

**TABLE 4.23: LIKELINESS TO PURCHASE AND CONSUME BREAD ALTERNATIVES - CONSUMERS' LIKELINESS TO PURCHASE AND CONSUME ALTERNATIVE BREAD PRODUCTS ON A REGULAR BASIS**

	<b>N</b>	<b>Mean</b>	<b>Median</b>	<b>Rank</b>	<b>Mode</b>	<b>% of respondents who reported that they were extremely likely to buy and consume the following products</b>
Wraps	450	2,16	2,00	1	1	36,4
Roti	448	2,63	2,00	2	2	26,1
Organic bread products	450	2,82	3,00	3	2	18,7
Pan bread	450	2,92	3,00	4	2	18,9
Plant-based bread products	450	3,04	3,00	5	2	16,4
Wheat-free bread products	458	3,07	3,00	6	5	20,1
Sorghum-based bread products	471	3,51	4,00	7	5	9,3
Rice-based bread products	452	3,53	4,00	8	5	9,5
Bread products suitable for banting	456	3,54	4,00	9	5	11,2
Cassava-based bread products	450	3,74	4,00	10	5	6,0