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Generational Differences in Baked Goods Purchases

Nearly 70% of consumers **35 and over** prefer sweet goods like breads, sweet stick twists, swirl bites and gourmet filled tarts.

Source: Corbion Proprietary Qualitative Study, 2019

Younger consumers **(18-34)** prefer bite-size goods and savory breads like bagels, English muffins, toasted bread pockets and wraps.

Source: Corbion Proprietary Qualitative Study, 2019

Consumers **55 and over** care more about texture experience, while consumers **26-35** care more about ingredients.

Source: Innova Market Insights, Consumer Survey 2019

In 2019, more than half of U.S. Millennials said they were more concerned about food additives and bought more organic food, versus five years ago.

Source: Statista Dossier, Eating Habits 2020 Report

62% of younger U.S. consumers said they are willing to spend more on environmentally sustainable food.

Source: Statista Dossier, Eating Habits 2020 Report

