

# Study of the Concept and Challenges Associated with Artisan Bakers in Pune City

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## Abstract

The study examines the variables influencing the market dynamics and customer preferences to determine what makes handmade, high-quality bread popular. The study finds that the main factors are changing tastes, growing disposable money, and health consciousness. It draws attention to the Pune artisan bread market's growth as well as the adoption of direct-to-consumer sales techniques. The report notes obstacles including growing competition, sustaining artisanal quality of products, availability of raw materials, and consumer awareness. The study concludes that artisan bakeries may profit significantly from the expanding market for artisan bread in Pune by understanding these patterns and resolving the obstacles.

**Keywords:** Artisan Bread, Challenges, Bakery

As artisan bread lies in its craftsmanship, with high-quality ingredients and unique flavours, it is more appealing than commercial bread, which is made using mass production methods and homogeneity. Pune's artisan bakers are using age-old techniques like hand shaping and gradual fermentation to produce bread that is not only delicious but also demonstrates their dedication to artisanal skill. The range of artisanal bread options in Pune, ranging from soft ciabatta loaves to crusty sourdough boules, reflects the varied tastes and inclinations of people looking for superior, artisanal bread alternatives to mass-produced bread. There are various reasons why Pune has seen a boom in the artisan bread movement. First off, discriminating consumers who value sustainability, quality, and authenticity are beginning to recognize the value of artisanal food items. People who are looking for a healthier option to processed foods find that artisan bread, with its focus on natural ingredients and traditional techniques, is appealing. Furthermore, the rise in popularity of artisanal bakeries and the recognition of artisan bread in the culinary world can be attributed in large part to the growth of social media and food blogs. Social media influencers have contributed to the hype surrounding Pune's emerging artisan bread scene, drawing in both locals and visitors, with their eye-catching photos and positive reviews.

Furthermore, Pune's artisan bread revolution is a reflection of broader consumer tastes shifting in flavour of handmade, locally sourced goods. Growing consumer awareness of the negative effects food production has on the environment and society is driving demand for artisanal producers who put sustainability first and give back to their communities.

In light of this, the purpose of this research case study is to examine the many facets of Pune's artisan bread

## OBJECTIVES

- Explore the growth of artisan bread-making bakeries in Pune.
- Awareness references related to artisan bread.
- Challenges face by Artisan bakers in Pune city.

## INTRODUCTION

The artisan bread revolution is a new movement that has gained popularity in Pune, the cultural hub of Maharashtra, India. Although bread has always been a mainstay of Indian cooking due to its extensive culinary history, the rise of artisan bakeries and the rising demand for artisan bread variations represent a significant shift from the mass-produced loaves that have dominated the market for years. This research case study aims to investigate the dynamics of this artisan bread revolution, looking at its beginnings, development, and effects on Pune's food scene.

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revolution, ranging from its socio-cultural importance to new trends. This study intends to offer light on the transformational impact of artisanal food movements in transforming culinary landscapes and consumer behaviours by investigating the factors that led to the emergence of this trend, the difficulties faced by artisan bakers, and the reactions of customers. We want to investigate the consequences of Pune's artisan bread revolution for the city's future food culture and to decipher the nuances of this movement through in-depth interviews, surveys, and qualitative research.

## Artisan's Breads

Artisan breads are typically handcrafted, traditional breads made by skilled bakers using simple ingredients like flour, water, salt, and yeast. These bread often feature unique shapes, textures, and flavours, and they are known for their crusty exterior and soft interior. Artisan breads can include varieties such as sourdough, ciabatta, baguette, and focaccia, among others. They are usually made in smaller batches compared to mass-produced breads, and they prioritize quality and craftsmanship over uniformity and efficiency. (<https://bakerpedia.com>)

## Overview of the Pune Market

Artisanal bread has seen a spectacular spike in popularity in Pune, Maharashtra's cultural centre, in recent years. Food Industry Asia's market analysis indicates that over the previous five years, Pune's artisanal bread market grew at a pace of about 15% each year. The reason for this growth is that consumers' tastes are changing in favour of more real and traditional handmade breads eating options. Some of the available artisanal breads are sourdough, baguette, focaccia and ciabatta etc. (<https://indianexpress.com/article>)

## LITERATURE REVIEW

- Apeksha Garg wrote a book chapter in Taylor & Francis (2024) on "A Study of the Factors Affecting the Performance of the Freight Forwarding Industry with Respect to Customer Preferences". The author provides a thorough conceptual analysis of the key determinants impacting the performance of the freight forwarding sector. This study methodically examines how firms involved in the movement of goods optimize their operations to align with customer demands, and identifies the diverse factors influencing customer preferences in selecting service providers for global import and export activities. Garg's research synthesizes findings from various studies and publications to pinpoint critical factors that shape consumer preferences in the freight forwarding industry. The study highlights several essential elements that customers consider when choosing a freight forwarder. These include service quality, cost, delivery reliability and reputation, customer service, product range, geographic reach, technology and automation, cultural and social factors, and operational flexibility. Each of these factors plays a significant role in determining customer choices and, consequently, affects the performance and competitiveness of freight forwarding companies.
- Akshay Kering's wrote an article (2023) in the Indian Express, "The Rise of an Artisanal Pune Bakery with Offerings of Sourdough," provides an in-depth account of his journey in the artisanal bakery industry in Pune. Kering meticulously details the bread-making process, particularly focusing on sourdough, which is a significant aspect of artisanal baking. His narrative offers valuable insights into the complexities and challenges associated with operating an artisanal bakery. Kering discusses the intricacies of sourdough preparation, emphasizing the importance of time, precision, and quality ingredients. This detailed explanation serves to highlight the unique craftsmanship involved in artisanal baking, distinguishing it from conventional baking methods.
- Jasodhara Banerjee published an article in Forbes India (2021) on "The rise of European-style bread in the Indian household". The author further discusses the difficulties in adjusting European bread-making ingredients and methods in India. Various types of grains and flour are available in European countries compared to India. This makes a unique flavor and imparts various qualities to the bread. In India, however, there is only one variety of wheat and flour. As per the author, there should be innovation and research should be done in India to make new recipes.
- Ruchika Garg published an article on "Gourmet bread: fresh, fluffy, flavorful" in Hindustan Times

(2022). As per the article, artisanal bread can be lifestyle shifts and mindful eating habits. The most popular artisanal bread is Baguette, sourdough, focaccia, rye bread, ciabatta, spelt bread, panettone; multigrain. The author talks about how bread-making became popular during the pandemic, as people started baking at home to pass the time. The author also said she has conducted online classes and many people are learning to make bread, artisanal bread is popular during the pandemic.

- Shreya Goswami has published an article in Hindustan Times (2023) on “All about Pune’s Century-Old Bakery Culture: Local Experts Share Thoughts”. The article talks about the food culture of Pune. Though Misal Pav and Pithla-Bhakri are commonly seen as Pune’s signature dishes, the city’s true culinary identity lies in its bread culture. This long-standing tradition, spanning over a century, is examined through conversations with five local experts, each a successful baker operating businesses that satisfy Pune’s passion for bread and bakeries. The article further explains the groundwork for exploring the growing trends and the artisan bread movement in Pune.
- Sharan Shetty’s article in Bakerybiz (February 2022) offers a comprehensive overview of the current state of local bakeries and their market dynamics. Shetty observes that Pune hosts a significant number of long-established local bakeries that continue to thrive. These bakeries predominantly operate on a low-cost model, which aligns with the price-sensitive nature of the Pune market. This price consciousness is a critical factor in their enduring success and widespread acceptance among local consumers. Shetty further explains that while there is an increasing awareness of bakery products, the market for high-end, artisan bakeries in Pune remains relatively niche. Despite the growth in consumer interest and the potential for expansion in this segment, the acceptability and widespread adoption of artisan bakeries are still limited.
- Zofeen Maqsood wrote article in Hindustan Times (2023) on “From pumpernickel to fougasses, exotic European breads in Delhi”. Maqsood highlights the shift in consumer preferences towards these nutritious and flavorful breads, which are gaining popularity among health-conscious individuals.

Unlike mass-produced breads, these artisanal varieties undergo a 24-hour fermentation process and are baked with meticulous care. This article also touches on the fusion of European and Indian flavors in artisanal breads, suggesting a culinary innovation that marries traditional Indian tastes with European bread-making techniques. Maqsood’s insights reflect a broader trend towards healthier, more natural food options, and highlight the cultural adaptation and acceptance of European bread varieties in the Indian market.

- Natasha Gomes and Ajita Deshmukh’s ethnographic study (2019) “Cultural Significance of Artisanal Bread: Insights from Pune, Maharashtra,” published in the *Anthropology of Food Journal*, offers a comprehensive examination of the cultural and social dimensions of artisanal bread in Pune. Through a combination of interviews and participant observation, the researchers explore the symbolic meanings attached to bread consumption and its influential role in shaping social identities and practices within the community. The study traces the origins of artisanal bread to the Portuguese rule in Goa, where priests introduced bread-making techniques that incorporated toddy as a leavening agent and utilized wood-fired mud ovens. This unique method, alongside the variety of bread produced, has embedded bread-making as a significant aspect of Goan culinary heritage, blending tangible and intangible indigenous knowledge. This heritage is recognized as part of the broader cultural map of bread in India.
- Sandeep Dubey’s article “The Artisan Bread Revolution: Understanding Consumer Preferences and Market Dynamics” (*Food Industry Insights*, March 2023) offers an in-depth exploration of the factors propelling the growth of the artisanal bread sector in Pune. This comprehensive study employs a combination of surveys and market analysis to provide a thorough understanding of the evolving consumer preferences, prevailing market trends, and the economic ramifications associated with the Artisan Bread Revolution in the region. Dubey’s research highlights the shifting consumer tastes towards high-quality, handcrafted bread products, driven by an increasing awareness of health benefits and a desire for unique, flavorful experiences. The

study reveals a growing demand for artisanal bread, indicating a significant shift from conventional bread consumption patterns.

- Andrew S. Ross’s article “Flour Quality and Artisan Bread” (Research Gate, 2018) provides a detailed examination of the scientific processes involved in producing high-quality artisan bread. Ross’s research emphasizes the critical role of the fermentation process in developing the distinctive characteristics of artisan bread. Through an extensive analysis, Ross investigates the various types of flour used in artisan baking and their respective impacts on the bread-making process. The article delves into the biochemical and physical properties of different flour types, highlighting how these factors influence dough behavior, fermentation efficiency, and the final bread quality. Ross’s findings underscore the importance of selecting the appropriate flour to achieve desired outcomes in texture, flavor, and nutritional value of artisan bread.

any improvement or developments they would see within the artisan bread industry in Pune.

The second questionnaire was for the artesian bread bakers regarding the availability, and challenges faced by.

*Type of Research:* Descriptive research was conducted for the same.

### Methods of Data Collection

*Primary Data:* It was collected using a random sampling technique through surveys in the following ways:

*Personal Interviews:* Personal interviews of artisan bread bakers were conducted to get information regarding the challenges faced by artisan bread bakers.

*Sampling Method:* The random sampling method was used to collect the data from 16 Artisan bakery owners and 70 Customers of the Bakery.

*Secondary Data:* It was collected from published literature, articles, journals, newspapers, research publications, magazines, records, and other relevant online sources.

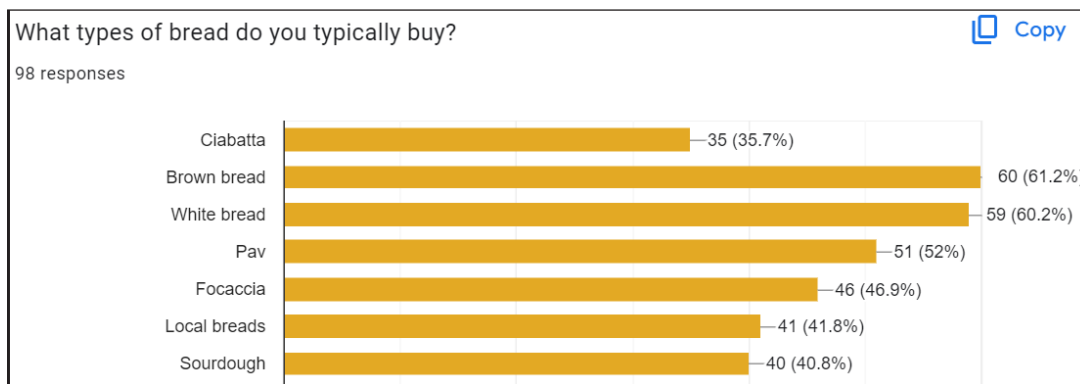
## RESEARCH METHODOLOGY

Research was conducted to understand the Artisan bread-making market in Pune city. Two questionnaires were prepared, one for the customers of Pune city areas to check whether they know about artisan breads, their availability in the Pune bakery markets and if they need

## RESULT AND ANALYSIS

To achieve the objective of study data was collected from bakery customers and Artisan bakery owner of Pune city.

## CUSTOMER’S DATA ANALYSIS



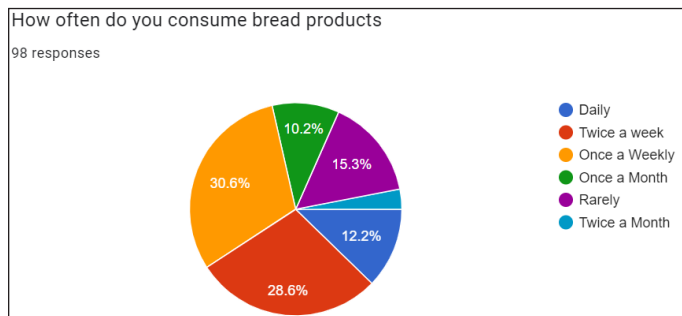
Graph No. 1

**Observation**

- Pav: 52%
- 60.2% of bread is white.
- Brown bread: 61.2%
- Local breads: 41.8%
- 40.8% sourdough
- 46.9% Focaccia
- Ciabatta: 35.7%

**Interpretation**

With more than 60% of respondents favoring white and brown bread, respectively, pav comes in second. Breads that are made locally and artisanal options such as focaccia, ciabatta, and sourdough are also very popular, albeit not as much. This varied eating pattern indicates a willingness to try different kinds of bread.



**Graph No. 2**

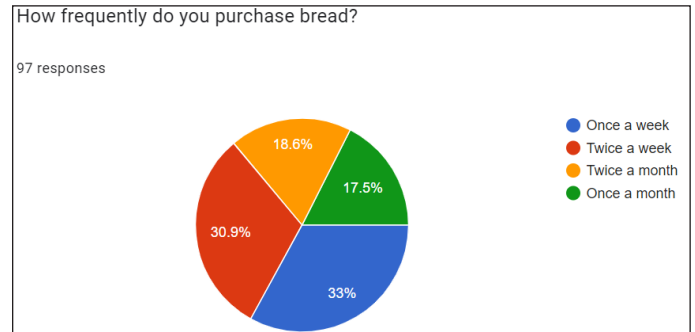
**Observation**

- Daily: 12.2%
- Twice a week: 28.6%
- Once a week: 30.6%
- Once a month: 10.2%
- Twice a month: 15.3%
- Rarely: 3.1%

**Interpretation**

The findings from the survey show that respondents in Pune consume bread on a regular basis. More than 70%

of people eat bread at least once a week, and 41.2% eat it more than once. Bread is a staple or a commonly loved food in Pune, as seen by the small percentage of responders who consume it infrequently.



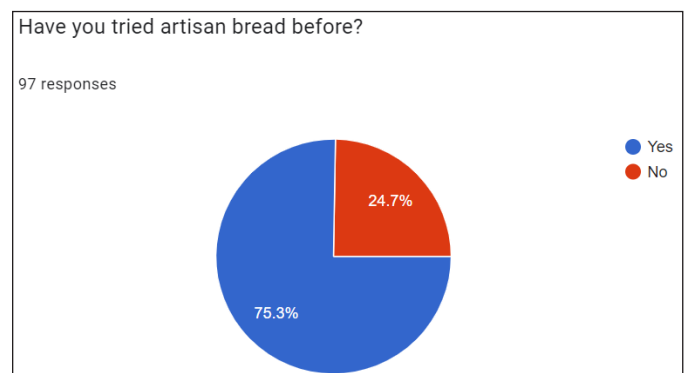
**Graph No. 3**

**Observation**

- Once a week: 33%
- Twice a week: 30.9%
- Twice a month: 18.6%
- Once a month: 17.5%

**Interpretation**

A third of the respondents buy bread on a weekly basis, suggesting that it's a regular purchase. A further third, indicating frequent purchases, buy it twice a week. Some choose to buy every two months or every month, demonstrating a range of purchasing patterns. All things considered, bread seems to be a staple on Pune shoppers' lists, while their frequency of purchases varies.



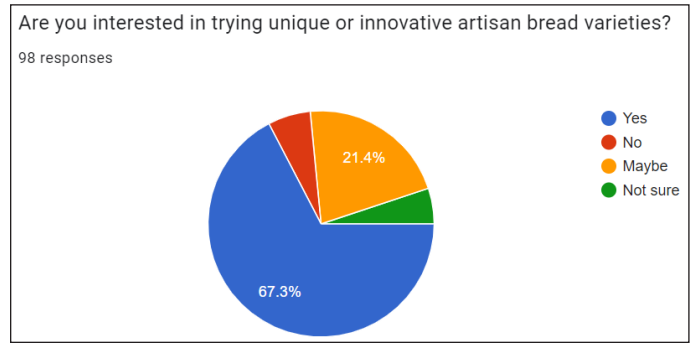
**Graph No. 4**

### Observation

- Yes: 73 respondents, representing 75.3%
- No: 24 respondents, making up 24.7%

### Interpretation

A sizable portion of respondents (75.3%) said they had previously tasted artisan bread. Nonetheless, a considerable percentage (24.7%) of people in Pune have never had artisan bread, indicating that there may be chances to introduce or promote artisan bread to this particular group of people.



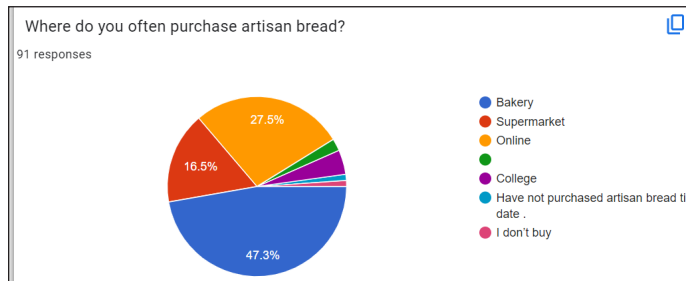
**Graph No. 6**

### Observation

- Yes – 67.3%
- NO – 6.1%
- Maybe – 5.1%
- Not sure – 5.1%

### Interpretation

The majority of participants (67.3%) exhibit a strong desire to sample novel or distinctive artisan bread kinds, indicating a willingness to experiment with a range of tastes and textures. 6.1% of people are indifferent and would rather stick with conventional solutions. A small percentage (21.4%) express uncertainty, suggesting that product sampling or instructional programs could pique interest.



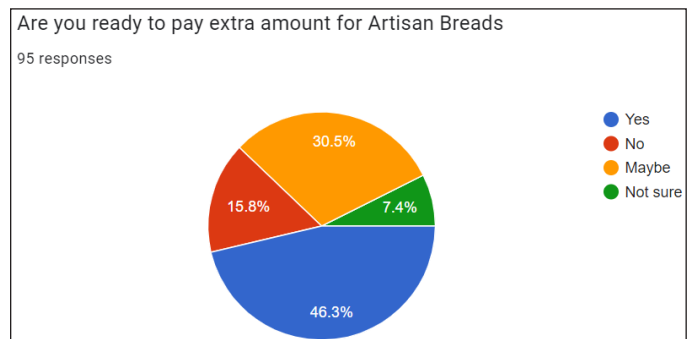
**Graph No. 5**

### Observation

- Online – 28.1%
- Bakery – 48.3%
- Supermarket – 16.9%
- College – 4.5%
- Not purchased – 1.1%

### Interpretation

Most respondents (47.3%) often purchase artisan bread from bakeries, indicating a preference for traditional sources. A significant portion (27.5%) opts for online platforms, highlighting the influence of e-commerce. Supermarkets also play a role, with 16.5% choosing this option. A smaller percentage buys from college venues, while a few respondents haven't purchased artisan bread yet.



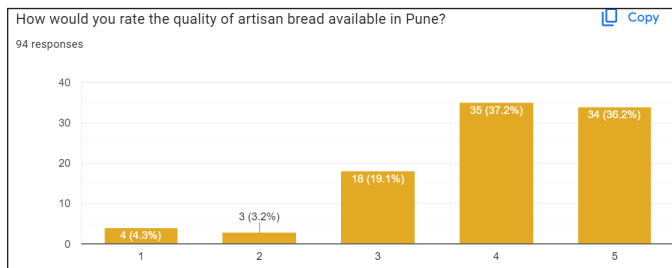
**Graph No. 7**

**Observation**

- Not sure – 7.4%
- Yes – 46.3%
- No – 15.8%
- May be – 30.5%

**Interpretation**

Overall, there appears to be a considerable level of interest and openness to the idea of paying extra for artisan breads among the Pune public. However, producers should consider factors such as pricing strategies, marketing efforts, and product quality to capitalize on this opportunity effectively.



**Graph No. 8**

**Observation**

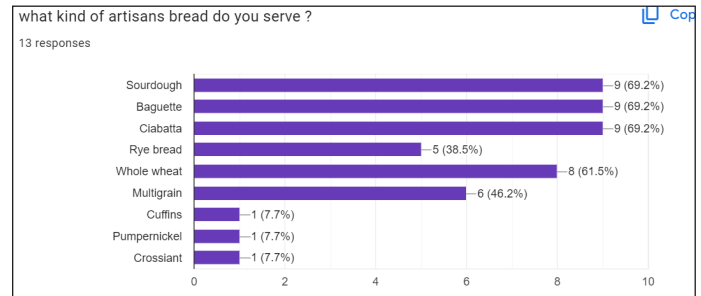
- Star rating - 4.3%
- Star rating - 3.2%
- Star rating - 19.1%
- Star rating - 37.2%
- Star rating - 36.2%

**Interpretation**

The majority of respondents (73.4%) gave Pune’s artisan bread a 4- or 5-star rating, indicating that the quality of the bread is usually thought to be good in the area. Just 7.5% of respondents gave the quality a rating of three stars or less, which is a lower percentage than the other respondents. This shows that, in the opinion of certain respondents to the poll, there might be space for development in specific areas of the quality of artisan bread. The majority of respondents gave high ratings of four or

five stars, indicating that they are generally happy with the quality of artisan bread offered in Pune.

**Questionnaires for Artisan Bread Bakeries**



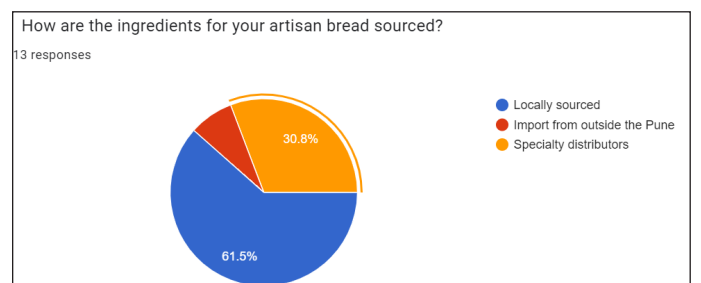
**Graph No. 9**

**Observation**

- Sourdough - 69.2%
- Baguette - 69.2%
- Ciabatta - 69.2%
- Rye bread - 38.5%
- Multigrain - 46.2%
- Whole bread - 61.5%
- Cuffins - 7.7%
- Pumpernickel - 7.7%
- Croissant - 7.7%

**Interpretation**

Popular varieties include Sourdough, Baguette, and Ciabatta, each at 69.2%. Additionally, Whole Bread was served by 61.5% of bakeries, while Rye Bread and Multigrain were at 38.5% and 46.2% respectively. Less common were Cuffins, Pumpernickel, and Croissant, each at 7.7%.



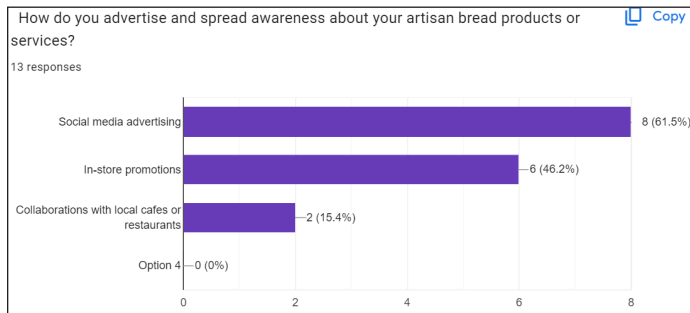
**Graph No. 10**

### Observation

- Locally sourced – 61.5%
- Specialty distributors – 30.8%
- Import ingredients from outside Pune. – 7.7%

### Interpretation

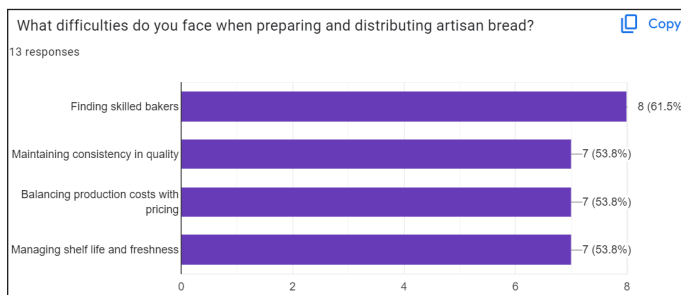
61.5% of bakeries in Pune source ingredients for their artisan bread locally, highlighting a preference for regional sourcing. Additionally, 30.8% rely on specialty distributors, while a smaller portion, 7.7%, and import ingredients from outside Pune.



Graph No. 11

### Interpretation

The majority of bakeries promoting artisan bread in Pune utilize social media advertising (61.5%) as a primary means of spreading awareness. Additionally, 46.2% employ in-store promotions, while collaborations with local cafes or restaurants are utilized by 15.4% of respondents.



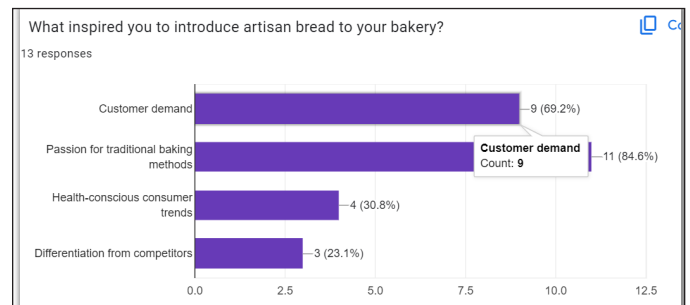
Graph No. 12

### Observation

- Finding skilled bakers 61.5%.
- Balancing production costs with pricing 53.8%.
- Maintaining consistency in quality 3.8%.
- Managing shelf life and freshness 3.8%.

### Interpretation

The most common difficulty faced by bakeries in Pune when preparing and distributing artisan bread is finding skilled bakers, with 61.5% of respondents citing this challenge. Additionally, 53.8% struggle with balancing production costs with pricing. Maintaining consistency in quality and managing shelf life and freshness were reported as less prevalent issues, each at 3.8%.



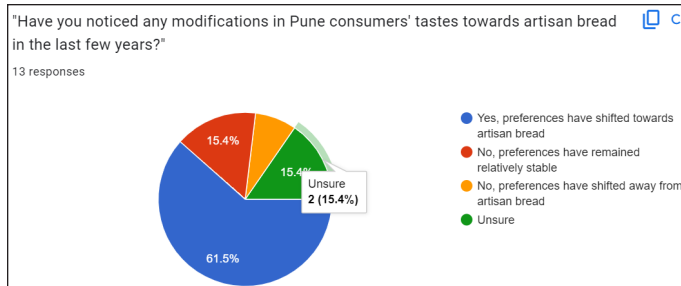
Graph No. 13

### Observation

- Customer demand 69.2%.
- Passion for traditional baking methods 84.6%.
- Health-conscious consumer trends 30.8%.
- Differentiation from competitors 21.1%.

### Interpretation

A love of traditional baking techniques is the main driving force behind bakeries in Pune introducing artisan bread, according to 84.6% of respondents. Furthermore, according to 69.2% of participants, client demand had a major influence. Thirty-eight percent of respondents cited health-conscious consumer trends as an inspiration, while twenty-one percent cited differentiating themselves from competition.



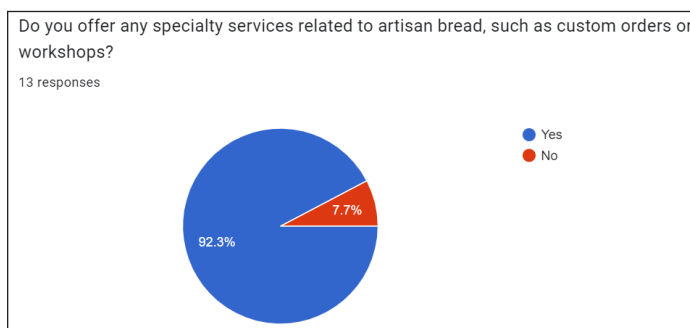
Graph No. 14

### Observation

- Yes, preferences have shifted towards artisan bread 61.5%.
- No, preferences have remained relatively stable 15.4%.
- No, preferences have shifted away from artisan bread 15.4%.
- Unsure 7.7%.

### Interpretation

Indicate that 61.5% of respondents have noticed a shift in Pune consumers' tastes towards artisan bread in recent years, suggesting a growing preference for this type of bread. Conversely, 15.4% have observed no significant change in preferences, while an equal percentage noted a shift away from artisan bread. A small portion, 7.7%, expressed uncertainty regarding consumer preferences.



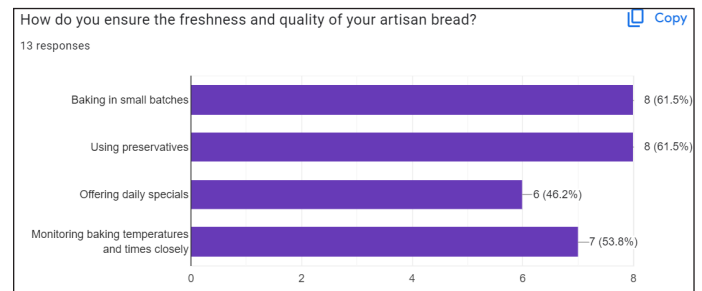
Graph No. 15

### Observation

- Yes – 91.3%
- No - 7.7%

### Interpretation

A significant majority of bakeries in Pune, comprising 92.3% of respondents, offer specialty services related to artisan bread, such as custom orders or workshops. This indicates a strong commitment to providing tailored experiences. This will help in creating awareness among the customers.



Graph No. 16

### Observation

- Baking in small batches 61.5%.
- Using preservatives 61.5%.
- Offering daily specials 46.2%.
- Monitoring baking temperatures and times closely 53.8%.

### Interpretation

61.5% bake in small batches, emphasizing a focus on quality control and freshness. Similarly, an equal percentage (61.5%) utilize preservatives to maintain product quality. Additionally, 53.8% monitor baking temperatures and times closely, while 46.2% offer daily specials, likely to promote freshness through turnover.

## RECOMMENDATION AND SUGGESTION

- Encourage Regulations and Initiatives That Promote Local Bakeries by support initiatives like providing access to training programs and marketing assistance that assist local bakeries.
- Promote Access to High-Quality Ingredients by building relationships with nearby suppliers, and encourage artisan bakers to have easier access to high-quality ingredients.

- Research and development in artisan bread with local produce, novel methods, tastes, and training for the bread makers.
- Encourage Sustainability measures when it comes to artisan bread, promote sustainability measures including cutting down on food waste, using less energy, and using eco-friendly packaging. Artisan bakeries may attract environmentally concerned customers and improve their reputation by supporting eco-friendly methods.
- Engage Local Communities through the planning of outreach initiatives, collaborations, and community events, artisan bakeries may strengthen their relationships with their local communities. This has the potential to foster social cohesiveness, foster goodwill, and increase inhabitants' sense of pride and ownership.
- Address accessibility and inclusivity to guarantee that artisan bread is still available to a wide range of people, including those with dietary limitations, marginalized populations, and low-income people. This might entail developing outreach initiatives in underprivileged communities, giving reasonable price options, and supplying vegan or gluten-free substitutes.

## CONCLUSION

It is clear from examining Pune's artisan bread trends that the consumption and appeal of artisan bread products have significantly increased recently. Consumers are becoming more and more interested in healthier and superior bread alternatives. With its natural ingredients, age-old baking techniques, and distinctive tastes, artisan bread fits in nicely with the growing trend of people seeking more healthful and real food options Pune consumers are becoming more and more interested in purchasing it.

Pune's thriving artisan bread sector has been aided by the city's growing food culture and culinary knowledge. There's increased interest and curiosity in artisan bread variations because more and more foodies, chefs, and food bloggers are actively promoting handmade items. Because of this cultural shift, artisan bakeries in Pune are able to flourish and develop while satisfying the wide range of tastes and preferences of their discriminating clientele.

Overall, the study shows artisan bread Pune business has a bright future because to rising customer demand, a larger selection of products, and a positive food culture. The market is ready for more expansion and diversity as artisan bakers keep coming up with new ideas and working with regional suppliers and producers. This presents profitable chances for both current businesses and new entrants in the booming Pune food sector.

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