

# Seasonal indulgence with sweet goods & snacks

Corbion

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For the second half of 2020, *seasonal new product launches* are predicted to make up nearly an **8.9% share** of total new products.

Source: Innova Market Insights 2015-2020



Compared to 2019, **pumpkin pie flavor** is **up 66%**

in popularity and **apple cider donuts** are

**up 117%**

in 2020.

Source: Yelp



**45%** of consumers surveyed considered better-for-you sweet baked goods options to be **highly important.**

Source: Corbion Proprietary Consumer Study, June 2018, n = 1019



## Gen X

saw the **largest** increase in snacking from **3% of eating occasions** in 2019 to

**8%**

**in 2020.**

Source: Hartman Group, COVID-19's Impact on Eating 2020



When it comes to *sweet baked goods*,

**Gen X** is more likely to consider prepackaged items than their generational counterparts.

Source: Corbion Proprietary Consumer Study, June 2018, n = 1019

