chia cookies **with no additives** **(Portugal)**.

High/Source of protein and *Low/No/Reduced fat* are growing trends

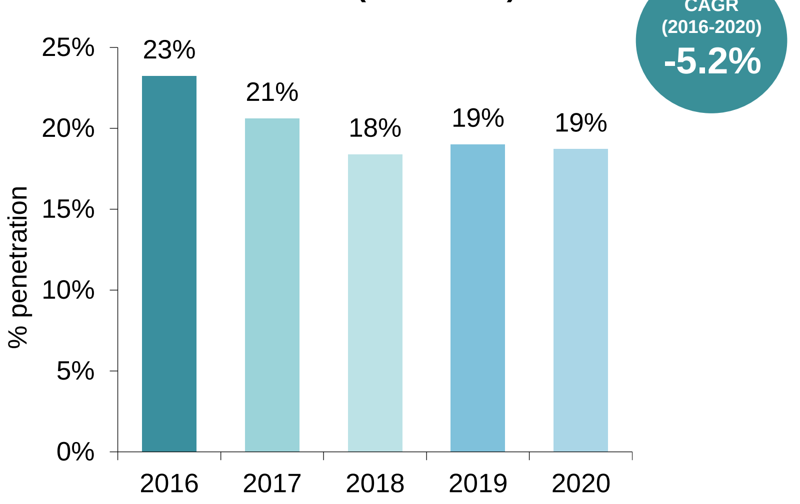
Lentil toasts, source of protein **(France).**

Dark rye crispbread **low in saturated fat** **(Ireland).**

5.5. Sweet biscuits and cookies

Sweet biscuits and cookies is a category with certain market stability, which presented a negative trend from 2016 to 2018 and a recovery in new products development in 2019 and 2020.

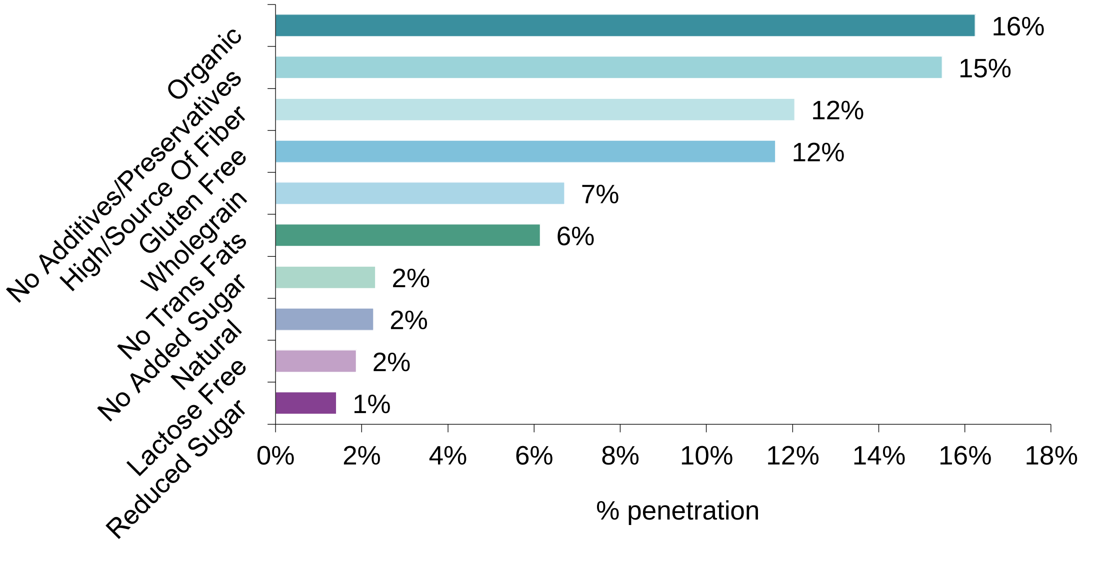
Sweet biscuits and cookies launches in AHFES countries (2016-2020)



Organic buckwheat cookies **(Spain)**.

Organic and *No additives/preservatives* are the main claims, and other popular claims are *High/Source of fibre* and *Gluten free*. Both *Reduced sugar and Organic* are growing, at rates of 12% and 9%, respectively.

Top 10 health claims in sweet biscuits and cookies in AHFES countries (2016-2020)



Organic, *High/Source of fibre* and *No additives/preservatives* are the main claims

Organic spelt and seeds cookies **(Portugal)**.

Pistachio and lemon cookie with nuts, oats and seeds, **high in fibre** **(United Kingdom)**.

Gluten free wholegrain oats cookies with **no artificial colors, flavors, or preservatives** **(Ireland)**.

Gluten free is a recurrent claim

Gluten free Belgian chocolate cookies **(Spain)**.

Reduced sugar present a significant growth

Oat biscuits with coconut and cocoa, **with 46% less of sugar** **(France)**.

6. Conclusions

The bakery market shows stability, and it is forecasted to grow modestly throughout the following decade across Europe, the United States, China and Brazil.

Sweet biscuits/cookies and sweet goods are the categories with most product development, followed by bread and bread products. In Europe, the main positioning element is Ethical and Convenience packaging, responding to two of the major consumer trends, on-the-go or ready to eat products and the awareness for sustainability. The fact that No additives or preservatives and Organic are the main health claims, put emphasis on consumer's preoccupation for more natural and cleaner products. In line with this, the great expansion of plant-based products is remarkable and stands as one of the main demands among bakery products. Novel protein sources of plant origin such as pulses protein are becoming increasingly popular.

High or source of fibre and Gluten free are also recurrent claims, which together with the increase of the demand of products with reduced sugar reveal the consumer care for health issues. This fact leads the industry to reformulate their products to manufacture healthier options, which are often accompanied by ancient grains, superfoods, and functional ingredients including buckwheat, rye, emmer, botanicals or ginger.

Cakes, pastries and sweet gods is the category with the strongest growth, at a rate of 1.5% and with significant increase since 2018. Products without additives or preservatives thus more natural are leading the category in terms of market penetration. The category baking ingredients and mixes show a similar tendency, with a great offer of organic products with no additives or preservatives. Savory biscuits and crackers is a category with market stability in which organic products high in fibre predominate. Even though sweet biscuits and cookies is one of the leading categories in terms of innovation, presents a slight decreasing tendency. Lastly, bread and bread products suffered a remarkable market decrease in 2020, strongly affected by the pandemic. However, the previous years showed a stable trend.

The opportunities in the bakery sector include the reduction of additives towards more natural products, the reformulation towards healthier options, ancient grains or superfoods supporting the microbiota and reducing the glucose content, and the inclusion of ingredients with functional activity.

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