

# BAKERY

MARKET REVIEW



## Market Review

# YOUR COMPLETE PICTURE ON TRENDS IN GLOBAL BAKERY

- Gama's annual deep-dive into the global bakery market gives you unprecedented detail on key trends and developments impacting the space.
- Understand the evolution of product claims, the changing nature of ingredients, flavours and nutrition, and advances in packaging, as well as profiling key industry players and individual bakery categories. Study the very best in bakery innovation from the past year.

## Abstract

**Constantly evolving consumer preferences, the relentless pace of innovation in product and packaging, and the ever-shifting nature of the product landscape can all make it hard to truly keep on top of where your market is heading.**

Gama's Market Review is designed to give you a complete picture on product and innovation trends in your market over a 12-month period, through a combination of highly granular data and unique insights. Unpick changes in claims and product features, monitor patterns in product formulations and packaging, and learn from key launches and innovations. Study the leading players and drill down to the category and region level for a truly comprehensive perspective on NPD in your market.

## REASON TO PURCHASE

- ▶ **Get inspired** by the latest innovations and discover new ideas to feed into your own product development cycles.
- ▶ **React swiftly to market changes** by keeping abreast of the latest trends in ingredients, flavours, pricing, packaging, claims and more.
- ▶ **Benchmark your own NPD activity** against the leading industry players and the market as a whole.
- ▶ Use key intelligence to **sharpen your strategy** and **boost revenues** and profitability.



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## Key trends

### 01. Claims & attributes analysis

- Claims over time
- Claims by region
- Claims versus industry
- Private label penetration

### 02. Pricing analysis

- Launch prices over time
- Launch prices by region

### 03. Ingredients, flavours & nutrition

- Ingredients over time
- Flavours over time
- Trends in calorie, carbohydrate, sugar, fat, protein and fibre content

### 04. Packaging analysis

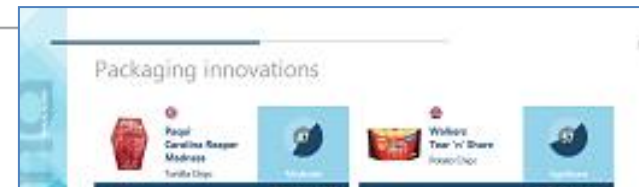
- Packaging formats
- Packaging designs
- Packaging innovations

### 05. Key companies

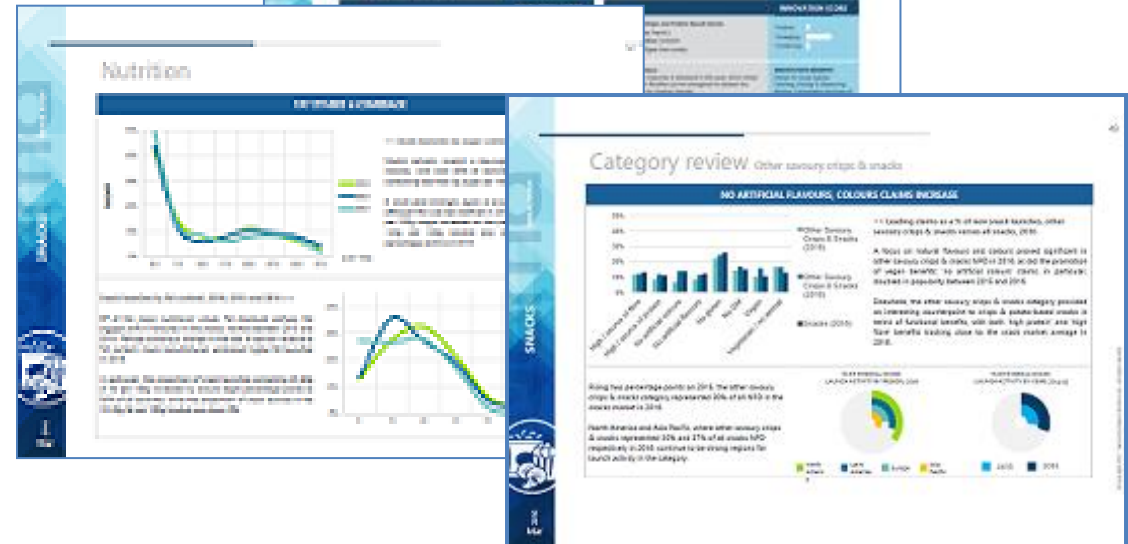
- PepsiCo
- Mondelez
- General Mills
- Calbee

### 06. Category review

- Biscuits (cookies)
- Bread
- Breakfast cereal
- Cakes
- Crackers
- Morning goods & enriched breads



Images are illustrative



## LICENCE OPTIONS

Country Licence	Enterprise Licence
<p>£4,450</p> <p>\$ 5,700</p> <p>€ 5,250</p>	<p>£6,675</p> <p>\$ 9,080</p> <p>€ 7,880</p>