



Industry Trends

Snack & Bakery



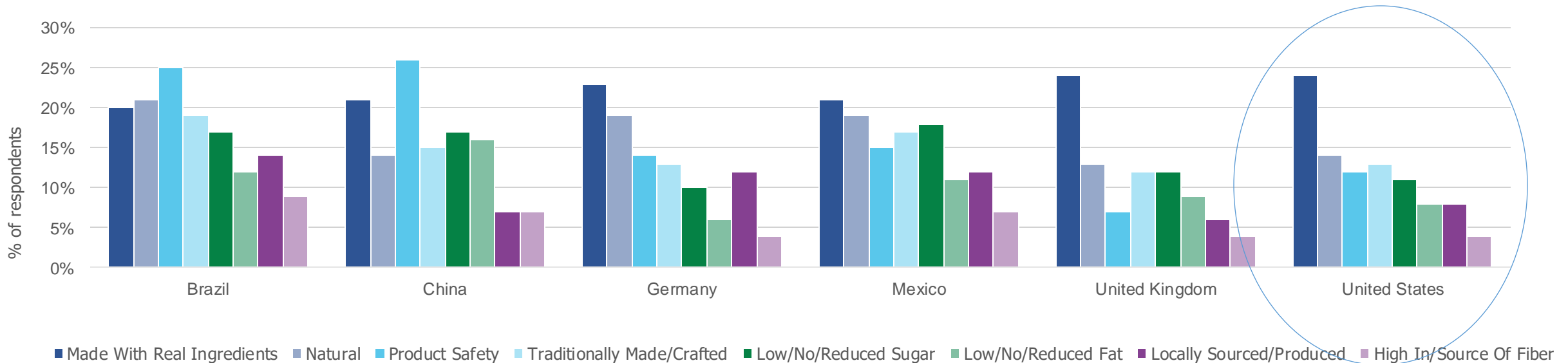
BATORY FOODS®

Ingredients in Motion®

Real ingredients are the major drivers for purchasing cakes/pastries and sweet goods across many key markets

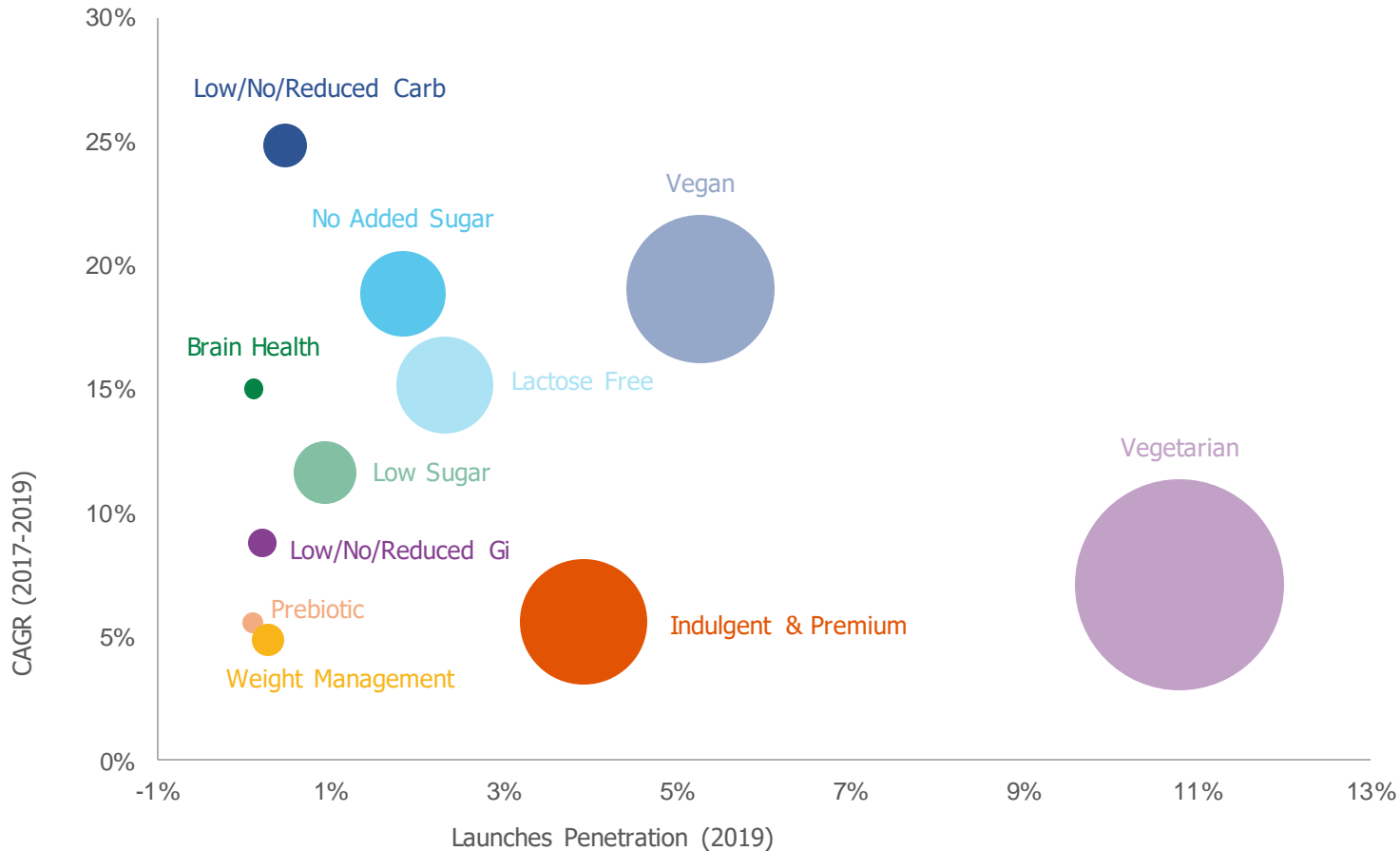
- **Consumers are moving away from mass produced cakes and biscuits/cookies with processed ingredients and artificial flavors** and shifting towards traditional and gourmet products.
- **In most key countries (United Kingdom, Germany, Mexico and United States)** seasonal launches for Christmas featuring simple and transparent ingredients, natural sweeteners and flavors and provenance claims are in the spotlight.

Choose the factors that most influence your purchasing decision when purchasing Cakes/Pastries & Sweet Goods (2019)



Reduction and free from claims are growing in popularity

Global: Fast growing Positionings Claims for Bakery launches based on CAGR (2017-2019)

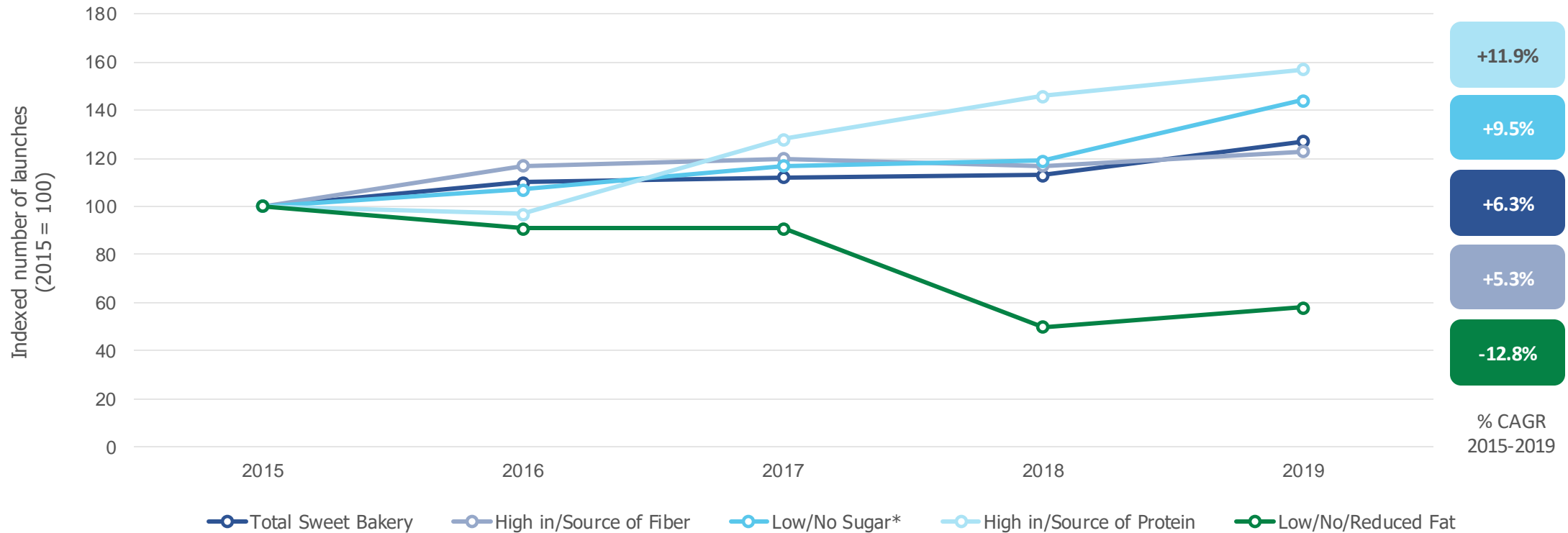


The bubble size of each positioning claim represents the number of launches of the respective claim in 2019

- **Low/no/reduced carb:** Popularity of ketogenic and weight management diet trends are pushing brands to develop high protein and low carb baked goods with healthful ingredients such as almond, coconut, oats, cauliflower and seeds (linseed, hemp).
- **Vegan:** Consumers are hopping on the plant-forward or cruelty free bandwagon for sustainability, animal welfare and health reasons. Launches enriched with vegetables (kale crackers), dairy free plant substitutes (chickpea, nut and coconut milk) and nutritive flours (banana, purple corn) are soaring.
- **Brain health:** Baked goods supplemented with mineral-rich (zinc, potassium, magnesium) ingredients such as sesame, flaxseed, hemp, walnut and seaweeds supporting cognitive function are gaining space in bakery aisle.

...but fat claims have fallen back and remain extremely niche

- Global Sweet Bakery: Launch trends – total and with core health claims (CAGR 2015-2019)



NB: Low/No Sugar combines Low Sugar, No Added Sugar and Sugar Free claims

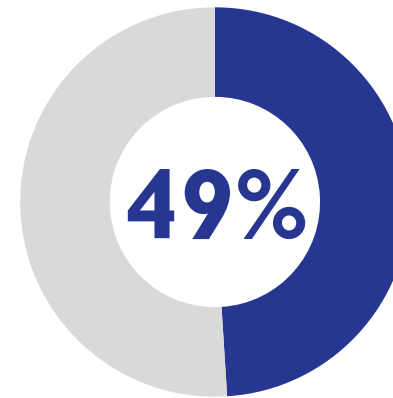
Consumers want “healthier” snacks



70% of consumers purchased snacks they perceived as “healthier” in 2018¹



50% of consumers want snacks that are lower in sugar²



49% of consumers want snacks that are lower in salt²

Plant-based snacking



- **57%** of consumers rated **“Promotes daily health”** as extremely/very important in driving their plant-based food/beverage choices²
- **57%** of consumers rated **“Promotes long term health”** as extremely/very important in driving their plant-based food/beverage choices²

\$188M⁺ 2018 sales of plant-based protein snacks¹

19% ↑ increase in dollar sales from 2017 to 2018¹

20% ↑ increase in unit sales from 2017 to 2018¹