

Substantiating 'no 1 in-store bakery' marketing claim

Customer Insights, Feb 2025



No.1 supermarket in-store bakery claim

Overall customer satisfaction with in-store bakery products (% score; Very satisfied/fairly satisfied)	
	%
Lidl	77%
M&S	74%
Tesco	73%
Sainsbury's	71%
Waitrose	70%
Morrisons	69%
Asda	67%
Aldi	66%
Coop	62%
Iceland	54%

- Overall customer satisfaction with in-store bakery products for each supermarket rated by shoppers who have shopped at that particular supermarket in the last 12 months
- The question had the following options : Very satisfied/ Fairly satisfied/ Neither satisfied nor unsatisfied/ Not very satisfied/ Not at all satisfied/ N/A – I have not shopped at the in-store bakery. The satisfaction scores shown are a combination of ‘very satisfied/fairly satisfied’

Thank You

