

MSU Product Center

For Agriculture and Natural Resources

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Wheat: Bread – Selective opportunities

Market drivers that provide selective opportunities

- There are **selective** opportunities for bread products that appeal to the demand driver of **ethnicity**.

Specific opportunities

- Bread is found in virtually every home.
- An entire bread category, tortillas, is a result of the growing influence of Hispanic tastes in the food industry. It is likely that the tortilla will become an established part of the American diet with the passage of time.
- Bread in its different forms is something that most ethnic groups consume.
- To appeal to this market, different varieties of wheat may have to be developed. Wheat producers in Michigan, Ohio and Wisconsin do not produce typical wheat varieties that are used for bread.
- Freshness is very important to bread consumers and as a result, the supply system for bread is more regional and local than most other shelf stable food products.

New product examples

- From 1998 through 2003 there were 1,226 new product introductions throughout the world in this product category.
- Theodoro Baking, Twin French Bread, sold in 2ct. packs.
- Gruma, Pepito Flour Tortillas.
- Bernadette's Biscotti, Bruschetta Italian Style Garlic Toasts, crusty bread rubbed with fresh garlic and tossed with sea salt and extra virgin olive oil.

Special issues

- Entry into the market may be difficult, but barriers to entry appear to be lower for breads than some other food products.
- Finding shelf space in supermarkets may be difficult. Supermarkets are increasingly offering their own bread products through their own in-store bakeries. However, there may be opportunities in offering products to delis, gourmet stores etc., or through direct sales or to ethnic and other specialty markets. This may be particularly true for tortillas.

Key to success

- Consider whether or not it would be possible to combine products attributes, to combine ethnicity with wellness or indulgence. Consider selling to ethnic markets.

Sources

Mintel. Bread.

_____. Global New Products Database.