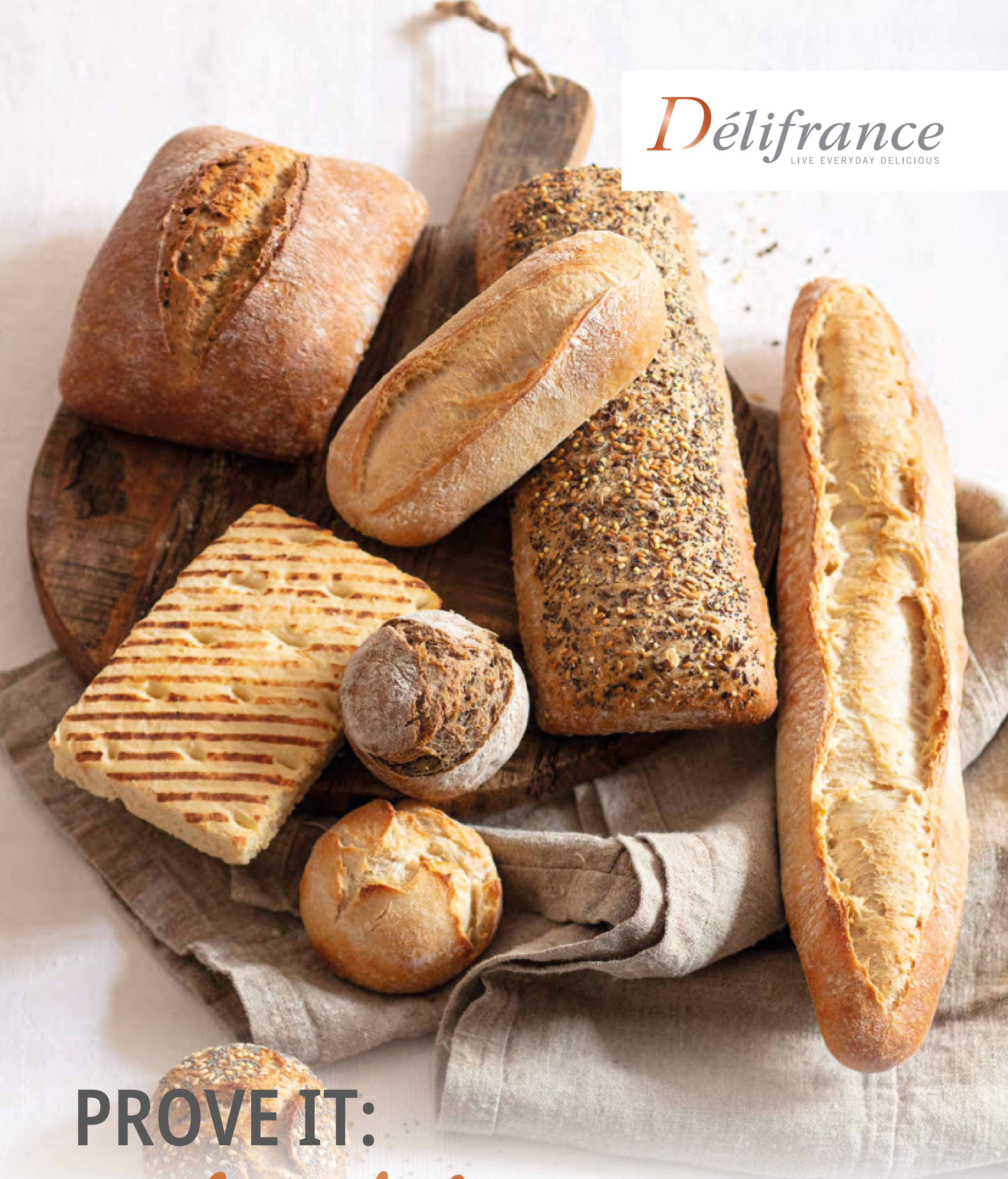
Délifrance
LIVE EVERYDAY DELICIOUS



PROVE IT: *A bread focus*

Unlocking the category opportunities

Contents

About this report

Meet the experts

Stéphanie Brillouet

Marketing director, Délifrance

As marketing director at Délifrance, Stéphanie sits at the forefront of trends, insight and product development.

"We are thrilled to share our new report with you which takes a deep dive into the bread category.

"We've reviewed the latest bread trends alongside specially commissioned research to find out what consumers want from bread both at home and out of the home, from in-store to artisan bakeries and across foodservice.

"We've partnered with our food trends experts Harris & Hayes to explore the latest category insights and spotlight how you can use them to benefit your business."

Lisa Harris and Alexandra Hayes

Food trends experts, Harris & Hayes

We've collaborated with Harris & Hayes food and drinks trends consultants to bring their expertise to our comprehensive research. The pair support some of the biggest food producers, retailers and hospitality brands in the UK with leading-edge trends and future forecasting. They're a respected authority on food and drinks and are passionate about smart innovation. They draw on consumer, cultural and industry trends within this report, to add context and commentary to our findings.

Commissioned research and resources

We interviewed 500 UK adults who regularly eat bread. Interviews were conducted between September and October 2020. Research was also conducted in France, Germany and Italy with 500 consumers in each country.

Additionally, we commissioned Nielsen to run a retail study, which includes insights from 4,915 British households, conducted in November 2020.

Social listening

We used data from social listening tool Delve Insights, monitoring thousands of online conversations to identify consumer trends.

All statistics used in this report are from these sources, unless otherwise stated.

Executive summary

Bread won the hearts and minds of the nation over the past year, as baking became a popular pastime for locked-down consumers. It is no wonder, then, that almost three-quarters of British households buy bread at least weekly, **with some 70% of consumers saying their consumption of bakery products hasn't changed during the pandemic.**

Most people (80%) buy both packaged bread and bread from in-store bakeries, with in-store bakeries being the main source of bread for almost a third of households (31%).

Taste is key, with 95% of consumers saying it's in their top three reasons for buying bread. And almost half (49%) say it's the number one reason why they buy a particular type of bread.

Bread is also many things, sometimes to the same consumer. While the popularity of core white, brown and wholemeal loaves prove bread is a staple, diners also opt for more premium or indulgent options – including sourdough, tiger bread and rye – at the weekend.

There is also more appetite for **bread with inclusions** and bakes that use **alternative flours,** as people look to bakery for functional reasons. Interestingly, of those looking for more health benefits in their bread, almost a fifth (17%) want more vitamins/nutrients and 14% desire more cereals, grains and dried fruits. The same number would like breads that are more digestible.

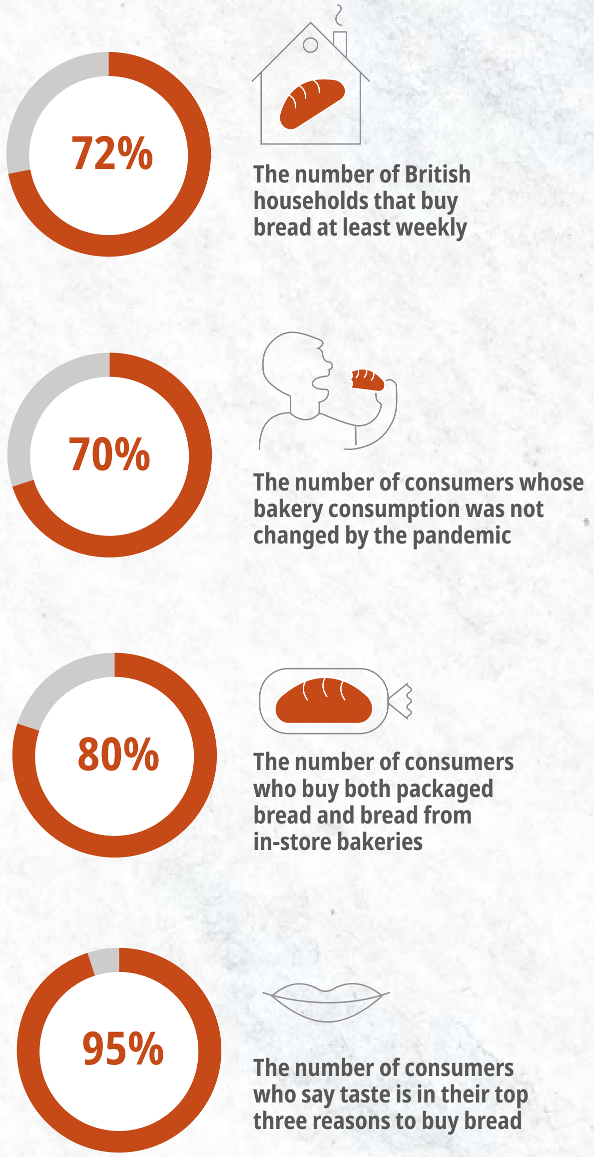
These findings point to the evolving nature of **health and wellness** as consumers look to add more nutritious ingredients to their diet. Indeed, health and wellness also comes into sustainability as consumers look for clean labels and fewer additives. Elsewhere in sustainability, packaging innovation and avoiding waste are also on the agenda.

Indulgence continues to be an important trend as consumers look for speciality breads, particularly at the weekend or when they have guests. There is also some overlap between indulgence and health and wellness, in the form of a treat or pick-me-up.

Like so many industries, grocery retail and foodservice have evolved over the past year and we expect concerns around hygiene to continue, as well as the consumer quest for added value. Takeaway, subscription and meal kits have become commonplace, and our trends experts Harris & Hayes believe we will continue to see innovations in these areas.

In terms of day parts, **breakfast and lunch are the key consumption occasions for bread**, leaving plenty of opportunities for retailers and foodservice operators to tap into other occasions, including snacking.

Future bread consumption will be driven by freshness, quality and convenience, as consumers look for good value core staples as well as breads that can answer their evolving health and wellness needs – whether that is through functionality or sustainability.



Bread market snapshot

£7.5bn

UK bread market value[1]

6.5%

Délifrance

Market share of bake-off bread market

Volume split 2020 vs 2019:

71%
packaged, up from 67% in 2019[1]

29%
fresh (of which 70% is frozen bake-off products), down from 33% in 2019[1]

Volume forecast:

31% Fresh[1]	2021 Forecast	69% Packaged[1]
34% Fresh[1]	2025 Forecast	66% Packaged[1]

Bake-off percentage of fresh set to grow:

72%	2021 (forecast)[1]
73%	2025 (forecast)[1]

Channel split 2020 vs 2019 (fresh):

34% Foodservice[1]	2019	66% Retail[1]
34% Foodservice[1]	2025 Forecast	66% Retail[1]
30% Foodservice[1]	2020	70% Retail[1]

1 Gira 2021

More weekly shops means that in 2020, packaged bread volumes grew +8.4%, while fresh witnessed an 11.6% decline, partially offset by frozen bake-off, which saw a slightly slower decline of -9.7%. Overall, volumes grew +0.5%.

2020:

- +8.4% Packaged[1]
- -11.6% Fresh[1]
- -9.7% Frozen bake-off[1]

In 2021 we will continue to see growth in the bread market. The dynamic between packaged and fresh is expected to return towards pre-Covid trends, with packaged bread sales slowing and fresh returning to growth. Bake-off bread is set to see the strongest growth over the next five years, with Gira forecasting a CAGR of +1.1% through to 2025. Of course, these predictions rely on lockdowns lifting and a healthy return for foodservice.

Bread barometer: Consumer attitudes towards bread

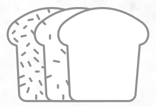
Bread remains a staple for consumers and almost three in four British households buy bread at least weekly. **Our data shows that 5% buy bread every day, 17% two to three times a week and 50% at least once a week. And more than half of consumers (59%) say their bread consumption hasn't changed over the past year – compared with 46% in 2019.**

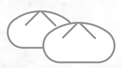
In fact, bread purchasing and consumption are quite habitual, **with 82% saying that bread being part of the meal is one of their top reasons for buying it.**

The core white, brown and wholemeal loaves remain favourites among consumers, with almost half (48%) saying they are likely to buy them at least once a week. For our consumers, these breads represent good value for money over other types of bread and, again, habit comes into it, with shoppers saying they buy them because they always have. **In fact, fewer than one in five (18%) of bread consumers claim to never buy core white, brown and wholemeal loaves.**

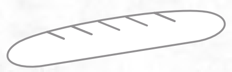
Predictably, **sliced white bread** is mostly purchased because of its price and shelf life, whereas **brown and wholemeal** loaves are more likely than other types of bread to be selected for their nutritional value. Interestingly, shoppers who buy brown and wholemeal are also more likely to be interested in the ingredients.

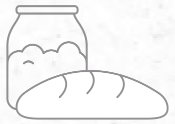
Bread types purchased at least once a week:


48%
White, brown or wholemeal loaves

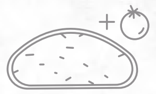

19%
Rolls


17%
Seeded loaves


11%
Baguettes


6%
Sourdough loaves

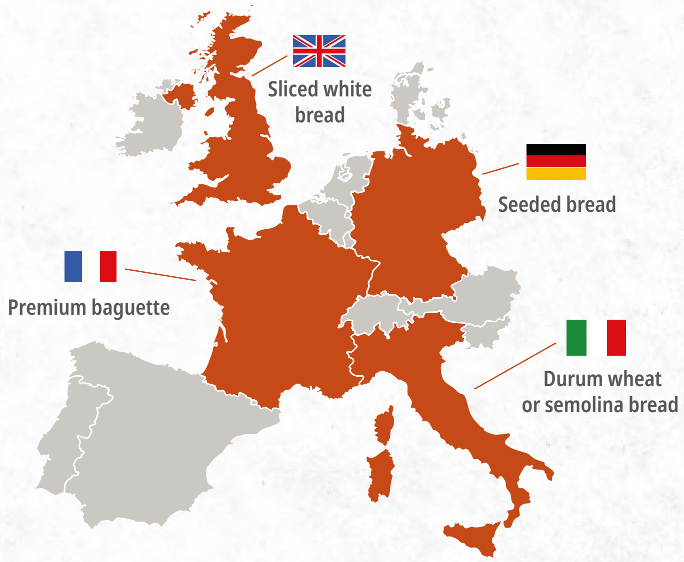

5%
Italian breads


4%
Bread with added ingredients

Seeded loaves are more likely than other types of bread to be bought because they are healthy and they taste good. This demonstrates that consumers want to make healthier choices but aren't prepared to make sacrifices on taste. It also shows that seeds are a great way to not only add nutritional benefit but also to depth of flavour and different textures, making the whole eating experience feel more indulgent.

Rolls are similar in that white and brown are chosen for freshness and price, whereas fans of seeded rolls are more likely to be interested in the ingredients than the average bread consumer and less concerned about the price. This demonstrates that in consumers' minds there is a distinct perceived benefit that is worth paying more for.

Most popular bread types across Europe



Rustic, French style white loaves, such as boules and pavés, top the charts when it comes to breads being chosen for their appearance and, like white sliced, less so for their nutritional properties.

Baguettes are more likely than other types of bread to be chosen for their freshness and shape. This shows baguettes fit a specific need state and are therefore less likely to be substituted with other types of bread. Baguettes are also more likely to be selected because of their smell. This links to the importance of freshness and it may also tie into the baguette's French heritage, with shoppers expecting a more traditional and possibly rustic display of baguettes to elevate the authenticity of the entire bakery.

In fact, rustic white bread caters to some prominent trends – white bread is a comfort for many consumers, but people still demand more premium experiences. 'Elevated comfort food' was big in 2019 and the Covid-19 pandemic has only accelerated that trend.

Italian style breads and **breads with added ingredients** are more likely to be bought as a treat than other types and breads with inclusions are most likely to be chosen when consumers want to try something new.

Spotlight on sourdough

Consumers up and down the country tried their hand at baking during lockdown, **and a YouGov poll revealed that 33% of UK adults intended to bake sourdough.**[2]

Although sourdough breads are increasing in popularity, research suggests that two-thirds of bread consumers never choose sourdough loaves, showing that there is still a lot of potential for this sector to grow and develop.

For those that do choose sourdough, their decision is driven by taste, ingredients and texture. Along with Italian-style breads and breads with added ingredients, sourdough loaves are more likely than other types of bread to be chosen because they look appealing. While this is partly down to the display and abundance of product, it is also down to the loaves themselves. They are more likely to be rustic in appearance, perhaps being hand-crafted, with interesting natural bursts and contrasting dark crusts with flour dusting.

Mother dough

At Délifrance, we have developed our own mother dough (sourdough starter) capability to be able to produce real sourdough breads at scale. We've invested time and care into upskilling our employees and processes to create sourdough products that are hand-crafted, free of additives and with an artisan feel.

Sourdough love

Conversations on social media about sourdough more than doubled during the pandemic (compared with 2019) with over 90,000 mentions in the UK.[3]

Delve insights

Some 78% of heavy users and 65% of occasional users of sourdough breads like the sound of, or already buy, sourdough loaves with additional ingredients such as grains.[4]

Around 89% of heavy users and 61% of occasional users of sourdough breads like to try different varieties of sourdough, for example, rye.[4]

2 www.retailtimes.co.uk/yougov-survey-reveals-27m-uk-adults-baked-during-lockdown
3 Delve Insights
4 Puratos/Good Sense Research, March 2021, online survey of 100 heavy sourdough users and 104 occasional sourdough users

Now we know the types of bread consumers are eating, let's take a look at when they are eating them.

In the majority (85%) of multi-person households, all bread-eaters eat the same bread. If they don't, the main reason is due to differing tastes.

Just over a tenth (13%) of consumers are likely to change it up and choose something different for the weekend, with tiger breads, sourdough loaves, rye breads, Italian-style breads, breads with inclusions and baguettes more likely to be eaten at the weekend than during the week.

And for the 25% that opt for something different when they have guests, top choices include sourdough loaves, Italian-style breads, breads with inclusions, and premium baguettes and rolls. This shows that consumers are more likely to treat themselves and their guests to something more indulgent, compared with when they are shopping just for their own needs.

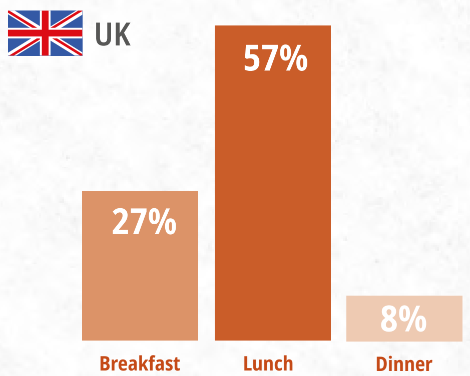
85% of multi-person households all eat the same bread

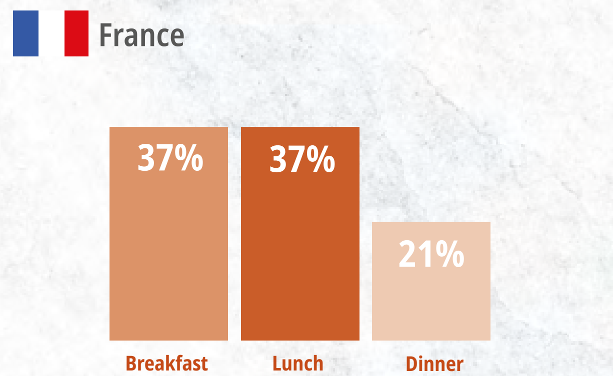
13% choose a different type of bread for the weekend

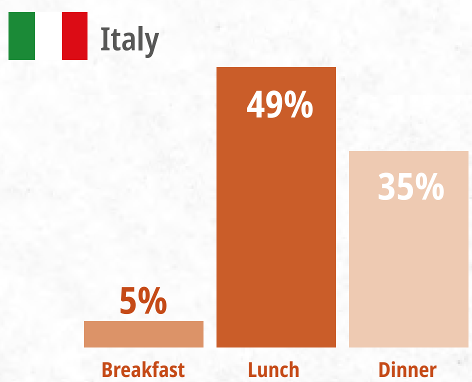
25% choose a different type of bread when they have guests

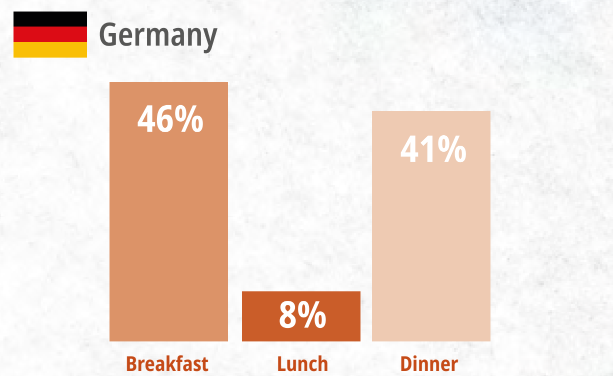
Day parts: View across Europe

When people eat the most bread









More than half of people (57%) say they mainly eat bread at lunchtime, with the same number saying that lunch is the time they eat the most bread. And our research shows that multiseed loaves and rolls of all kinds are much more likely to be eaten at lunchtime than other mealtimes.

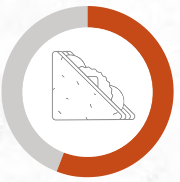
Breakfast comes in second, with 29% of people saying they eat bread at breakfast and 27% saying that breakfast is the meal at which they eat the most bread. The favourites of core white, brown and wholemeal loaves are more likely than other bread types to be eaten first thing in the morning.

And while dinner is only slightly less popular than breakfast, **with 24% of consumers saying they eat bread at dinner time, it's worth noting that just 8% say this is the meal at which they eat the most bread.** This shows that when consumers are pairing a bread with dinner, they are looking for a smaller serving, unlike on the Continent. In terms of dinner preferences, Italian-style breads, breads with added ingredients and sourdough loaves are the favourites.

Snacking isn't such a big deal for bread consumption, but for those who do snack on bread, more flavourful options such as sourdough and breads with inclusions are the most popular.

The most common ways to enjoy bread

56%

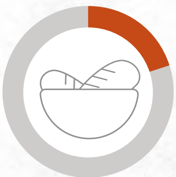


Sandwich

39%

Toast

20%



Side dish

Sandwich fans are more likely to choose crusty rolls and brown, wholemeal and multiseed bread.

Meanwhile, white sliced bread, brown, wholemeal and multiseed loaves are more likely than other types of bread to be used for toast, showing the flexibility and versatility of the more basic types of loaves. Incidentally, consumers also toast sourdough – perhaps replicating the favoured brunch of millennials: smashed avocado on sourdough toast.

Lastly, a fifth (20%) of consumers enjoy bread as a side dish, with Italian-style breads, baguettes, breads with inclusions, tiger bread and sourdough the most likely choices.

STÉPHANIE BRILLOUET

"Breakfast and lunch are the most important day parts for bread consumption. With working at home set to continue to some extent, retailers should consider how they can maximise on these day occasions to drive bread sales. And since the same bread is most likely to be consumed in multi-person households, options that appeal to the whole family are likely to be the most popular."

HARRIS & HAYES

"As consumers increasingly work from home, they want lunch and breakfast to feel like an escape. Bread is a core ingredient to both occasions, so it's well placed for accessible and inspiring NPD. Sandwich alternative breads sales were up 26% in March 2020 compared with the same time last year. For example, the TikTok 'tortilla wrap hack' dominated lockdown kitchens as consumers were hungry for a new way to make a sandwich.

"We also expect toast or breakfast-specific breads to have better traction as consumers seek an at-home, premium experience.

"Elsewhere, consumers who are snacking more are looking for new, health-based reasons to justify the habit. Evening snacks present a huge opportunity, as well as mid-morning energy-boosting bread products. Whether it's bread with calming ingredients for better sleep or mood-boosting bread, we expect to see increased indulgence and health-based snacking messaging on NPD."

The most popular sandwich filling is equally identified as cheese (28%) and bacon (28%)

Butter is the most popular topping, providing 41% of the conversation

Bacon sandwiches dominate the conversation as a popular weekend morning choice

Chocolate spread is spoken about as a comfort pairing with bread and is the second most talked about topping (18%)

Delve insights

Brexit and Covid impact

There is no question that both Brexit and the pandemic have had a massive impact on consumer behaviour, and on how operators and retailers can do business. From less frequent, larger shopping missions, worries over price increases and heightened hygiene awareness, to takeaway and delivery, these major events have disrupted consumer habits and businesses alike.

Consumer considerations

There are green shoots of hope. **Despite the pandemic, some 70% of consumers say their consumption of bakery hasn't changed.** Perhaps this isn't entirely surprising, given that core white, brown and wholemeal loaves remain the most popular options, and most bread-eating households eat the same breads. Not only that, but baking also became a popular pastime for locked-down consumers.

However, 40% of people have concerns about the hygiene of products sold at in-store bakeries, and 37% say they are buying more pre-packaged bakery for hygiene reasons – families in particular.

Operator and retailer impact

With larger shopping missions on the cards, retailers have had to think bigger in terms of pack sizes, as well as consider finish-at-home products. Consumers concerned about hygiene expect in-store bakeries to up their hygiene game or temporarily move to individually wrapped items. Convenience has also taken on a new meaning, with the desire for a smoothly executed and clean shopping mission taking centre stage. Convenience has led consumers to look more locally, with cafés and independent retailers set to continue to benefit.

Meanwhile, foodservice operators have pivoted to offer takeaway and delivery options, which consumers are likely to continue using.

STÉPHANIE BRILLOUET

"While Brexit may have created some uncertainty in the supply chain, with two bakeries and a strong team in the UK, Délifrance is well placed to answer Brexit demands and understand UK consumer needs. Our company is in a strong position to develop breads using our French heritage, while our knowledge of the UK market makes us experts in applying that knowledge to local trends."

Staple vs health and wellness

It's clear from our research that bread forms part of a staple shop, with white, brown and wholemeal sliced high in the rankings. Bread purchases are also habitual, with consumers seeking out convenient and familiar options, largely at lunch and breakfast times.

But this is changing and the perception of bread is evolving as consumers begin to switch from calorie counting to searching for functional foods.

Our research suggests that 26% of consumers are eating less bread. Interestingly, this is lower than our 2019 research, which found 34% had cut down. Those who say they are eating less bread are more likely to be choosing seeded loaves and rolls.

Of those who are eating less bread, the numbers reveal that this is largely for health reasons, with **59% paying attention to their weight, 26% saying bread makes them bloated** and they have trouble digesting it, and **17% looking to reduce their salt intake.**

Heartenly, **only 29% of those eating less bread say there is nothing that could encourage them to eat more in the future.**

According to our research, **healthier options could encourage 21% of consumers to eat more bread. This figure rises to 28% who say they are eating less bread** – and these consumers are also more likely to be looking for breads that are easier to digest (23% vs 14%).

Of those looking for more health benefits in their bread, just over a fifth **(22%) say they want fewer calories/less fat, 17% want more vitamins/nutrients, 15% fewer carbs/sugars, 14% more cereals, grains and dried fruits,** and the same number would like breads that are more digestible.

These findings show that health means different things to different people. While for some it is about reduction of the 'bad', for others it is about adding in more nutritious ingredients to boost the overall healthiness of their bread.

When it comes to the health benefits of bread, the number one claim consumers look for is 'rich in fibre', along with being rich in vitamins and minerals, being easier to digest, and – interestingly – being rich in carbohydrates. This plays into the notion that carbs are no longer the enemy, rather they are good way to fuel the body for exercise or day-to-day life.

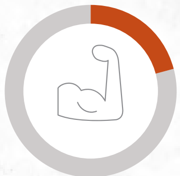
Health snapshot :

40% would eat more breads rich in fibre[6]

38% would eat more breads with extra grains[6]

22% would eat more breads with low salt content[6]

21% would eat more sourdough breads[6]



21% would eat more breads that are high in protein[6]

As interest in ingredients and functionality persists, consumers are also becoming more demanding in terms of minimal use of additives and more focus on natural ingredients. For manufacturers, this means paying closer attention to recipes.

Gluten is the most talked about allergen when it comes to bread (60%) followed by lactose (37%)

HARRIS & HAYES

"Food technologists are rethinking gluten with enzymes from sourdough or alternative cereal-based polymers like arabinoxylans, which form a stable carbohydrate network in place of gluten. They are also replacing traditionally added egg and dairy with plant proteins to reduce allergens. Consumers will increasingly expect gluten-free variants to be the same or better than traditional breads."

6 Puratos online survey, 8-12 June 2020, 500 consumers nationally representative of gender, age and region

STÉPHANIE BRILLOUET

"As part of our Go Clean initiative, we are constantly reviewing the salt level of our breads. We also promote the use of raw ingredients from sustainable practices, minimising the impact on the environment. And we continue to develop products responding to current consumer needs, such as the Nordic loaf, which is high in protein, fibre and omega-3 as well as being a source of vitamin B9, iron, magnesium, phosphorous and zinc.

"We know consumers would eat more bread if there were healthier options available. This is a key opportunity for retailers and operators if they dial up communication on added wellness benefits."

Seeds

Buyers of seeded rolls or multiseed loaves are more likely to be interested in ingredients than the average bread consumer. They are also less concerned about price, indicating that there is a link between health benefits and a willingness to spend.

Puratos' Taste Tomorrow research (2018) shows that wholegrain and grains and seeds are power ingredients, with consumers perceiving them to be both healthy and tasty.

Gut health

Gut health is a major trend and fibre, vitamins and minerals all play a big part in it. The past couple of years has seen consumers become increasingly mindful of the links between gut health and the immune system.

HARRIS & HAYES

"We predict that consumers will continue to precisely evaluate their food choices as tech and research encourage us to enjoy a diet that is unique to our individual biome. Fibre is bread's secret weapon, but simple 'high fibre' claims need to be more specific to create real traction. Active gut health ingredients like probiotic or fermented grains will make future-facing breads stand out on the shelves, as well as high-fibre ingredients like inulin. Examples include digestion-boosting bread to promote a healthy gut."

Value vs premium

As you might expect, there are certain types of bread that lend themselves to consumers in search of value. Core white, brown and wholemeal loaves are more likely to be bought because they are good value for money, compared other types of bread. And white sliced is the most likely to be purchased for price and shelf-life reasons. Rolls are similar to core loaves, in that they are more of a habitual purchase and are seen as good value for money, with white and brown crusty rolls more likely to be bought because of their freshness and price.

Consumers are willing to splash out on bread, and bakes such as Italian-style breads and breads with added ingredients are more likely to be bought as a treat than other varieties. Shoppers also look for more premium options when they are expecting guests, with top selections including sourdough loaves, Italian-style breads, breads with inclusions and premium baguettes and rolls.

Consumption patterns also suggest that the weekend is a great time to offer more premium options, with sourdough loaves, rye breads, Italian-style breads, breads with inclusions and baguettes all more likely to be eaten at this time.

Buyers of seeded rolls are also less concerned about price, indicating that perceived benefits are worth the money.

HARRIS & HAYES

"We predict that retailers will lure customers back to fresh bakery aisles by packaging items invitingly but hygienically, and by offering unique, high-quality and competitively priced products that rival independent bakeries."

"With the continuation of economic uncertainty, consumers will be cutting back on big-ticket items, but will compensate with feel-good everyday food and drink purchases."

Battle for business

Evolving shopping habits and financial changes caused by the pandemic mean many consumers are looking for added value.

Those consumers who have become accustomed to shopping locally may continue to purchase artisanal options from nearby bakeries. But for those who want to carry out one shopping mission per week, this is an opportunity for in-store bakeries to capitalise on quality trends.

STÉPHANIE BRILLOUET

"With freshness and price both key considerations for value shoppers, there is a balancing act for retailers to get the right value for money for core loaves and rolls. Those who purchase seeded rolls are more concerned with ingredients and not so interested in price, showing that in consumers' minds there is a definite correlation between a discernible health benefit and a willingness to pay a premium. Retailers should consider highlighting key ingredients to attract health-conscious and curious consumers."

Maintaining sustainability

Minimising waste is high on the agenda, not just for consumers but for manufacturers as well.

According to Kantar, sustainability has become more important to consumers since the start of the pandemic.[7] The Kantar report also suggests that FMCG companies need to "continue to look for ways to make local communities cleaner and healthier by reducing waste and energy output, and supporting the creation of recycling facilities for plastic".

Sustainability is a holistic term and besides packaging waste, food waste is also a big concern. With roughly one-third of food produced for human consumption going to waste, manufacturers and retailers are working hard to find solutions, from developing longer-life products or finish-at-home bakes to suggesting ways to repurpose food products.

Clean ingredients

Consumers continue to look for minimal use of additives and more focus on natural ingredients. **According to our research, sustainability is of interest when it comes to persuading people to eat more bread, with 9% saying quality is linked to better conservation, 7% saying organic is important to quality and 7% looking for 'cleaner' products with no additives and no use of pesticides.**

No Waste All Taste

Though businesses take every precaution to limit waste, at the end of the day there can still be some leftover products. We have developed the No Waste All Taste initiative to help operators combat food waste. Our bank of recipes, crafted by our chefs, demonstrates how to upcycle yesterday's bread or viennoiserie to create dishes customers will love, rather than throwing them away. From turning stale bread into croutons or French toast to making garlic bread from yesterday's baguettes, there are many cost-effective and simple solutions.

Visit delifrance.com/nowastealltaste for more information.

NO WASTE ALL Taste

STÉPHANIE BRILLOUET

"Navigating sustainability demands a 360-degree approach because, as our research demonstrates, the term has come to mean many things to consumers. As part of a recent pledge to reduce, reuse, recycle, Délifrance is committed to using only 100% recyclable or reusable packaging by the end of 2025. As part of the initiative, we've set out a roadmap that offers a quality solution for customers and we are already making progress. A massive 98% of our packaging is now recyclable. Elsewhere, our Go Clean initiative is focused on simpler recipes with easy-to-understand ingredients, as well as more sustainable sources."

HARRIS & HAYES

"Shelf life, storage and freshness are key concerns for bread trends moving forwards. Properly resealable or improved 'keep fresh' technology bags will improve shelf life and reduce food waste. There's been little innovation in plastic bread-bag packaging, and innovatively sustainable and more hygienic packaging is a future-proof way to cut through a competitive market and will potentially lure hygiene-conscious consumers back to fresh bakery aisles.

"We also see new trends are emerging out of old techniques as retailers and operators reposition food waste as an essential ingredient in sustainable bread. For example, high street bakery Gail's uses old sourdough to make new loaves. Elsewhere, upcycled flour, Kafflour, is the world's first flour derived from coffee grounds.

"Speaking of clean labels, clear messaging will also become increasingly important – from clear messaging to improve bread packaging recyclability rates to being transparent about how products are made and distributed."

7 https://kantar.turtl.co/story/whocares-who-does-2020-p/page/6

Channel focus: Retail

European view: Supermarkets vs bakeries – where do consumers buy most of their bread?

	Supermarket	Bakery
UK	82%	10%
France	26%	69%
Italy	43%	42%
Germany	51%	44%

Evolving retail

Some 80% of households consume both packaged bread and bread from in-store bakeries, with in-store bakeries being the main source of bread for around a third (31%) of households.

Convenience is important, with shelf life of 'at least three days' getting a mention and **longer storage attracting 21% of the votes. Lower prices could also encourage 22% of consumers to eat more bread.**

The third most common reason (64%) to buy bread is for the feeling of being full. This is linked to habitual bread purchasing – it has been a part of people's lives for so long that a lot of purchasing and consumption is done on autopilot. There is an opportunity here for retailers to disrupt this pattern and tempt consumers into better, higher-value products.

HARRIS & HAYES

"Supermarkets will maintain a stronghold on bread-purchasing habits, however as retail footfall declines and online shopping grows post-Covid, we expect to see a diversification of sales channels including:

*"**Direct-to-consumer:** Bakery foodservice providers developed new direct-to-consumer relationships as a result of the pandemic, selling consumers bread that would have otherwise gone to restaurants. This trend will continue as foodservice providers look to secure revenue and customer loyalty in an uncertain market.*

*"**Petrol stations:** Service stations have undergone a premium revamp, with consumers expecting better essentials on the go.*

*"**Subscription:** Some 65% of UK homes are signed up to regular subscription services, according to Barclaycard, because it's a convenient and engaging alternative to shopping. As an everyday essential, bread is perfectly placed to maximise this trend. Brands can also benefit from increased loyalty and secured revenue."*

Channel focus: Foodservice

STÉPHANIE BRILLOUET

"Different types of venue can use bread to either create a more premium dining experience or to make a limited menu more versatile, depending on a location's needs. As hospitality begins to reopen, we understand there are still challenges ahead. The full team at Délifrance is here and happy to help, with products to suit everything from indulgent occasions to cost-effective versatile solutions. And while new working patterns may be bad news for some city-centre operators, the survey from the British Council for Offices suggests workers will adopt a blended approach to home and office working. There is an opportunity here for foodservice outlets to capitalise on the 'leaving local' occasion, with workers looking for a treat or to try something they can't get from a local café."

The changing face of foodservice

As venues reopen, consumers will be excited to get back to full-service restaurants and hotels in order to have those premium experiences again. Bread selection can play an important role in elevating an experience. It's worth noting that consumers have been buying more premium breads when they are entertaining guests, such as sourdough loaves, Italian-style breads, breads with inclusions, and premium baguettes and rolls. Therefore, it's logical to assume that when they become guests themselves, they will expect similar options.

Elsewhere, we will see some mid-level venues focus on smaller menus, as they look to get back on their feet. These operators will focus on versatile breads that they can use from breakfast to dinner. We will also see a higher demand for ready-to-use breads such as thaw-and-serve sandwich baguettes.

Home working

The way we work has also changed – creating implications for foodservice. A survey from the British Council for Offices suggests most office workers don't intend to spend five days a week in an office, with both employers and workers viewing home working as a long-term trend. [8]

With less call for the canteen, we may see a return to the sandwich trolley. And while sandwich manufacturers have struggled with home workers, people are returning to their places of work more frequently. Sandwich-makers will want to take note of the bread and filling preferences of today's consumer.

8 www.theguardian.com/business/2020/oct/05/covid-19-has-changed-working-patterns-for-good-uk-survey-finds

The future of bread

Taste, quality, freshness and convenience are top of the agenda when it comes to driving future bread sales.

In terms of taste, our research shows that better-tasting options could encourage a fifth of consumers to eat more bread. **Within this, additional ingredients such as cheese, olives, nuts and seeds are the most popular suggestions for 30% of consumers.**

Of those ingredients suggested by consumers, nuts and seeds can add to the perception of bread being healthy. Nuts and seeds also add taste and texture, making the bread more indulgent – the best of both worlds. Other ingredients such as cheese and olives fit very much into the indulgence trend. Bringing in seasonal, indulgent or luxury ingredients that wouldn't necessarily be desired in an 'everyday' bread could keep consumers coming back more often.

What flavours of bread would you like to see?

44% **Breads with ingredients**

13% **Breads with alternative flours**

13% **Bread with fewer calories/ carbohydrates**

Consumers are far more interested in seeing breads with additional ingredients than any other measure. **However, it's worth noting that both alternative flours and breads with fewer calories/carbohydrates both attracted the attention of 13% of consumers.** Depending on the ingredients, all three of these measures play into the wider health and wellness trend, where food functionality is beginning to take precedence over calorie counting.

Additionally, freshness is key, which is intrinsically linked to taste and quality. **Our research shows that better quality options could encourage 23% of consumers to eat more bread.**

As we have already seen, sustainability is of interest to quality seekers, with consumers linking quality to better conservation, organic and 'cleaner' products.

Although we can expect more adventurous ingredients in terms of future bread, it's worth noting that convenience remains important to consumers, with shelf lives of at least three days and pre-slicing both a factor.

Core bread consumption remains strong and growth opportunities in this area centre around added value such as longer shelf life and perceived health benefits for wholemeal and brown options. Elsewhere, rising interest in holistic health and wellness is causing consumers to look at bread as a functional or indulgent food.

We can expect growth opportunities to come from styles with functional benefits, such as sourdough, alternative flours, gut-friendly breads or bread with additions. At the same time, treating occasions are a great opportunity for Italian and French breads as well as bread with ingredients such as cheese.

Quality cues

25% **Quality of the flours, grains and ingredients**

20% **Freshness or non-industrial bread**

13% **Better quality equates to more taste**

Flour power

Alternative flours are becoming ever more popular and last year Waitrose reported a huge increase in sales, with kamut flour (Egyptian wheat originally grown by the pharaohs), **coconut flour, and spelt and rye flour increasing by 278%, 51% and 15% respectively, compared with the previous year.** The supermarket also reported that buckwheat flour – which is a source of B vitamins – **saw a sales increase of 32%, while spelt flour and wholegrain spelt flour also became increasingly popular with sales up 151% and 268%.** [9]

The full package

Meanwhile, concerns for both hygiene and the environment will inspire packaging innovation for bakery, as manufacturers come up with safe and sustainable solutions. **Délifrance has pledged to use only 100% recyclable packaging by the end of 2025 and we expect more industry initiatives to emerge.**

HARRIS & HAYES

"First-to-market ingredients: *We'll see a rise in science-based collaborations as brands enlist the support of forward-thinking ingredients suppliers and research centres. Consumers are tired of woolly marketing claims and will look to brands that offer genuine health functionality backed by science.*

"Fresh vs packaged: *Sales of pre-packaged bakery items have naturally increased as consumers shop more online and less in store, and continue to have hygiene concerns around in-store bakery ranges. We predict that retailers will lure customers back to fresh bakery aisles by packaging items invitingly but hygienically.*

"Taste-led bread: *A step on from inclusion breads, ingredient-led breads have interesting, health-driven ingredients at their core, for example, yoghurt, craft beer or vegetables."*

9 www.waitrose.pressarea.com/pressrelease/details/78/PRODUCT%20NEWS_12/12300

Conclusion

HARRIS & HAYES

"Bread is a staple in every food culture: it reflects who we are, how we eat and how our family and social groups function together. Perhaps because of this, bread became the unofficial food of the first 2020 lockdown. Whether it was reaching for a working-from-home sandwich, comfort eating toast, or even baking sourdough bread (not to mention banana bread), bread was one of the most stockpiled categories in the first few weeks of the pandemic.

"Sliced white is indisputably the most popular everyday basic bread because it's versatile, reliable and affordable. Yet there is still appetite for innovation across retail and foodservice, including: making the basics better – improving shelf life, taste, nutritional content; improving distribution – subscriptions, D2C; increasing reasons to purchase – health, snacking, allergens; and the future of sustainability – including packaging and food waste."

STÉPHANIE BRILLOUET

"Though the core trends towards classic white, brown and wholemeal bread remain strong, our research shows there is a lot more to bread. As some 41% of consumers eat bread every day or almost every day, there are plenty of opportunities to reach both staple bread fans and new consumption occasions.

"Over the past year, the category caught the attention of locked-down consumers and experimentation has driven greater interest in aspects such as alternative flours and bread with inclusions. As consumers become more interested in ingredients and baking in the home, their expectations of what they can buy in store will be higher. Fresh bread not only adds choice to an in-store bakery, but by using strong artisan bakery cues when displaying bread and focusing on freshness, customers will soon be lured back to the bakery aisle.

"Operators should be prepared to highlight any 'added value' elements, including ingredients, health benefits or packaging initiatives. The future of bread will include an even closer alliance between health and wellness and sustainability, as clean-label, organic or plant-based ingredients go alongside expectations for better recycling initiatives and sustainably sourced raw materials."

The ideal partner

Using our heritage, artisan techniques, baking tradition and exacting standards of taste and quality, we help our customers around the world attract, satisfy and delight consumers at every moment of the day.

Bread expertise

Using our unrivaled bakery expertise, we create delicious bread products for a range of customers. From bread rolls and half-baguettes to larger breads to share, we offer a wide range of formats that can cater for all requirements. We take pride in creating classic, stone-baked and artisan-inspired breads including handmade products made with specially selected ingredients and generous inclusions and toppings. We possess strong expertise in pre-fermentation and draw on our know-how to provide delectable local specialities such as focaccia and ciabbata.

Our solutions to support you

We distribute frozen and easy-to-prepare products in order to provide you with greater flexibility and better cost management thanks to on-demand cooking and waste reduction.

A complete offer

Délifrance offers a wide range of breads including hand-crafted, artisan-inspired and rustic products; a selection of classic French-style viennoiserie and pâtisserie, as well as international bestsellers; and puff-pastry savoury products.

Bread

Viennoiserie

Pâtisserie

Savoury

Délifrance
LIVE EVERYDAY DELICIOUS

To find out more about how we can help you help your customers live every day delicious, please get in touch with the team by contacting us on 0116 257 1871.

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