

SUSTAINABILITY IN THE BAKING INDUSTRY



82%

82% of consumers consider themselves to be **somewhat or very sustainable shoppers.**

40%

40% of consumers are willing to pay up to **10% more** for baked goods with **sustainable claims.**



Consumers are willing to pay more for **baked goods:**

With health benefits claims **37%**

Sustainably sourced ingredients **34%**

Help decrease food waste **30%**

With longer shelf-life **25%**

Top 3 sustainability product claims:

1



Sustainably sourced ingredients

2



Environmentally friendly

3



Sustainable packaging

Top 3 claims associated with sustainable food manufacturing practices:

1



Responsibly made

2



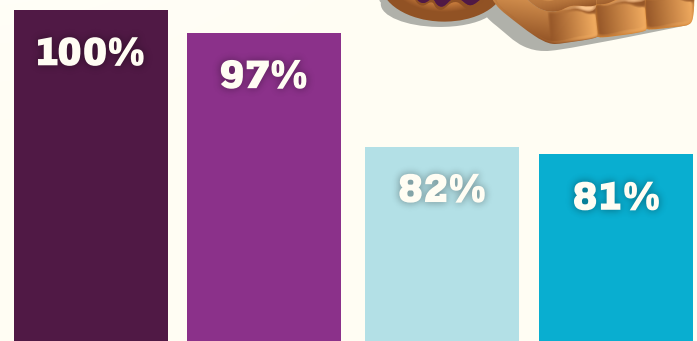
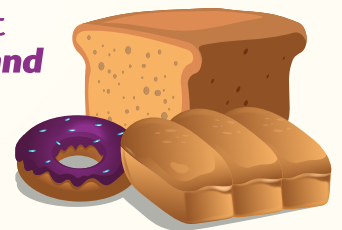
Recycled

3



Zero food waste

Most important product claims (**bread/buns and sweet baked goods**) ranked by consumers:



Freshness
 Better Flavor
 Natural
 Free from Additives and Preservatives