



Market  
Research



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## INTRODUCTION

It is important to keep up to date with what is happening in any industry in order to plan your company strategy effectively. The Business Information Centre can provide a wealth of information on all aspects of the bakery industry from the global industry as a whole to the more specific sub-sectors.

In addition, Enterprise Europe NI is hosted by Invest Northern Ireland. The network can provide direct contact with market research centres throughout Europe and is a first point of contact for researching European bakery markets.

*This guide has been designed to assist with desk research and shows **examples** of reports and websites that might be useful. It is only possible to give an idea of the content of databases and websites. Invest NI does not endorse any of the websites or information providers mentioned.*

## MARKET REPORTS

### **BUSINESS INSIGHTS** ([www.globalbusinessinsights.com](http://www.globalbusinessinsights.com))

Business Insights publish a range of strategic management, market analysis reports focusing on consumer goods, energy, finance, healthcare and technology. The following is a sample of the reports available through the Business Insights database for the bakery industry:

- Innovation and Market Drivers in Bakery and Cereals, 2009

### **DATAMONITOR** ([www.datamonitor.com](http://www.datamonitor.com))

Datamonitor reports provide comprehensive market intelligence, analysis and forecasting based on primary quantitative and qualitative research, providing the full picture on a particular industry, issue or trend. The following is a sample of the reports available through the Datamonitor database for the bakery industry:

## Market Reports, Interactive Models & Databooks

- Product Insights, Bakery and Cereals in China, 2010
- Databook; Bakery and Cereals to 2013, 2010 (available for many countries and globally)
- European Bakery Case Study: Key trends in the European bread and rolls sector 2009
- Industry Guide; Bread & Rolls, Global, 2009
- EarthGrains Case Study; Creating stand out appeal in the bread sector with a healthy and ethical offering, 2010

## **Frost & Sullivan** ([www.frost.com](http://www.frost.com))

Frost & Sullivan provides access to over 4,000 market reports for a wide range of sectors globally. These market reports provide key information such as market size by volume and value, market sectors, market shares, distribution and market forecasts. The following is a sample of the reports available through Frost & Sullivan for the bakery industry:

- Consumer Preference for Healthy Bakery Products Drives Growth in the Indian Bakery Industries, 2009
- Strategic Assessment of the U.S. Bakery Industry, 2008
- The Trend Analysis of Ingredients Applications in Indian Bakery Industry, 2008

## **KEYNOTE** ([www.keynote.co.uk](http://www.keynote.co.uk))

Keynote is an online database providing information on 27 industry sectors in the UK. Reports cover industrial and consumer sectors and information includes market size and trends, key players and company profiles. The following is a sample of the reports available through Keynote for the bakery industry:

- Bread and Bakery Products, UK, 2010
- Biscuits and Cakes, UK, 2010

## **MINTEL** ([www.mintel.com](http://www.mintel.com))

Mintel market reports analyse market sizes and trends, market segmentation, consumer attitudes and purchasing habits, as well as assessing the future market. The following is a sample of the reports available through Mintel for the bakery industry:

- Hot Trends in Retail Bakery - Bread, Cakes and Biscuits, Ireland, 2010
- Sandwich Shop Retailing, UK, 2010
- Bread and Morning Goods, UK, 2009

- Home Baking, UK, 2008
- Biscuits, UK, 2009
- Cakes and Cake Bar, UK, 2010
- Desserts, UK, 2009
- Sweet Treats, Ireland, 2009

### **PLIMSOLL** ([www.plimsoll.co.uk](http://www.plimsoll.co.uk))

The Plimsoll Publishing Bakery Industry report takes the top 1036 Bakeries in the industry and provides an in-depth analysis on each one of the companies featured in the report, as well as giving a report of the overall bakery market.

- Bakery , UK
- Bakery , Northern Ireland
- Bakery & Confectionery Supplies, UK
- Bakery Equipment, UK
- Bakery Retailers, UK
- Cake Makers & Decorators, UK
- Bread Manufacturers, UK
- Biscuit Manufacturers, UK

### **SNAPDATA REPORTS** ([www.snapdata.com](http://www.snapdata.com))

Snapdata provides market research overviews for a wide range of markets, indicating statistics for market size, shares, distribution and forecasts. The following reports are available for the Bakery industry:

- Bakery Products, 2009 (available for Australia, US, Japan, UK, Russia, China and India)
- Bread , US, 2008
- Biscuits (Cookies & Crackers), UK, 2009
- Cake, UK, 2008

### **OTHER MARKET REPORTS**

#### **Hardcopy resources in the Information Centre:**

- Business Directory 2010, British Baker
- The Sandwich Industry Report, 2009

## COMPANY INFORMATION

Identifying companies and finding the right information about their activities and performance is essential to making good business decisions. The Information Centre has a wide range of company databases that can provide financials, product information, company details or trade names. Company information on agents or distributors, competitors or even potential customers, can be searched for on an international, regional, national or local level through a variety of databases including Kompass and FAME.

Some of these databases have free, limited searching available on the internet. This can help to identify potential companies which can be researched further. The following links are useful:

- Bureau Van Dijk – Free Directory - [www.bvdep.com](http://www.bvdep.com)
- Kelly's Directory – [www.kellysearch.com](http://www.kellysearch.com)
- Kompass – [www.kompass.com](http://www.kompass.com)

Datamonitor supplies company profiles on the larger global corporates including, Bakery Services Plc, President Bakery PCL and Sara Lee Corporation. These profiles provide an invaluable analysis into the competitive and strategic performance of the company.

## STATISTICS

The National Statistics website, [www.statistics.gov.uk](http://www.statistics.gov.uk), holds information on import and export trade statistics for many products:  
<http://www.statistics.gov.uk/OnlineProducts/>

Datamonitor also provides details on statistics and forecasts.

## ASSOCIATIONS

Associations are an extremely useful way to find information on either markets or companies within the bakery sector. Many associations hold detailed membership directories and many also include detailed market reports, statistics, events & industry news. They also provide useful links to further information. The bakery sector associations include:

### NORTHERN IRELAND

- Northern Ireland Food & Drink Association - [www.nifda.co.uk](http://www.nifda.co.uk)

## IRELAND

- Irish Bread Bakers' Association - [www.fdii.ie/sectors/fdii/fdiidoclib4.nsf/wvLookupWGHTML/Irish\\_Bread\\_Bakers\\_Association](http://www.fdii.ie/sectors/fdii/fdiidoclib4.nsf/wvLookupWGHTML/Irish_Bread_Bakers_Association)
- Food and Drink Industry Ireland - [www.fdii.ie/](http://www.fdii.ie/)

## UK

- Association of Bakery Ingredient Manufacturers - [www.abim.org.uk/](http://www.abim.org.uk/)
- British Society of Baking - [www.bsb.org.uk](http://www.bsb.org.uk)
- Biscuit, Cake, Chocolate & Confectionery Association - [www.bccca.org.uk/](http://www.bccca.org.uk/)
- Department of Environment, Food & Rural Affairs - [www.defra.gov.uk/](http://www.defra.gov.uk/)
- Federation of Bakers - [www.bakersfederation.org.uk](http://www.bakersfederation.org.uk)
- Flour Advisory Bureau - [www.fabflour.co.uk](http://www.fabflour.co.uk)
- Food and Drink Federation - [www.fdf.org.uk](http://www.fdf.org.uk)
- National Association of British and Irish Millers - [www.nabim.org.uk](http://www.nabim.org.uk)
- National Association of Master Bakers - [www.masterbakers.net](http://www.masterbakers.net)
- Retailers Bakery Association - [www.rbanet.com](http://www.rbanet.com)
- Scottish Association of Master Bakers - [www.samb.co.uk/index.htm](http://www.samb.co.uk/index.htm)

## EUROPE

- Association of the Chocolate, Biscuit Confectionery Industries of the EU - [www.caobisco.com/](http://www.caobisco.com/)
- Federation of European Union Manufacturers & Suppliers of ingredients to the Bakery, Confectionery & Patisserie Industries - [www.fedima.org/](http://www.fedima.org/)
- International Association of Industrial Bakers - [www.aibi-online.org/](http://www.aibi-online.org/)
- The Bakery Yeast Manufacturers Committee of the EU - [www.cofalec.com/](http://www.cofalec.com/)
- The Federation of German Food & Drink Industries - [www.bve-online.de](http://www.bve-online.de)

## USA

- American Bakers Association - [www.americanbakers.org/](http://www.americanbakers.org/)
- American Institute of Baking - [www.aibonline.org](http://www.aibonline.org)
- American Society of Baking - [www.asbe.org/](http://www.asbe.org/)
- Bakery & Food Equipment Manufacturers' Association - [www.bema.org/](http://www.bema.org/)
- Retail Bakers of America - [www.rbanet.com/](http://www.rbanet.com/)
- San Francisco Baking Institute - [www.sfbicom.com/](http://www.sfbicom.com/)
- The Biscuit & Crackers Manufacturers' Association - [www.thebcma.org/](http://www.thebcma.org/)

- The Bread Bakers Guild of America - [www.bbga.org/](http://www.bbga.org/)
- The Dairy, Deli and Bakery Council of Southern California - [www.ddbcsocal.org/](http://www.ddbcsocal.org/)
- Home Baking Association - [www.homebaking.org/](http://www.homebaking.org/)
- Independent Bakers' Association - [www.mindspring.com/~independentbaker/](http://www.mindspring.com/~independentbaker/)
- Wisconsin Bakers Association - [www.umwba.org/](http://www.umwba.org/)

### INTERNATIONAL

- International Dairy, Deli and Bakery Association IDDBA - [www.iddba.org](http://www.iddba.org)
- International Union of Bakers and Bakers-Confectioners - [www.bakeruib.org/](http://www.bakeruib.org/)

### GLOBAL

- All China Bakery Association - [www.baking-china.com/en/index.asp](http://www.baking-china.com/en/index.asp)
- Australian Society of Baking - [www.asb.org.au/](http://www.asb.org.au/)
- Baking Association of Canada - [www.baking.ca/](http://www.baking.ca/)
- Baking Industry Association on Australia - [www.biansw.com.au/main/](http://www.biansw.com.au/main/)
- Baking Industry Association of New Zealand - [www.bianz.co.nz/](http://www.bianz.co.nz/)
- Federation of Biscuit Manufacturers' of India - [www.biscuitfederation.org/](http://www.biscuitfederation.org/)
- Romanian National Association of Flour Milling and Baking Industries - [www.anamob.ro/english/index.html](http://www.anamob.ro/english/index.html)
- Singapore Bakery & Confectionery Association - [www.singbake.com/activities.php](http://www.singbake.com/activities.php)

Invest NI is not responsible for the content of external websites and inclusion in, or exclusion from, the above list does not imply recommendation, endorsement or otherwise of any company, product or service.

## NEWS

Business Information Centre subscribes to a number of news databases which provide access to articles, news and trade sources.

A vast amount of current and retrospective News articles on the industry can also be obtained from Datamonitor and Mintel.

The Lexis Nexis database has access to trade and news sources from around the world.

## JOURNALS AVAILABLE IN THE INFORMATION CENTRE:

- British Baker
- Scottish Grocer
- The Grocer
- Ulster Grocer

## INTERNET

The internet holds an extensive range of information on bakery and related industries. Useful sites include:

- **Asia Pacific Baker** - [www.asiabaker.co.uk](http://www.asiabaker.co.uk)  
Industry publication giving news and product profiles.
- **Bakers and Confectionery Skillnet Ireland** - [www.fcbaskillnet.ie/](http://www.fcbaskillnet.ie/)  
A network that develops and delivers an "in-house" and off the job training programme to the Bakery Industry.
- **Baking Business** - [www.bakingbusiness.com](http://www.bakingbusiness.com)  
Online community for the commercial, wholesale and retail baking industry.
- **Baking Training Council** - [www.bakerytraining.co.uk/](http://www.bakerytraining.co.uk/)  
The National Training Council for the bakery industry in the UK
- **Bakery Info** - [www.bakeryinfo.co.uk/](http://www.bakeryinfo.co.uk/)  
A gateway to the UK Bakery market with up-to-date press articles, information on events and awards.
- **Bakery-Net** - [www.bakery-net.com](http://www.bakery-net.com)  
Buyer's Guide for the USA and online magazine for members of the professional bakery foods industry.
- **Bakery Online** - [www.bakeryonline.com](http://www.bakeryonline.com)  
Access to a buyers guide, products showcase and industry news.
- **Bakeries World** - [www.bakeriesworld.com/za.htm](http://www.bakeriesworld.com/za.htm)  
Links to suppliers, organisations and associations.
- **Baking Industry Sanitation Standards Committee** - [www.bissc.org/](http://www.bissc.org/)  
Helped develop national standard for the design of bakery equipment.  
Has a directory registered companies.

- **BETT USA** - [www.bett-usa.com](http://www.bett-usa.com)  
Details of suppliers of equipment for bakeries in the USA
- **Bread Bakers Guild of America** - [www.bbga.org](http://www.bbga.org)  
To promote standards and education of the industry
- **Flour Advisory Bureau** - [www.fabflour.co.uk/](http://www.fabflour.co.uk/)  
Provides information on flour and bread in the UK to the public, media, schools, health professionals, the catering, retailing and baking trade.
- **Food and Drink Training Council NI** - [www.fdtc.co.uk/default.asp](http://www.fdtc.co.uk/default.asp)  
Recognised industry training organization for food manufacturing. Provides information on courses and programmes as well as up-to-date news and events.
- **Food Standards Agency**: [www.foodstandards.gov.uk](http://www.foodstandards.gov.uk)  
Useful advice on labelling and hygiene for the food industry.
- **The Bread Research Institute** - [www.bri.com.au/](http://www.bri.com.au/)  
Independent Australian national organization engaged in research, training and the provision of services for the grain, flour milling, grain processing and grain based food industries.
- **Irish Agriculture & Food Development Authority** - [www.teagasc.ie](http://www.teagasc.ie)  
Useful advice on labelling and hygiene for the food industry.

Invest NI is not responsible for the content of external websites and inclusion in, or exclusion from, the above list does not imply recommendation, endorsement or otherwise of any company, product or service.

## SELLING TO THE PUBLIC SECTOR

Enterprise Europe (NI)'s Public Procurement Service (TED), offers the following services to subscribing businesses:

- Daily alerting service matching tender opportunities to tailored company profiles
- Advice and assistance on tendering procedures
- Information on UK and EU Public Procurement Regulations
- Assistance and advice on supplying to Local Government, Education Boards, the Health Sector and Utility companies
- Information on where to access tender opportunities for below EC thresholds
- Advice on how to find public tenders on the internet.

In addition to the TED service, a number of resources for the Public Procurement market are available through Enterprise Europe (NI).

For more information, please find attached a link into the 'Tender Information' section on the Invest NI website: [www.enterpriseeuropeni.com](http://www.enterpriseeuropeni.com)

### EXHIBITIONS/TRADESHOWS

Exhibitions/Tradeshows are a good way to market your product, finding out who your competitors are, networking and finding new customers. To find out about exhibitions and tradeshows in the bakery sector, worldwide or locally, just click on the links below:

<http://www.exhibitions.co.uk/>

<http://www.expodatabase.com/messedb/>

### RELATED LINKS

Other sector guides related to the bakery sector are:

- Agricultural
- Packaging

These sector guides along with others can be found on the Invest NI website:

<http://www.investni.com/index/publicationsa-z.htm?filter=S>

These are only examples of information available for the industry. If you require anything specific or have any questions, please do not hesitate to contact **Kathy McConville**, 028 9069 8127 or any member of the Business Information Centre by e-mail: [bic@investni.com](mailto:bic@investni.com).