

Bread consumption in Europe

An essential role in a healthy and balanced diet

Bread & economy

More than **TWO MILLION** employed people

190.000 SMEs

2.200 large bakeries





Bread consumption DROPPED

2004 **67.8 KG**

TODAY **63.9 KG**

PER CAPITA

National Health Authorities **RECOMMEND** the consumption of bread

although consumption figures remain under their recommendation level



Younger consumers

EAT LESS BREAD BUT MORE WHEN EATING OUT

- **+** **RESTAURANT**




Bread consumption pattern

Men eat **MORE BREAD**

Women eat a wider **VARIETY OF BREAD**



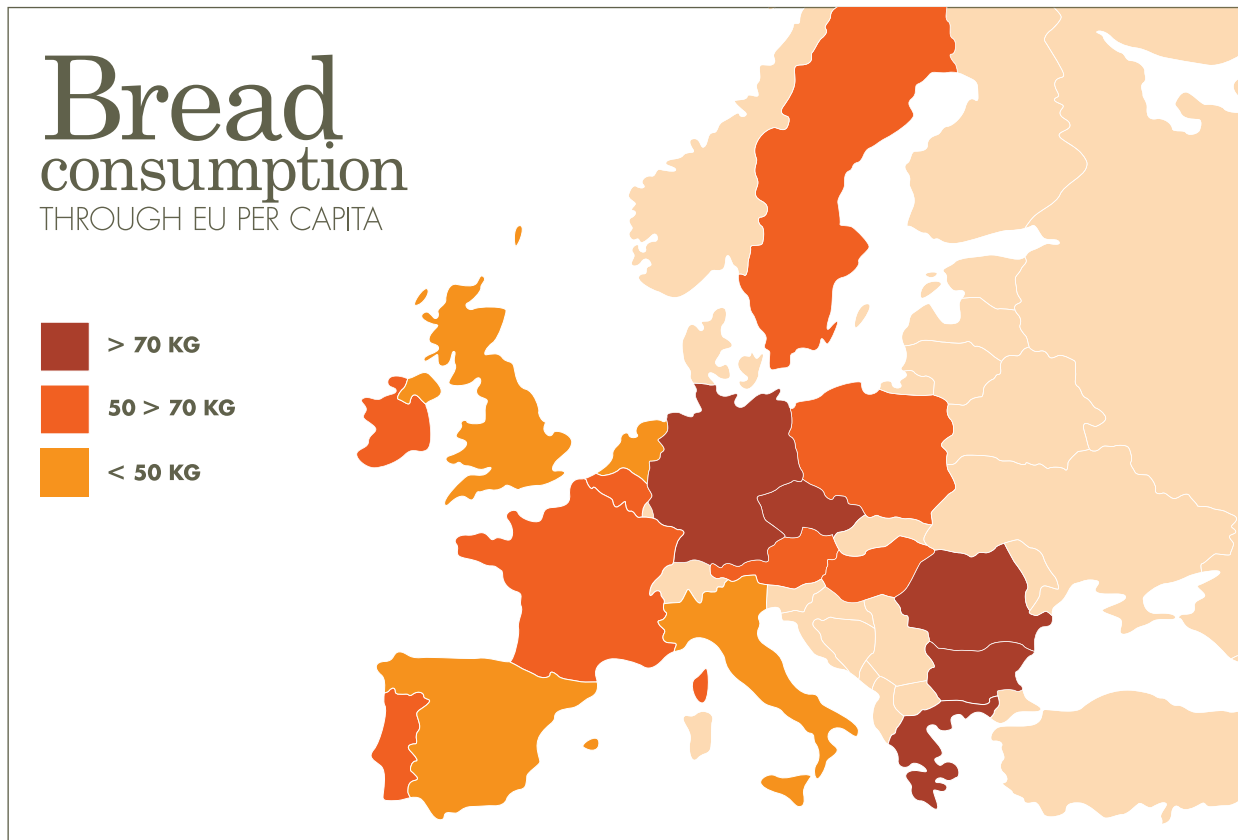

Fresh bread consumption

SPECIAL BREAD TYPES are getting more and more **POPULAR**

47% white bread

53% special bread types





Based on 17 EU countries representing 95% of EU Bread consumption according to a study commissioned by Bread Initiative. © Shutterstock