

**TABLE 4.2: BREAD AVAILABILITY AND TRENDS - BREAD AVAILABILITY AND TRENDS PRESENTED BY PROMINENT SOUTH AFRICAN RETAILERS**

Consumer trends	Category captains	Assortment	Retailers				
			Checkers	WW	Spar	PnP	Dischem
Convenience	Regular Wheat (White and Brown) & Convenience	Sliced	✓	✓	✓	✓	✗
		Unsliced	✓	✓	✓	✓	✗
		Rolls & Buns	✓	✓	✓	✓	✗
		Freshly baked	✓	✗	✓	✓	✗
		Heat & eat	✓	✓	✓	✓	✗
Pleasure	Artisan	Ciabatta	✓	✓	✓	✓	✗
		Sourdough	✓	✓	✓	✓	✗
		Seeded	✓	✓	✓	✓	✓
		Rye	✓	✓	✓	✓	✓
Health and wellness	Multigrain	Sliced	✓	✓	✓	✓	✓
		Unsliced	✓	✓	✓	✓	✗
		Rolls & Buns	✓	✓	✓	✓	✗
	Health & Wellness	Gluten Free	✓	✓	✓	✓	✓
		Flat breads (Wraps, Naan Bread & Pita)	✓	✓	✓	✓	✗
		High fiber	✓	✓	✓	✓	✓
		Low GI	✓	✓	✓	✓	✓
		High Protein	✓	✓	✓	✓	✓