

Grab & Go Bakery Items Boost Breakfast

Convenient breakfast bakery items such as doughnuts, muffins and are among the top performing products in in-store bakeries, helping keep overall bakery sales growth in positive territory.

In-store bakery sales increased about 2.75% in the 52 weeks through July 21, to about \$12.9 billion¹



Bake'nJoy®

Where Good Taste Begins™



NATIONAL DONUT DAY

Traditionally the first Friday in June, it represents a **prime opportunity for retailers** to drive breakfast traffic in the bakery



Bakeries and doughnut shops experience a **46% increase** in sales revenue on National Donut Day⁴



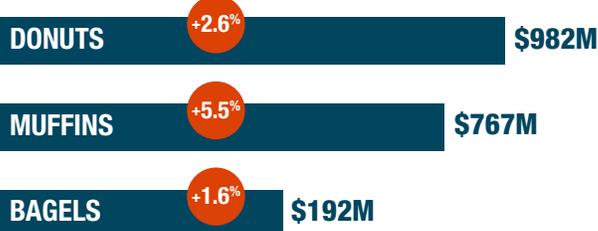
That includes a 44% increase in the number of transactions⁴



A 1.6% increase in average order size, or about 33 cents per order⁴

Indulgence Remains Important

Although consumers are increasingly conscious about healthy eating, indulgence remains a key trend in the in-store bakery. This trend is seen in items such as:¹



Opportunity among younger consumers

Baby Boomers and seniors make more bakery purchases than younger generations; their purchases add up to more than half of all fresh bakery dollars, Jonna Parker, principal for Fresh Center of Excellence, IRI, tells IDDBA.

Future looks bright for breakfast baked goods

A focus on high quality and portion size will help drive sales of muffins in the coming years.

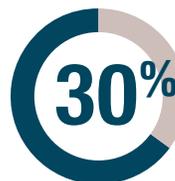
The **global muffin market** will increase at a compound annual **growth rate of about 4%** through 2021.

The global market for donuts, meanwhile, will increase at a CAGR of 5%.⁵



Breakfast all day

In-store bakeries can take a cue from restaurant operators that have been offering all-day breakfast, too.



30% of consumers said they are purchasing breakfast fare beyond morning hours more often now than two years ago.³