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Future Innovations In Bakery: The mega trends of Convenience, Health and Indulgence

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Report Summary

Intense competition within the bakery market, combined with evolving consumer

expectations has continued to drive innovation, particularly in health and convenience.

Future innovations in Bakery: The mega trends of Convenience, Health and Indulgence

is a new management report by Reuters Business Insight, providing a complete

overview of the global bakery market. The report examines the main drivers in

the industry; consumers, manufacturers, retailers and distributors, as well

as revealing the product, country and category opportunities in great depth.

The report features two special chapters on 'organic bakery' and 'on-the-go

consumption', revealing niche opportunities and providing successful strategies

for your product or service. Hot Issues, such as 'cross-category positioning',

will show and prepare you for the threats and opportunities that exist in the

global bakery market. Future Innovations in Bakery: The mega trends of Health,

Convenience and Indulgence will provide:

• An industry opinion survey of over 100 leading bakery industry players

worldwide, from ingredients companies and manufacturers to retailers and foodservice

outlets.

• Sector by sector analysis of the bakery markets of Europe, US and Asia

Pacific with the fastest growing emerging markets.

• Current and forecast growth data for all countries across:

- Bread markets; bread and rolls, bread substitutes

- Cereal markets; breakfast cereals and cereal bars

- Biscuit markets; savoury and sweet biscuits

- Morning goods; cakes and pastries

Benefit from over 150 pages of expert insight and analysis, enabling you to:

• Increase your market share, by pinpointing the highest growth opportunities

and understanding the evolution and future direction of the bakery market to

2006.

• Understand the role of the consumer in driving innovation, as well as

a comprehensive analysis of the changing consumer purchasing patterns in the

last five years.

• Win purchasing decisions and increase your margins by staying ahead of

the competition, by exploiting niche opportunities such as ‘super-premium’

indulgence.

• Assess the potential impact of technological advances in the bakery

market.

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