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# Bread & Bakery Products: United States

February 2021



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# About This Report

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## Scope

This report forecasts to 2021 and 2025 US bread and bakery product demand and shipments in nominal US dollars at the manufacturer level. Total demand and shipments are segmented by product in terms of:

- bread
- rolls
- non-frozen cakes and pastries
- frozen cakes and pastries

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2010 to 2020.

Bread and rolls include both frozen and non-frozen products. Retailing for immediate consumption is excluded from this report. Re-exports of bread and bakery products are excluded from demand and trade figures.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Bread & Bakery Products: United States* (FF10056) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- proprietary national consumer survey data
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 8 | NAICS & SIC Codes Related to Bread & Bakery Products

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
311211	Flour Milling	2041	Flour and Other Grain Mill Products
311811	Retail Bakeries	2045	Prepared Flour Mixes and Doughs
311812	Commercial Bakeries	2051	Bread and Other Bakery Products, Except Cookies and Crackers
311813	Frozen Cakes, Pies, and Other Pastries Manufacturing	2053	Frozen Bakery Products, Except Bread
311824	Dry Pasta, Dough, and Flour Mixes Manufacturing from Purchased Flour	5142	Packaged Frozen Foods
424490	Other Grocery and Related Products Merchant Wholesalers	5149	Groceries and Related Products, Not Elsewhere Classified
445291	Baked Goods Stores	5461	Retail Bakeries

Source: US Census Bureau

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

## About This Report

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Global Food Processing Machinery*

*Plastic Film*

#### Freedonia Focus Reports

*Fast Food: United States*

*Food Carryout & Delivery: United States*

*Food Gifting: United States*

*Food Packaging Film: United States*

*Food Processing: United States*

*Food Processing Machinery: United States*

*Food Retail: United States*

*Frozen Foods: United States*

*Pet Food: United States*

*Restaurants & Foodservice: United States*

*Snack Foods: United States*

#### Freedonia Custom Research

### Trade Publications

*Bakers Journal*

*Baking Business*

*Convenience Store Decisions*

*FoodBev*

*Food Business News*

*Snack Food & Wholesale Bakery*

*Supermarket News*

### Agencies & Associations

American Bakers Association

American Culinary Federation

American Society of Baking

Food Processing Suppliers Association

Retail Bakers of America

United States Census Bureau

United States Department of Agriculture

United States Food and Drug Administration

United States International Trade Commission