Dry bread is made from flour and whole grain cereals. They are popular among modern consumers for fast quench of hunger and possess preventive properties. Production of these loaves is developing rapidly.

The main factors were identified based on the analysis of the consumer preferences concerning the choice of dietary loaves. This affects the decisions made by consumers.

The assortment of breads and their classification were analyzed and designed, the degree of importance of a number of consumer properties of dietary bread was determined and the ways for the improvement of their product range were developed.

People who care about their health and leading a healthy lifestyle prefer eating dry bread.

The main segment of its consumers are women and teenagers. There are some important indicators: nutritional value - 21%; taste - 20% and component parts - 18%. An important criterion is the energy value - 14%; 11% of the cost, shelf life - 7%, convenient packaging - 4%.

The research helped to identify promising areas of diversification. A composition in loaves with flour add flax seeds (cellulose) and dried cranberries berries.

New bread will increase immunity, reduce heart disease, improve bowel. Such bread can be recommended also for obese people with extra weight, for those suffering from allergies, or people with the problems of the intestinal microflora and others.

**Keywords:** dietetic bread, consumer properties, concentration, quality, nutritional and biological value.