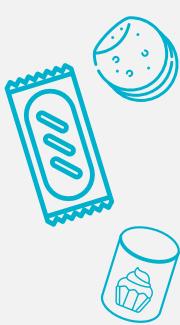


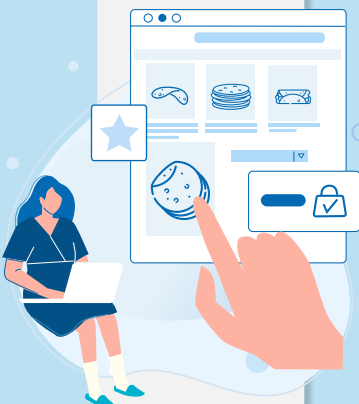
# 2021 Consumer Bakery Trends *snapshot*

## *Shopping List*



### THE SEARCH FOR QUALITY

Food quality will be more important than ever, with a greater focus on improved texture, flavor specialties and product preservation, including stability.



### MAKING THE SWITCH

2021 will show continued growth in e-commerce as more consumers shift from shopping in-store to shopping online.



### CONVENIENCE IS KING

Time-strapped consumers in search of grab-and-go convenience will look to naturally preserved foods which can stay fresher between shopping trips.



### AN OMNICHANNEL EXPERIENCE

Retailers are designing seamless experiences that are personalized, cohesive and leverage the ease of online shopping.



### SAFETY FIRST

Prepackaged items, tamper-evident seals and contactless delivery will be important for safety-minded consumers.