

The Superconsumer Opportunity in Bakery

Project Overview

In 2016 IDDBA set out to produce original research for retailers *and* manufacturers. With the help of industry experts, IDDBA began collaborating with The Cambridge Group to design a three-stage project. In Stage 1, using the Nielsen Homescan database, bakery superconsumers are identified then interviewed to find out how they use food to improve their lives, giving us insight into bakery innovation.



What's the impact of a bakery superconsumer?

Bakery superconsumers are 10% of households who drive 24% of the total bakery spend. They

- spend 2.4 times more (\$357/yr),
- purchase 6 subcategories, and
- shop at 6 different stores.



Is bakery hired for specific jobs?

Yes! John, a bakery superconsumer, during his interview described (and drew) how he hires bakery "to elevate a meal." Recently, a meeting ran late, putting him behind schedule. He loves cooking for his family, but now he only has time for something quick—sandwiches. Since it's dinnertime, he can't serve any old sandwich. It has to feel just as lovingly made as a more involved meal. Adding a toasted croissant elevates the meal. This relatively simple "life hack" or strategy keeps John's family happy and his values intact. The meal feels homemade, he saves money because he has not purchased a more expensive QSR meal, and he has spent more money on in-store bakery.



John's drawing of
Super Croissant Saves Dinner!

How can this help grow the industry?

Stage 1 results indicate that 20% of households are *potential* superconsumers, people who often really like bread and baked goods, but spend less than a superconsumer (about \$143 per year vs. \$357). Potentials may need to be taught or given permission to use more of a product. For example, teaching potentials that it's ok to serve their families quick sandwiches for dinner—if they're on special bread from the in-store bakery. If teaching quick tricks to potentials can increase their spend index to 170, just halfway to a superconsumer's spend index, the bakery industry could experience **14% growth or \$1.4 billion in sales.**

To find out more

Become a [member](#) and attend [IDDBA 17](#) in Anaheim CA June 4-6.

Read [Superconsumers](#) by Eddie Yoon, Principal at The Cambridge Group.

Visit the superconsumer page at iddba.org.