



THE Bulletin

Editorial Brief

The Bulletin November/December 2019

Convenience and Bakery

The frozen bakery products market is expected to grow at 8.24% CAGR through to 2024. What factors are driving this growth?

What are the advantages of buying ready-frozen baked products?

Do you think consumers generally still prefer to buy freshly baked goods (and either consume immediately or freeze to extend shelf life) rather than head to the frozen aisle for baked products? How can manufacturers and retailers address these challenges to change consumer behaviour?

What new convenience and bakery trends will be emerging in the next 12 months? Are there any significant trends and influences coming to the fore (for example Scandinavian hygge, French/Danish/Viennese, Great British Bake Off etc).

What baked goods will be popular with consumers for Christmas 2019? Are there any particular innovations or NPDs that will really stand out this festive season?

What innovations in terms of product, packaging or techniques are you excited about?

Frozen pizza crust still accounts for a high proportion of frozen bakery sales whilst sales of frozen pizza continue to lead the convenience category. With the out of home market expanding and consumers now able to access a wider range of delivery options, will the frozen pizza category take a hit?

How is bakery and convenience addressing growing consumer demand for healthy, free-from and vegan-friendly versions of their favourite foods?

The number of coffee shop chains selling frozen bakery products has increased in last few years. Are there any other outlets where the category can raise its profile and increase its presence?

The economic impact of BREXIT is as yet unknown, but it's likely the uncertainty will lead to an increase in people opting for 'at home' events rather than dining out. How can the sector capitalise on this?

What are the challenges facing this category? Has Brexit already had an impact on wholesale costs? Are other market factors having a significant impact for example spikes in raw ingredient prices, manufacturing, supply chain, packaging etc?

Deadline for submissions: 27th September 2019

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