

## Why do consumers purchase premium baked goods?



Consumers typically relish the opportunity to consume the highest-quality products, often justifying a higher price point.



Q1 Global Consumer Survey, GlobalData, 2017

## NATURAL INGREDIENTS



**46%** of consumers agree that natural ingredients would make them choose one brand over another.

Q1 Global Consumer Survey, GlobalData, 2017



Premiumization signals “better” quality to consumers and allows individuals to indulge in a brand experience.

Q1 Global Consumer Survey, GlobalData, 2017

## WHAT QUALITY-DRIVEN CONSUMERS SEEK



These health attributes scored highest among consumers interested in purchasing baked goods and can be used in marketing to justify premium pricing.

Made with whole grains **63%**

Artisanal **52%**

Real **51%**

Gluten-free **51%**

Natural **50%**

Allergen-free **48%**