

The Grocer

RIP bread? Nearly half of Brits ditch the bread in their sarnies



30 Sep 2015 | Amy North

More than 40% of Brits have swapped the bread in their sarnies for a sandwich alternative, exclusive research for The Grocer reveals.

Of those ditching bread, wraps are the most popular alternative, with 62% of consumers buying them. Rolls and pitta are the next most popular alternatives (see below).

Meanwhile, 15% have moved away from bread & baked goods completely, choosing low-carb options such as lettuce instead.

Harris Interactive – which polled 2,019 Brits on behalf of The Grocer – found that 54% believe wholemeal and seeded loaves are healthier than white bread.

Seventeen per cent believe white bread is full of additives and 20% think it is full of sugar.

Despite health concerns, 20% of respondents claim white bread tastes better than pre-sliced wholemeal and seeded loaves, with men more likely to think so. And there is a clear drop-off of this view the older the consumer. Thirty-two per cent of 18 to 24-year-olds say white bread is tastier compared with only 17% of those over 55.

When it comes to price, 29% of Brits would be happier to spend more dough on loaves with proven health benefits and a further 29% are happier to splash out on brands such as Kingsmill and Warburtons. Brands are important, with 26% of consumers claiming to be brand loyal when it comes to bread, regardless of the price war raging in the grocery aisles.

HOW OFTEN DO YOU EAT BREAD?								
	Total	Male	Female	18-24	25-34	35-44	45-54	55+
Never	1%	1%	1%	2%	1%	2%	1%	0
Less often than once a week	5%	3%	7%	6%	6%	6%	5%	4%
About once a week	9%	7%	10%	10%	12%	7%	7%	8%
Every few days	34%	30%	38%	43%	37%	32%	35%	30%
Every day	52%	60%	44%	39%	44%	54%	52%	58%

WHICH MEAL OCCASIONS DO YOU EAT BREAD AT? PLEASE SELECT ALL THAT APPLY.								
	Total	Male	Female	18-24	25-34	35-44	45-54	55+
Lunch	72%	73%	71%	74%	69%	75%	73%	70%
Breakfast	59%	62%	56%	53%	62%	56%	61%	60%
Snack	33%	44%	22%	21%	30%	30%	38%	37%
Dinner	25%	31%	20%	22%	30%	31%	26%	21%

SOME CONSUMERS PERCEIVE PRE-SLICED BREAD TO HAVE NEGATIVE EFFECTS ON THEIR HEALTH. WHICH OF THESE STATEMENTS DO YOU AGREE WITH?								
	Total	Male	Female	18-24	25-34	35-44	45-54	55+
Wholemeal and seeded pre-sliced bread is better for you than white bread	54%	53%	56%	43%	46%	52%	57%	62%
Pre-sliced white bread tastes better than wholemeal and seeded bread	21%	23%	18%	32%	27%	18%	19%	17%
Pre-sliced bread is full of additives, I prefer to buy freshly baked loaves instead	17%	20%	14%	14%	21%	17%	18%	16%
Pre-sliced white bread is full of sugar, so I am trying to cut down on it	15%	16%	14%	17%	19%	19%	14%	10%
Pre-sliced white bread is bad for your health	14%	15%	14%	18%	19%	21%	11%	10%
Wholemeal and seeded pre-sliced bread gives the impression it is good for you, but it's just as bad as white bread	13%	14%	12%	16%	15%	15%	10%	10%
None of these	15%	15%	16%	15%	13%	15%	17%	15%

HAVE YOU SWAPPED THE BREAD IN YOUR SANDWICHES FOR SOMETHING ELSE (SUCH AS A WRAP, ROLL OR PITTA)?								

	Total	Male	Female	18-24	25-34	35-44	45-54	55+
Yes	43%	41%	46%	61%	54%	48%	37%	33%
No	57%	59%	54%	39%	46%	52%	63%	67%

IF YES, FOR WHAT?								
	Total	Male	Female	18-24	25-34	35-44	45-54	55+
Wraps	62%	63%	62%	74%	70%	62%	65%	48%
Bread rolls	47%	48%	46%	51%	43%	37%	42%	58%
Pitta bread	45%	47%	44%	52%	48%	50%	42%	37%
Sandwich thins	32%	27%	36%	27%	31%	40%	35%	28%
Bagels	28%	31%	25%	34%	31%	33%	24%	19%
Low-carb options such as lettuce / salad / soup etc	15%	13%	17%	18%	21%	10%	21%	11%
Other	3%	2%	3%	-	0	3%	4%	6%

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