Bakery panel—SWOT analysis

- Slides from Mintel
Who is Mintel?

**What you need, when you need it**

Mintel is a leading global supplier of consumer, product and market intelligence. For 40 years, Mintel has provided insight into key worldwide trends, offering exclusive data and analysis that directly impacts client success.

We provide manufacturers and their suppliers with robust information, analysis and critical recommendations – so market leaders can make the right decisions, at the right time.
Brief SWOT analysis, from Mintel’s perspective

**Strengths**
- Price and availability
- Kid appeal
- Communication of benefits
- Multiple locations in store

**Weaknesses**
- Perceived lack of freshness
- “Big business” image
- Too much selection

**Opportunities**
- Better use of grain variety
- Stronger focus on health
- More items that let consumers mimic home baking

**Threats**
- Freshness perception of in-store bakery
- Gluten free fad
- Snack bars, granola bars, cereals
Strengths: Price and availability

- Price is good; plenty of choice
  - There is something for everyone, at every price point
  - Choice is abundant—more than 2,000 bakery products are introduced each year

- Kid appeal
  - Products attract kids in a variety of ways, yet have the opportunity to offer good nutrition

- Products are everywhere!
  - Bakery aisle, cookie/cracker aisle, endcap displays, check-out, chilled case, frozen case
  - And all types of stores as well
Weaknesses: Perceived lack of freshness and “big business”

63% of consumers say in-store bakery products are fresher; 42% say they taste better. **Counter it:** do a better job communicating “made fresh daily” or other freshness values.

38% of consumers prefer in-store bakeries because they know the products are made on-site. **Counter it:** Tell a local story if you can, if not, tell the story of your ingredients. Take care with trying to be an “artisan” if you can’t.

While 59% of US consumers say they want to see more indulgent cookies, 54% say they want more bite-size or portion control cookies. **Insight:** You can’t please all of the people all of the time (but you can try!)
“Wholegrain” is still important to consumers, as is the ability to experiment with new flavors and forms.

“Healthy” often means “no bad stuff” to consumers—to what degree can you simplify ingredient statements to advantage?

For those time-pressed and inept home bakers, give them what they need to do it themselves.
Threats: From within the bakery category and from without

“Fresh from the bakery” is hard to duplicate; counter it with flavor, quality, consistency, which can often be delivered via branding and benefits.

Gluten-free products continue to grow, answering a current consumer need. Is this a sustained threat? Or can it continue to be an opportunity?

Cereal, energy bars, fruit, nuts, cheese all compete for snacking choices. **Insight:** If you can’t beat ‘em, join ‘em!