

INNOVATION IN BAKERY PRODUCTS

Health-conscious consumers look for better nutritional value in baked products such as low fat/sugar and high fiber & protein

"Innovation in bakery is driven by consumer interest in more nutritious and 'clean' versions of bakery products without compromising appealing sensory attributes"

**EXPECT MORE
GLUTEN-FREE
BAKERY
PRODUCTS WITH
DESIRABLE
ATTRIBUTES.**

**CONSUMERS WANT
CLEAN AND
ALLERGEN FREE**

**AVOID WHEAT
OR GLUTEN**

46%

of US consumers who avoid certain
foods/ingredients avoid wheat
or gluten as a part of a
healthy lifestyle

BAKERY MANUFACTURERS ARE INNOVATING
PRODUCTS AND BAKERY MIXES WITH ENHANCED
NUTRITION PROFILES TO PROVIDE ADDITIONAL
HEALTH BENEFITS.

Consumers show interest in baked products with functional ingredients

HIGH IN PROTEIN

27%

of US consumers who eat cookies
have the perception that high protein is an important feature that makes a cookie healthier

**LOW CALORIFIC
VALUE**

39%

of US consumers perceive that low in calories is an important feature that makes a cookie healthier