



Unigrains – In Brief

World rankings - Pastry and bakery companies:

Strong growth of European players

World rankings - Pastry and bakery companies (Top 50 in 2017)

2017 ranking	2016 ranking	Company (country)	Country of origin	PASTRY AND BAKERY SALES €m
1	1	GRUPO BIMBO	MXN	12 050
2	2	YAMAZAKI BAKING	JPN	5 761
3	4	JAB HOLDING	LUX	5 563
4	3	ARYZTA	CHF	3 797
5	5	FLOWERS FOODS	USA	3 356
6	7	RICH PRODUCTS	USA	3 252
7		Dr. OETKER	DEU	3 135
8	6	GRUMA	MXN	3 034
9	9	GENERAL MILLS	USA	2 941
10	12	ASSOCIATED BRITISH FOODS	UK	2 641
11	8	CSM BAKERY SOLUTIONS	USA	2 568
12	10	CAMPBELL SOUP CO.	USA	2 224
13	11	FUJI BAKING	JPN	2 132
14	13	THE KROGER	USA	1 794
15	14	LE DUFF	FRA	1 599
16	19	BARILLA	ITA	1 599
17	15	PASCO (SHIKISHIMA BAKING)	JPN	1 211
18	18	McKEE FOODS CORP.	USA	1 198
19	16	TREEHOUSE PRIVATE BRANDS	USA	1 163
20	17	LANTMANNEN UNIBAKE	DNK	1 100
21	20	GREGGS	UK	1 085
22	21	HARRY-BROT	DEU	974
23	22	AGROFERT	CZK	926
24	25	HOLDER	FRA	885
25	28	CHIPITA INTERNATIONAL	ELL	872

2017 ranking	2016 ranking	Company (country)	Country of origin	PASTRY AND BAKERY SALES €m
26	26	VANDEMOORTELE	BEL	871
27	24	EDEKA GRUPPE	DEU	850
28	27	DAWN FOOD PRODUCTS	USA	790
29	32	VANOBAKE NV HOLDING (LA LORRAINE)	BEL	780
30	23	MIGROS	CHF	734
31	31	DUNKIN BRANDS	USA	764
32	29	COOP GENOSSENSCHAFT	CHF	700
33	30	DELIFRANCE	FRA	672
34	33	BRIOCHE PASQUIER	FRA	669
35	34	H & S BAKERY	USA	648
36	35	BORGESIU	NDL	620
37	36	FAZER GROUP	FNL	607
38	40	EUROPASTRY SA	ESP	600
39	37	WARBURTONS	UK	593
40	38	GOODMAN FIELDER	AUS	552
41	41	ANDERSEN CO	JPN	545
42	42	HOVIS	UK	530
43	53	BAMA COMPANIES	USA	500
44	39	GRUPO SIRO	ESP	494
45	44	BAULI	ITA	443
46	45	GIVESCO-GRUPPE	DNK	428
47	43	KOBEYA BAKING CO.	JPN	424
48	47	CERELIA	FRA	400
49	45	NEUHAUSER	FRA	379
50	50	NORGESGRUPPEN	NOR	357

Source: Unigrains based on BackBusiness, Global 2018 and company sites

→ Growth of nearly 6% for the 50 world leaders

At the global level, the top 50 groups totalled €82 billion in total pastry and bakery revenue in 2017 (up 5.9% compared with 2016), 57% of which was generated by companies of American, Mexican or Japanese origin. European companies, however, were the main contributors to growth, more particularly German and Luxembourg groups, with Dr. Oetker and JAB Holding entering the ranking.

Dr. Oetker experienced strong growth in 2017, particularly in the pizza and pastry segments, with a strong international focus. After the acquisition of the European pastry leader Copenrath & Wiese in 2015, the German group took over Belgian pastry and bakery company Diversi Foods and Mexican company Grupo Rexal, specialised in bakery aids, in 2017. This trend continued in 2018, with the agreement for the take-over of Alsa in France and the acquisition of a majority stake in South African frozen pastry company Château Gâteaux.



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JAB Holding, a financial company managing the assets of the German Reimann family, acquired Krispy Kreme in 2016, then Panera Bread and Bruegger's Bagels (a subsidiary of Groupe Le Duff) in 2017. In 2018, it announced the acquisition of Insomnia Cookies.

→ **After staying in 3rd place for seven years, Aryzta edged out by JAB Holding**

The top three, which had not moved since 2011, the year in which Mexican group Bimbo took over the world leadership from Japan's Yamazaki Baking, has been completely shaken up.

JAB Holding's sustained pace of acquisitions took it to 3rd place in the world Top 3, overtaking Aryzta which fell to the 4th place. The Swiss bakery group, which is experiencing difficulties, particularly in North America, recorded a drop in revenue between 2016 and 2017.

→ **Many French companies, but smaller and with lower-than-average growth**

European companies account for 43% of the 50 leaders' combined revenue, up 5 points from 2016 and 10 points from 2015. While the weight of companies of European origin is building up significantly among world leaders, there are still few of them in the select club of companies generating sales of more than €1 billion. Of the 21 companies that make up this club, only eight are European, of which only one is French, Groupe Le Duff.

French companies, of which there are six, are among the most numerous in this ranking, but their average size is generally smaller than that of their European neighbours. Their growth is also more modest: French companies recorded revenue growth of only 2.5%, compared with 5.9% on average for the Top 50.

