

# The Grocer

## Focus On Bread & Baked Goods

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**As sourdough bread sales continue to rise, supermarket products are coming under growing scrutiny. Some (such as Lidl and Ocado) have even been forced to rename their products after coming under pressure from the Real Bread Campaign. So what makes bread sourdough? Are all sourdoughs created equal? Do consumers understand the difference? How is sourdough and the wider bread market performing? And who are the winners and losers?**

**Mainstream bread:** This feature will explore what impact the rise in sourdough is having on other kinds of bread and baked goods. How are the big bakers adjusting their marketing and product mix to compete? What will be the next big thing in bread and baked goods?

**Sales:** This feature will pay close attention to the sales performances of bread and sourdough brands, own label and retailers over the past year and how this is changing. To what extent are retailers using their baked goods offerings and in-store bakeries to differentiate themselves? Who's doing it best? Which brands are winning? Why?

**Health:** This feature will also explore how concepts of "healthier" eating are changing in light of growing concern over ultra-processed foods and how this is affecting sales of standard white sliced and products perceived as better for you such as sourdough. Is sourdough any better for you? Why/why not?

**Marketing:** This feature will play close attention to how the marketing of bread and sourdough is evolving. There are a growing number of challenger brands in bread and baked goods; how are they competing with the huge advertising budgets of the big brands? And how is the word about sourdough's benefits being spread?

**Innovation:** This feature will pay close attention to the latest trends in bread and baked goods and how these are playing out in terms of product innovation. We will profile eight new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.