



# Adapting to the Crisis: The Commercial Baking Industry



February 18, 2021



VOICE OF THE BAKING INDUSTRY SINCE 1897

# Promoting and growing the baking industry

AMERICAN BAKERS ASSOCIATION

**300+**

Member companies strong



**6**

Continents where ABA Members are located

**85%**

of baked goods in U.S. made by ABA Members

**90%**

ABA Members that are small/medium-sized bakers



ABA is the only bakery-specific national and state trade association, delivering results on priorities affecting the companies that feed the world.

# Bakers Enrich America



## THE ECONOMIC IMPACT OF BAKING IN THE UNITED STATES

DIRECT JOBS:

**764,777**

WAGES:

**\$37.83 BILLION**

ECONOMIC IMPACT:

**\$154.28 BILLION**

TAX REVENUES:

**\$43.65 BILLION**

### A "TASTE" OF OUR MEMBERS

Arnold | Bimbo | Blue Bird | Country Hearth | Dave's Killer Bread  
Entenmann's | Ferrero | Fiber One | Fieldstone | General Mills  
Holsum | Krispy Kreme | Kroger | La Brea | Martin's | Mi Casa  
Mrs. Baird's | Mrs. Freshly's | Nature's Own | Otis Spunkmeyer  
Pepperidge Farm | Pillsbury | Richmond Baking | Safeway  
Sara Lee | Schulze & Burch Biscuit Co. | Schwebel's Stroehmann  
Sunbeam | Tastykake | Thomas' | TreeHouse Foods | Wonder

The total economic impact of baked goods produced and sold specifically in the United States is

**\$480.47 billion**

**2.46%**

The amount bakers contributed to the U.S. GDP in 2020

**A FURTHER 1,528,016 JOBS**

were indirectly supported by the baking industry through suppliers and the indirect impact of the industry's expenditures.



**OVER  
3,000  
VETERANS**

are in baking industry frontline careers, contributing to the mission of feeding the world and supporting their local communities.



# #BAKINGSTRONG

AMERICAN BAKERS ASSOCIATION





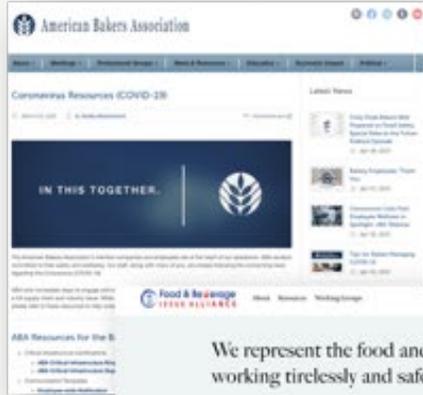
#BakingStrong

# Nationally- Recognized COVID-19 Response



AMERICAN BAKERS ASSOCIATION

COVID-19 Resources Page



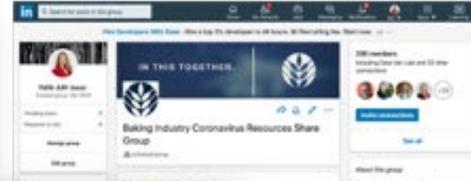
PPE Hub, Relief & Support Hub for Members



BakingWorks.org



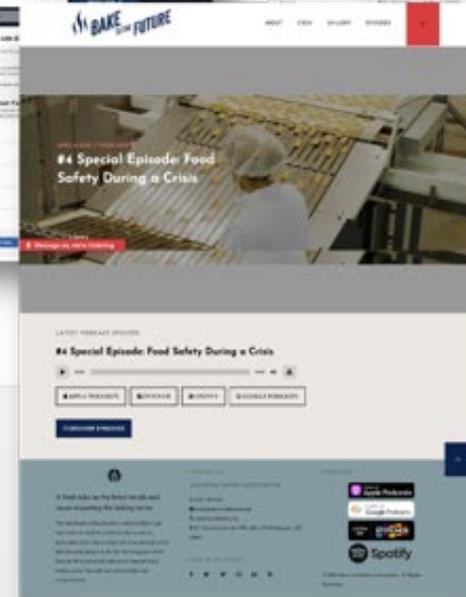
ABA Member Group on LinkedIn



#FeedingUS Digital Marketing Toolkit and Website in partnership with FBIA



Knead to Know



Special Podcast Episodes on "Bake to the Future"



Robust Content Strategy Online and on Social



# Year in Review: Baked Goods in the Grocery Aisles

- In 2020, the bakery department increased 5.2% to \$34.2 billion in annual sales\*
- Adapting to consumer demand: in-store bakery vs center store
- Morning Bakery:
  - Center Store +8.4%
  - In-store Bakery -6.8%
- 34% of consumers said they would prepare a Thanksgiving meal for just themselves or their household, compared to 27% in 2019.\*\*



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\*IRI, Total US, Integrated Fresh powered in partnership with IDDBA, MULO, % growth versus year ago

\*\*IRI "Home for the Holidays" Report

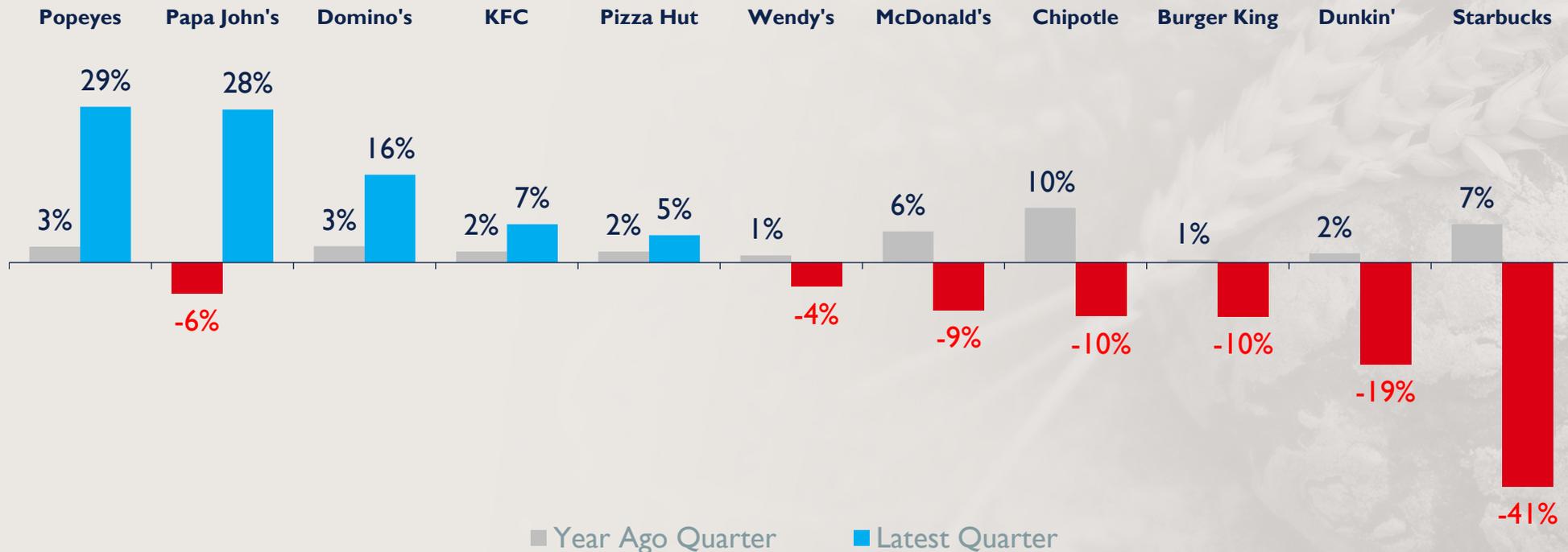


# Year in Review: Baked Goods in Foodservice

Same-Store-Sales Growth: latest quarter 2020 versus year ago

“With foodservice representing as much as 70% of their sales, frozen bakery players have seen reduced orders as food consumption changes from restaurants to home kitchens.”

– *Fresh and Frozen Bakery Amid Covid-19*, Rabobank, May 2020



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Source: Todd Hale, LLC; Company press releases; monthly or quarterly news releases; all include Q2 2020 reporting



# Looking Ahead

Continue safely delivering nutritious and delicious products to consumers



# Thank you

[rmackie@americanbakers.org](mailto:rmackie@americanbakers.org)  
[www.linkedin.com/in/robbmackie](https://www.linkedin.com/in/robbmackie)  
**@ABAPRES**  
**AmericanBakers.org**

