

Per Capita Consumption, 1982 - 87, pounds per person

	1982	1986	1987
Breads	46.2	45.3	45.2
white	(27.6)	(26.6)	(26.5)
varieties	(16.0)	(16.6)	(16.8)
Rolls	14.1	13.3	13.0
Sweet yeast goods	3.4	3.5	3.5
Soft cakes	5.5	5.3	5.3
Pies	2.1	2.0	1.9
Cake-type donuts	1.9	1.8	1.7
Cookies	9.6	10.6	10.9
Crackers	7.9	7.9	7.9
Total	90.7	89.6	89.5

Source: *U.S. Industrial Outlook 1988*, U.S. Department of Commerce

Within this \$20 billion (U.S.) market, however, certain bakery items have shown an increase in per capita consumption from 1986 to 1987. These are the variety type breads, sweet yeast doughnuts and cookies. Changes are also taking place in the market that are not reflected in the published statistics. These changes include the expansion of various donut chains, the emergence of fast food muffin outlets, the increased availability of specialty breads such as french, 7-grain, sourdough, garlic bread, bagels and microwavable bakery items.

This chapter has provided a definition of the products included within the scope of this report, the criteria used for their selection and a summary of U.S. imports of those products for 1982-87. Where available, a short-term outlook for the corresponding U.S. industry has also been provided. As this report is intended only to provide a sectoral overview and an indication of the opportunities that may exist for increased Canadian exports, individual readers are strongly encouraged to conduct more in-depth research on any potential opportunities identified.

Users of this report who are interested in undertaking further research into specific markets are also encouraged to contact any of the Canadian Government Trade Development offices listed in the final Appendix to this report to determine what assistance may be available to them.