

MARKET INNOVATION OVERVIEW

CATEGORY: Bread, Pastry & Confectionery | **COUNTRY:** United Kingdom

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.

A REGIONAL INTRODUCTION:

BREAD, PASTRY & CONFECTIONERY IN EUROPE, MIDDLE EAST AND AFRICA

BREAD AND BREAD PRODUCTS

Expect more gut-friendly recipes: Digestive discomfort is a common reason for consumers to avoid bread. Explore more digestive-friendly recipes with healthy grains and seeds to jump on the gut-health trend. Fibre and probiotics can also pave the way for digestive-friendly bread.

CAKES AND SWEET BAKERY

Provide more diet-friendly options: Despite the indulgent nature of most cakes, consumers are also seeking out more healthful options to meet their evolving dietary requirements, from reduced sugar to low fat and lowcalorie options.

BISCUITS, COOKIES AND CRACKERS

Permissible snacking: Biscuits which feature healthy and nutritionally dense ingredients, such as teff flour or so-called superfoods, can resonate with consumers who are looking for a better-for-you snack without sacrificing on indulgence.

CHOCOLATE

Shrink format sizes: A way to reduce sugar content without compromising flavour appeal is through portion control. Launching bite-sized formats has proven to be a popular strategy to deliver a permissible indulgence, enabling consumers to maintain portion control.



BREAD, PASTRY & CONFECTIONERY IN UNITED KINGDOM

Market Overview

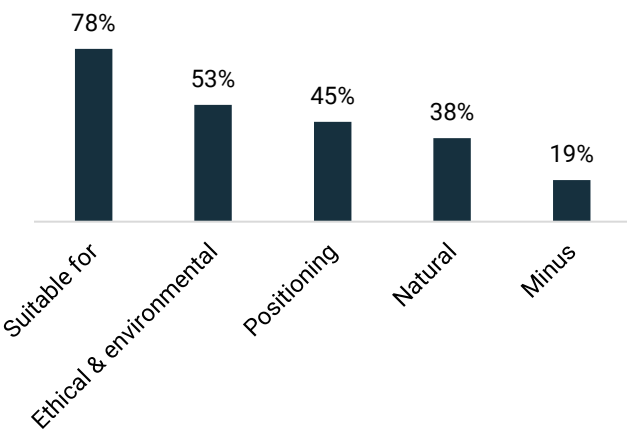
The United Kingdom's bread, pastry & confectionery sector is expected to grow from €19.6 billion in 2018 to €20.6 billion by 2023, at a CAGR of 1.0%. In volume terms, the sector is expected to grow from 4.34 billion kg in 2018 to 4.39 billion kg by 2023, registering a CAGR of 0.2%.

Per capita consumption of bread, pastry & confectionery in the United Kingdom stood at 65.3kg in 2018 and is expected to decrease to 64.0kg by 2023. Per capita expenditure in the United Kingdom stood at €294.4 in 2018 and is expected to grow and reach €300.4. (GlobalData, 2020)

New Product Development Analysis

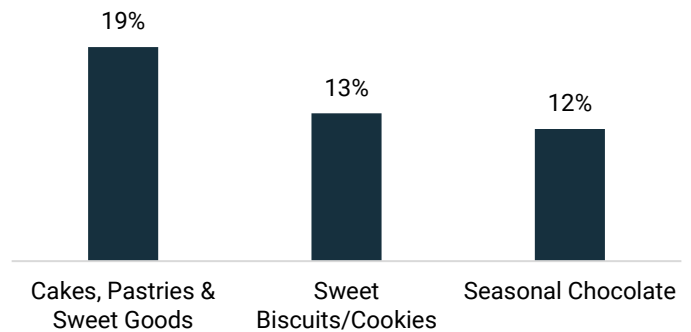
25% of food products launched in the United Kingdom in 2019 were Bread, Pastry & Confectionery products.

Top 5 Claim Categories in Bread, Pastry & Confectionery product launches, 2019



In the bread, pastry & confectionery sector, the most used claim in new product launches was the 'Vegetarian', from the 'Suitable for' category, present in over 50% of launches. The 'Eco-friendly Package' was the top 'Ethical & environmental' claim, with the 'Seasonal' claim being the most used in the 'Positioning' claim category.

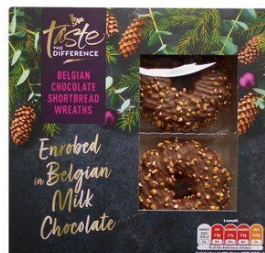
Top 3 Sub-Categories of Bread, Pastry & Confectionery product launches, 2019



Almost a fifth of this sector's new product launches in the UK happened in the 'Cakes, Pastries & Sweet Goods' sub-category. The 'Cookies' and the 'Seasonal Chocolate' were close behind.



The vegetarian and freezable product is said to be prepared with sumptuous vine fruits and Chilean flame raisins.



This vegetarian product contains flavourings sourced from natural sources and retails in a partly recyclable 225g pack containing 12 units.



Morrisons The Best Winter Spiced Orange Salted Caramel Truffles were available for the 2019 festive season.

THE BRITISH CONSUMER



53% Of UK chocolate confectionery users agree that **reduced sugar chocolate feels less of a treat than regular chocolate** (2019)

45% Of UK consumers find chocolate **with interesting textures** to be more appealing than those without (2018)

Of sweet biscuit consumers in the UK are interested in **new flavours** (2018)

30%



37%

Of sweet biscuit consumers in the UK looking **for naturally healthy ingredients** (2018)

50%

Of UK bread eaters would pay more for **environmentally friendly packaging** of bread (eg plant-based plastic)



(2018)



(2017)

78%

Of UK cake consumers agree that cakes are an **essential part of special occasions**

(GlobalData, 2020)

A GLOBAL LOOK INTO THE FUTURE

BREAD, BAKERY AND CAKES

The future is balanced: That consumers reject fad diets and take a more balanced approach to health indicates continued opportunity in bakery products with positive health qualities. However, producers must find a way to marry health with indulgent qualities.

BISCUITS, COOKIES AND CRACKERS

New sensations: Texture and temperature are the new frontiers when it comes to differentiating sweet and savoury bakery innovations and enticing more adventurous consumers.

CHOCOLATE

"No animal anything" continues to gain ground: The move away from animal continues to drive innovation and capture consumers' attention.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar

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