

#1

No 1 Brand Across Bakery Sectors¹



No 1 in bread, rolls, bakery snacks, crumpets, thins, teacakes¹

Britain's 5th Biggest Grocery Brand²



5 Warburtons

21



36



1. Cadbury 2. Coca Cola, 3. Nestle 4. Walkers

No 1 in Key Shopper Metrics³



Penetration 89%
54% 66%

Frequency 24 11 15



£ per Trip £1.32
£1.17 £1.30

Repeat Rate 89%
67% 77%



Loyalty 23% 9% 13%

The UK's Most Chosen Grocery Brand⁴

1 Warburtons

4



8



WHY Warburtons

nielsen

KANTAR WORLD PANEL

KANTAR MILLWARD BROWN

Figures are colour coded: Warburtons Kingsmill Hovis

1. The Nielsen Company, Total Coverage incl. Discounters, Value Sales, 52w/e 03.10.20

2. The Grocer Magazine, Britain's Biggest Brands 2020, March 2020 based on Nielsen Value Sales 52 w/e 31.12.19

3. Kantar Worldpanel Purchase, Total Market, 52w/e 04.10.20

4. Kantar Worldpanel, Brand Footprint Survey, May 2020

5. Millward Brown, Brand Tracking, 52w/e 11.10.20 (Brand I Love % = % rating this at the highest point on the scale i.e. top box)

No 1 in Key Brand Metrics⁵



Brand I Love 24% 16% 17%

First choice 29% 18% 20%

Most recommended 25% 18% 19%



Tastes better 44% 30% 37%



Better Quality 45% 32% 39%

Worth paying more for 33% 24% 27%



ANY QUESTIONS PLEASE SPEAK TO THE INSIGHTS TEAM