

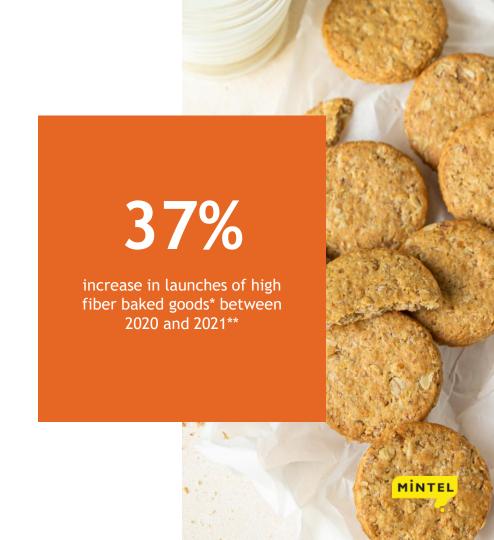
The "same old" gets better

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

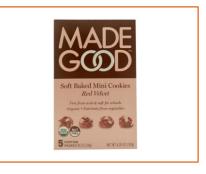
But the desire for "more" is different depending on the category...

- 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"



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 betterToufayan 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** MINTE

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 carbsOuter Aisle Original Cauliflower
Sandwich Thins



"Zero sugar" Mission Flour Soft Taco Tortilla Wraps



The big Better-for You buzz words



Plants replace eggs, dairy, and meat-based ingredients

Natural/organic

No artificial anything

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

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 crispsGood Roots Original Lotus Chips



BroccoliDare 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 rindsPig Out Texas BBQ Pigless Pork Rinds



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



Vegan baked goods are also appearing

Replacing dairy and egg with plant-based alternatives



Cupcakes for vegansAbe's Coconut Carrot Cake Vegan Muffin



Vegan S'moresGoodie 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 biscuitsLucy's Chocolate Chip Gluten Free Cookies



Savory biscuits
Simply Nature Ranch Purple
Carrot Crackers



SnacksXochitl 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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Download this presentation at: Mintel.com/bakery-and-snacks-2021

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