

# BAKING

The country of origin and proportions are listed (? = proportions not disclosed). Only refers to own brand products, excludes all products used as an ingredient. White sugar only. All data as of July 2020. For full details please visit: [www.countrysideonline.co.uk/backbritishfarming](http://www.countrysideonline.co.uk/backbritishfarming)



	FLOUR	EGGS	BUTTER	SUGAR			
	SELF-RAISING	PLAIN		GRANULATED	CASTER	ICING	
<b>ALDI</b> 7.7% MARKET SHARE	50% UK 50% EU	50% UK 50% EU	100% UK	100% UK	40% UK 60% Other	67% UK 33% Other	67% UK 33% Other
<b>ASDA</b> 14.1% MARKET SHARE	100% UK	100% UK	100% UK	100% UK	NO OWN BRAND 100% SILVER SPOON UK	NO OWN BRAND 100% SILVER SPOON UK	NO OWN BRAND 100% SILVER SPOON UK
<b>OP</b> 7% MARKET SHARE	100% UK	100% UK	100% UK	100% UK	NO OWN BRAND 100% Other	NO OWN BRAND 100% Other	NO OWN BRAND 100% Other
<b>LIDL</b> 5.9% MARKET SHARE	100% UK	100% UK	100% UK	100% UK	?% UK AND Other	?% UK AND Other	?% UK AND Other
<b>M&amp;S</b> EST. 1884 >2.0% MARKET SHARE	100% UK	100% UK	100% UK	100% UK	100% UK	100% UK	100% UK
<b>Morrisons</b> Since 1899 10% MARKET SHARE	100% UK	100% UK	100% UK	100% UK	NO OWN BRAND 100% SILVER SPOON UK	NO OWN BRAND 100% SILVER SPOON UK	NO OWN BRAND 100% SILVER SPOON UK
<b>Sainsbury's</b> 15% MARKET SHARE	100% UK	100% UK	100% UK	100% UK	UK AND EU	UK AND EU	UK AND EU
<b>TESCO</b> 26.9% MARKET SHARE	100% UK	100% UK	100% UK	100% UK	Other SILVER SPOON UK	Other SILVER SPOON UK	NO OWN BRAND 100% Other
<b>Waitrose</b> 5.0% MARKET SHARE	100% UK	100% UK	100% UK	100% UK	NO OWN BRAND 95% SILVER SPOON UK	NO OWN BRAND	NO OWN BRAND 100% Other

## BRAND LEADERS

<b>ALLINSONS</b>	SELF-RAISING UK AND EU	PLAIN UK AND EU				
<b>HOMEPRIDE</b>	SELF-RAISING 100% UK	PLAIN 100% UK				
<b>MCDUGALLS</b>	SELF-RAISING Other	PLAIN Other				
<b>SILVER SPOON</b>				GRANULATED 100% UK	CASTER 100% UK	ICING 100% UK
<b>TATE &amp; LYLE</b>				GRANULATED 100% Other	CASTER 100% Other	ICING 100% Other
<b>WESSEX MILL</b>	SELF-RAISING 100% UK	PLAIN 100% UK				