

# 2018 Fresh Pie Sales Trends

Presented by:

Joanie Spencer, editor, Baking & Snack  
Sosland Publishing

# Sosland Publishing

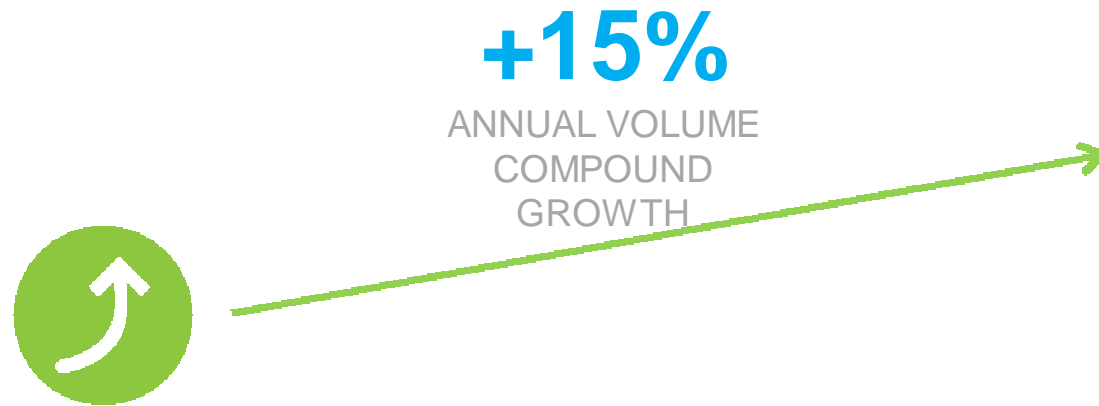


## MEAT+POULTRY

**Milling & Baking News**

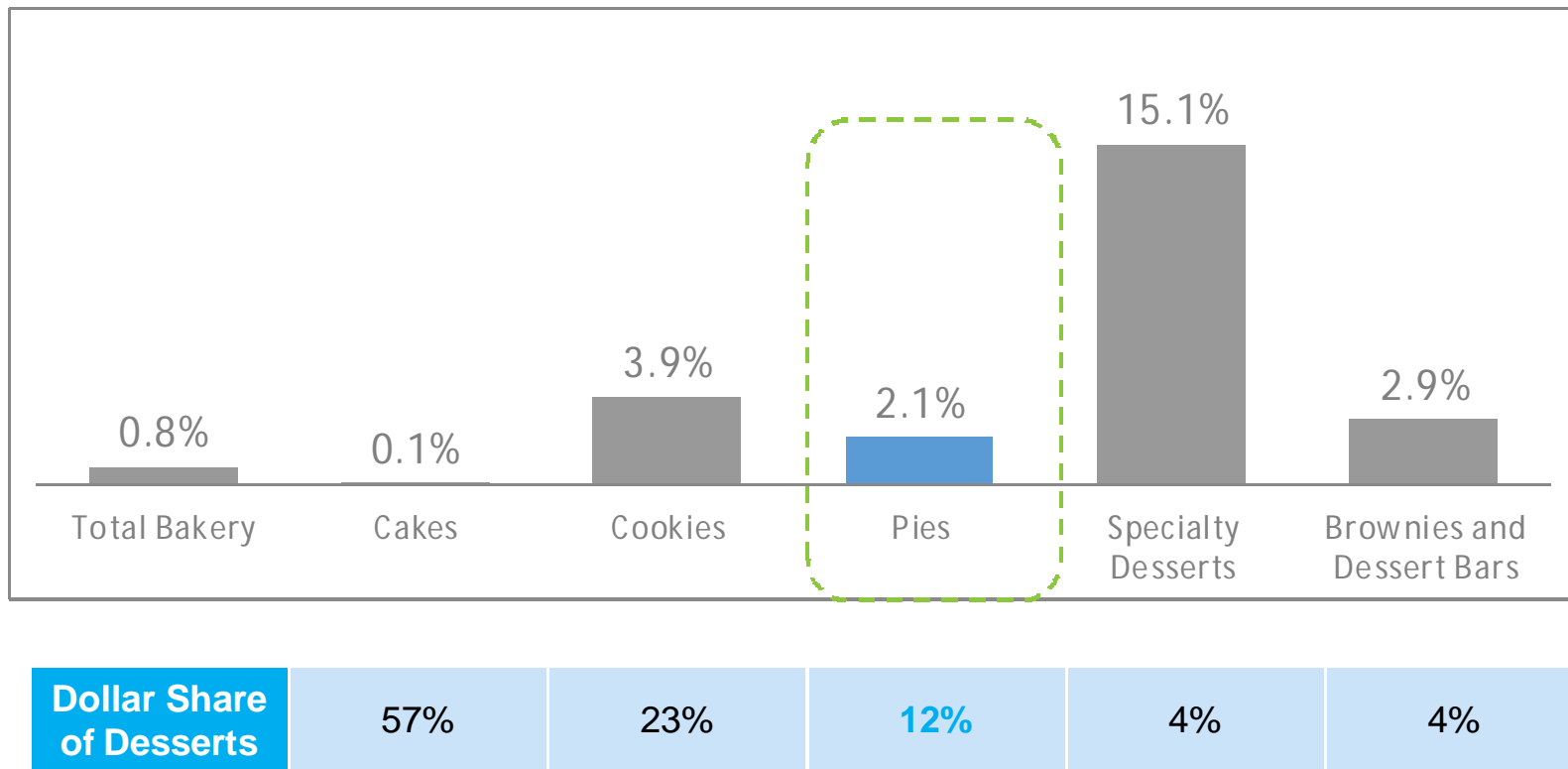


# Fresh pies have grown steadily as mini pies convert the category into everyday dessert



# Pie growth has outpaced total bakery growth, but slowed from recent years

DOLLAR CHANGE VS. YEAR AGO BY BAKERY DESSERT CATEGORY










# Fruit and open face still dominate sales share, but mini continues rapid growth

Mini pies outpaced all pie growth besides 'other'

## PIE CATEGORY DOLLARS BY SEGMENT

## DOLLARS CHANGE VS. YEAR AGO BY SEGMENT

Total Fresh Pies	2%
 Fruit/Lattice	0%
 Open Face	0%
 Mini	11%
 Cream/Custard	-5%
 Half Pies/Slices	9%
 Meringue	6%
 Other	20%



# THERE IS STILL A STRONG OPPORTUNITY TO GROW TRIP FREQUENCY AND REACH



45% of households purchase Bakery Pies



3.4 trips each year



\$13.07 spent on Bakery Pies each year

# Annual pie sales depend heavily on Christmas and Thanksgiving



WEEKLY DOLLAR SALES, PIES CATEGORY



# Outside of the holidays, most weekly sales growth driven by mini pies

WEEKLY DOLLAR SALES, MINI PIES SEGMENT





# Promotions are much more important to pies than other bakery categories

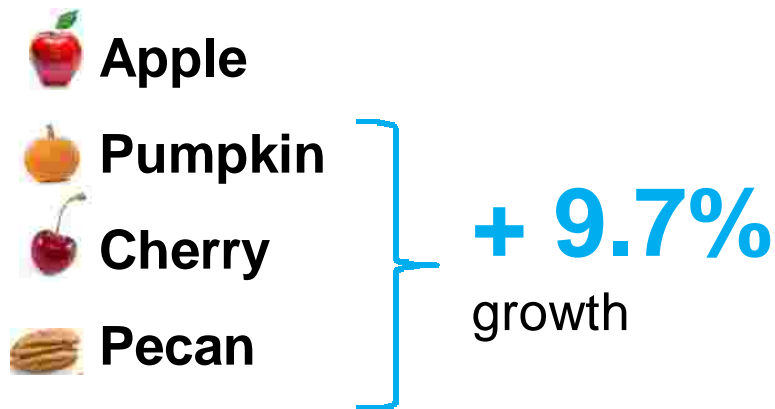
Pies generate more incremental sales from promotions than other desserts

PERCENTAGE OF VOLUME SOLD ON PROMOTION; PERCENT LIFT ON PROMOTION

Avoid promotions the first few weeks of the year and a week prior to the week of Christmas as they are not as effective for pies as the rest of the year

# Consumers demand staple flavors

62% of all pie sales come from the staples:



Supplement staples with other regional favorites

- Chocolate Cream
- Blueberry
- Mixed Berry
- Key Lime

The four staple pie varieties have increased their flavor share from 55% in 2014 to 62% in 2015.

nielsen



**SOSLAND**  
PUBLISHING