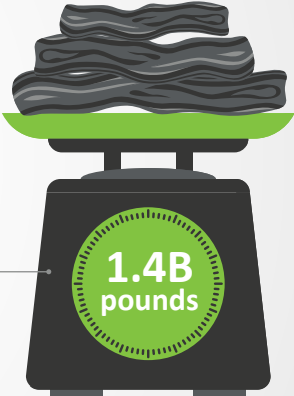


It's All About Bacon

What's shakin' with bacon? And what are your best opportunities related to this category or others? Fact-based shipment data from 700,000+ operators reveals America's love for bacon. **See what we see.**

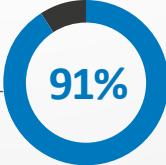
In 2016, **1.4 billion pounds of bacon** were sold into the total foodservice market in the U.S.

The top 10 bacon suppliers account for **615 million pounds** of branded bacon sales.

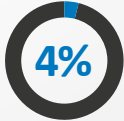


Manufacturer label represents **48%** of bacon sales, but operator label isn't far behind at 40%.

What forms of bacon are winning?



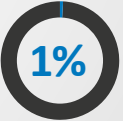
SLICED



BITS/PIECES/
CRUMBLES



DICED/
CUBED



OTHER
FORMS



In **commercial foodservice**, QSR is in the top spot, accounting for **37%** of bacon sales.

In **non-commercial**, healthcare takes the lead at **7%**.



Get insights like this for the categories that matter to your business.

Foodservice Market Sizing, fueled by SupplyTrack®, ReCount®, and CREST®, gets you there. It highlights opportunities and whitespace and provides insight into the competitive landscape, so you get timely, accurate, and reliable information needed for data-driven decision-making.

Source: The NPD Group/Foodservice Market Sizing, data ending December 2016. Includes all labels.

Learn more. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

