

Winning strategies in the US BFY snack & bakery market

Some innovators are capitalizing on the momentum in plant-based foods. Others are improving well-established standards. There is room to win with both strategies.



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The "same old" gets better

More fiber, more protein, more wholegrains...
that's what consumers want.

- 80% of bread eaters consider whole grain bread a good source of fiber
- 40% of cracker eaters want crackers to be whole grain, and 32% want them to be high in protein

But the desire for "more" is different depending on the category...

- 23% of cake/pastry eaters are motivated to try a new product because it high in protein
- but 66% of cookie eaters do not expect cookies to "healthy"



37%

increase in launches of high
fiber baked goods* between
2020 and 2021**

More is more

Manufacturers are keeping up with consumers' wish for more wholegrain, fiber, protein and other attributes that they feel improve snacks and baked goods



Wholegrains make cookies better
Made Good Red Velvet Soft Baked Mini Cookies



High protein waffles
Kodiak Protein-Packed Buttermilk & Vanilla Thick & Fluffy Power Waffles



Sprouted grains are better
Toufayan Organic Sprouted Whole Wheat Pita

Less is more

Sometimes, the **driver behind a product choice is "less."**

In **snacks**, for example, consumers want **low sodium, low calories, and low carb**

- 24% of US salty snack eaters consider "low sodium" an important attribute of salty snacks; the same percentage agrees that "low calorie" is important

In **baked goods**, consumers seek **low or reduced sugar**

- 32% of US cookie eaters would be motivated to try a new product if it was low in sugar
- 25% of US cracker eaters would like to see low/reduced sugar items



17%

increase in low/reduced sugar and 24% increase in no added sugar baked goods* between 2020 and 2021**

Less is more, too

Consumers are also looking for sweets and snacks that have been "reduced"



Reduce the fat
Less Fat Sea Salt Original Kettle
Cooked Potato Chips



Cut the carbs
Outer Aisle Original Cauliflower
Sandwich Thins



"Zero sugar"
Mission Flour Soft Taco Tortilla Wraps

The big Better-for You buzz words

Plant-based

Plants replace eggs, dairy, and meat-based ingredients

New bases

Looking beyond the usual to bring a new twist to bakery and snacks, from replacing animal ingredients with plants and switching plants for insects

Natural/organic

No artificial anything

Gluten free

The concept used to be novel; it is now mainstream

Plant-based snacks are almost "expected"

Expanding the plant horizon to go beyond the usual bases



Crispy green peas
Harvest Snaps Original Lightly Salted Green
Pea Snack Crisps



Lotus root crisps
Good Roots Original Lotus Chips



Broccoli
Dare to Be Different Broccoli Crisps

The impact of "plant based" on meat snacks

Meatless jerky is a "thing"



Mushroom jerky
Eat the Change Teriyaki Ginger
Mushroom Jerky



Vegan pork rinds
Pig Out Texas BBQ Pigless Pork Rinds



Plant-based jerky
All Y'all's Foods Prickly Pear Teriyaki
Plant-Based Jerky

Vegan baked goods are also appearing

Replacing dairy and egg with plant-based alternatives



Cupcakes for vegans
Abe's Coconut Carrot Cake Vegan Muffin



Vegan S'mores
Goodie Girl S'mores Sandwich Cookies



Superfood... and vegan
Urban Remedy Organic Superfood
Chocolate Chip Cookie

Sourcing the unusual

"Second-generation" plant-based snacks



From the sea

12 Tides Sea Salt Puffed Kelp Chips are nutrient-dense snacks made with real North American kelp from regenerative small-scale ocean farms.



From the land

Snacklins Nacho Plant Crisps include yuca, mushrooms and onions chips.



And even more "earthy"

Chirps Barbecue Cricket Chips.

Natural and organic snacks and bakery products

"No artificial anything" includes additives, preservatives, flavoring and coloring



Free from... a long list of things
Nature's Bakery Double Chocolate Brownie



**No artificial colors,
flavors, preservatives**
Sara Lee Maple & Brown
Sugar Sweet Loaves



Free from grain, gluten and GMOs
Lesser Evil Vegan Sour Cream +
Onion Sun Poppers

Gluten-free is a mainstream trend

Explanation or introduction (optional).



Sweet biscuits

Lucy's Chocolate Chip Gluten Free Cookies



Savory biscuits

Simply Nature Ranch Purple Carrot Crackers



Snacks

Xochitl Spicy Corn Chips with Lime

What it means ... and what's next

As consumers, we are all looking for the "next best thing." As we wend our way through the pandemic, there is also an urge to look for the "next best HEALTHY thing." The buzzwords - low/no/reduced, added, organic, natural, and others - describe some of the attributes we now seek in snacks and bakery as we try to take better care of ourselves.

Looking ahead, we will see consumers continue to protect themselves, but we will also see them looking to protect the planet, with growing interest in embracing sustainability in all its forms, from a reduction in our use of plastics to a growing interest in plant-based foods.

But, the most important attribute consumers seek when choosing one snack over another, or one baked product over another, is taste. And, in order to help consumers shift to a healthier product, manufacturers have to ensure that it delivers on taste as well as "better-for-you."



Meet the Expert



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