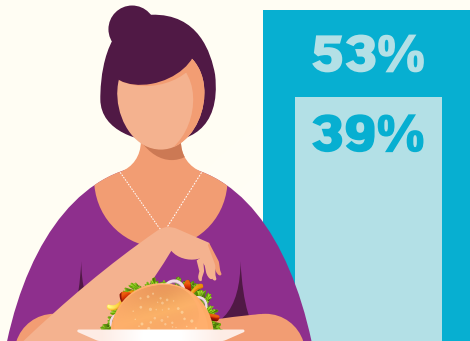


HOW CONSUMERS EXPERIENCE MORE with **BAKED GOODS**

This macrotrend includes foods consumers seek for **new tastes, flavors and ethnic varieties.**



53% of consumers are cooking more family meals, and **39%** of them are trying **new ingredients and flavors.**

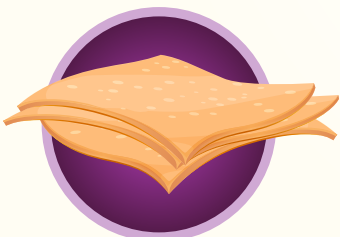
Ranked the highest overall by consumers as the #1 or #2 **flavors** they like the most, in bread products:



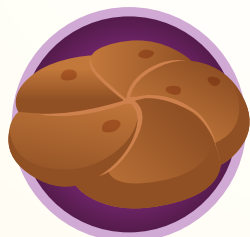
Over the past year, consumers have **consumed/purchased**, the same or more of:



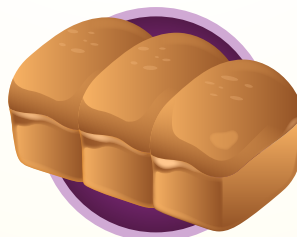
Consumers most recently purchased these **ethnic bread types** (in order):



Tortillas & Wraps

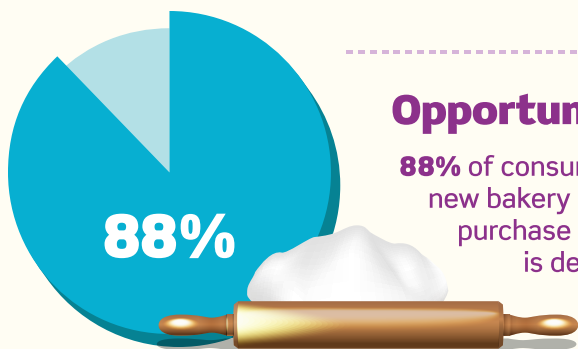
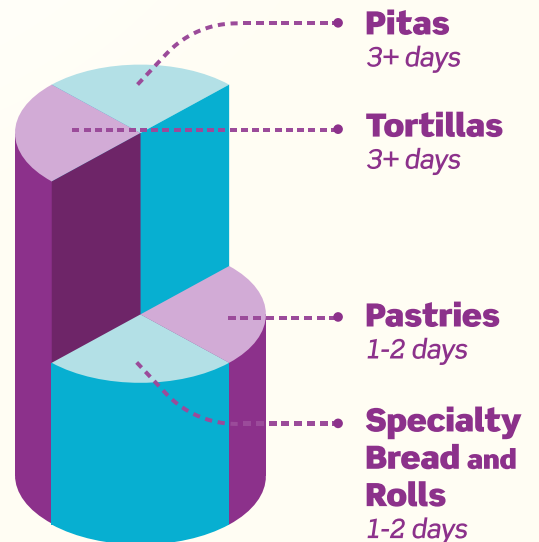


Specialty Breads
(Sourdough, Ciabatta)



Sweet Breads
(Hawaiian, Pan Dulce, Brioche)

When ordering a meal for delivery or carryout, the majority of consumers expect these bakery side items to remain **fresh**:



Opportunity for Bakers:

88% of consumer haven't purchased a new bakery item as an impulse bakery purchase or new bread type. There is definitely room for NPD or product positioning in the baking industry.