

# 20 CATEGORY INSIGHT 16 REPORT



## COOKIES MIX IT UP

Cookies are a part of nearly every household pantry. Whether it's a tray of warm, fresh cookies out of the oven, or a sleeve of your favorite store-bought cookie, they have and will always be a go-to indulgence. As companies look to meet the demand for cleaner and more convenient snacks, cookies are becoming way more than just a dessert. The cookie segment is primed for innovation, with products reflecting interest in clean label, protein and breakfast biscuits. Other innovative ideas such as hybrid desserts are also adding a twist.

# GLOBAL TRENDS

## GREATEST GROWTH IN FLAVORS

Since 2010, nut flavor has seen more global growth than other flavors. With 710 new nut-flavored cookie products launched in 2015, that was a 60.3% jump in just five years (443 to 710). In the first half of 2016, nut-flavored cookie product growth continued with 310 new product launches. The second-highest growth can be found in fruit flavorings, with a 48% increase. Sugar flavors is a close third, pushing 40.8% growth.

### TOP 10 GLOBAL FLAVORS

(Jan. 2010-Dec. 2015)

- |                 |                    |
|-----------------|--------------------|
| 1. Nut          | 6. Seed            |
| 2. Fruit        | 7. Chocolate & Nut |
| 3. Sugar        | 8. Berry Fruit     |
| 4. Citrus Fruit | 9. Other Dairy     |
| 5. Chocolate    | 10. Milk           |



***Sugar & Spice Almond Thin Biscuits*** come in packages of eight and are available in other nut flavors; China



***Carene Sakutto Macaron's Chocolate & Almond Macaron*** features a crispy texture and aromatic flavor; Japan



***Tia Bella Coconut Ring Cookies*** are handmade cookies that retail in 250g pack; Brazil

# NORTH AMERICAN TRENDS

## GREATEST GROWTH IN FLAVORS

Since 2010, citrus fruit has been the flavor that has seen the most growth. With 20 new citrus fruit-flavored cookie products launched in 2015, that is 42.9% growth since 2014 (14 to 24). In the first half of 2016, citrus fruit-flavored cookie product stayed strong with nine new product launches. The second highest growth can be found in chocolate & nut flavorings, with a 20% increase and fruit flavors, a close third, pushing 15.4% growth.

### TOP 10 NORTH AMERICAN FLAVORS

(Jan. 2010-Dec. 2015)

- |                    |                |
|--------------------|----------------|
| 1. Citrus Fruit    | 6. Sugar       |
| 2. Chocolate & Nut | 7. Nut         |
| 3. Fruit           | 8. Spice       |
| 4. Chocolate       | 9. Other Dairy |
| 5. Berry Fruit     | 10. Seed       |



**Nonni's Cranberry Cioccolati Biscotti** are individually wrapped, limited edition biscuits with only 100 calories; USA



**Archer Farms Monster Mix Cookie Snack Bites** are made with peanuts, raisins and M&M's Minis and retail in re-sealable packs; USA



**Charlotte's Carmel Toffee Cookie Clusters** are kosher certified and made with authentic Skor toffee pieces; Canada

# CLAIMS

## TOP 10 GROWING CLAIMS (Jan. 2010-Dec. 2015)

- |  |                                   |
|--|-----------------------------------|
| 1. Ethical- Environmentally Friendly Product +776% | 6. Other (Functional) +209%       |
| 2. Ethical- Human +560%                            | 7. Time/Speed +173%               |
| 3. Ease of Use +466%                               | 8. High/Added Fiber +153%         |
| 4. Ethical- Animal +224%                           | 9. GMO Free +140%                 |
| 5. High Protein +215%                              | 10. Low/No/Reduced Transfat +125% |



**Dolciando Gluten-Free Biscuits with Honey** is a gluten-free biscuit that is made with naturally gluten-free ingredients and are rich in flavor; Italy



**Biobites Chocolate Chip Coconut Cookies** are handmade and free from GMO, artificial flavoring and coloring, gluten, lactose, yeast, sugar and added salt; Netherlands



**Home Bake Organic Brown Sugar Multigrain Cookies** are made with 24% organic wheat flower, 17% organic oat, 17% organic rye and 8% organic buckwheat, and is said to be rich in grain aroma; Taiwan



# BRINGING NUTRITION TO COOKIES

Mintel data shows that as consumers increase their interest in healthy eating, they decrease their interest in cookies. Here's a look at three ways companies are trying to regain consumer interest, including: breakfast products, clean label and protein infused cookies.

## BREAKFAST

As one of the most important meals of the day, breakfast is emerging as a new growth opportunity. We can see this in recent launches: chocolate and cereal breakfast biscuits from South Africa, chocolate-chip and honey breakfast biscuits from France and shortbread biscuits from Italy. Cereal specialist Kellogg has launched many new products for breakfast such as the Nutri-Grain Breakfast Biscuit, featuring 21g of whole grain oats per bar.

American company, Nothin' But, recently launched a chocolate coconut almond granola cookie perfect for on-the-go breakfast. This product took on breakfast with oats, nuts, seeds and dried fruit- ingredients that are closely identified with starting out the day right.



## PRODUCT SPOTLIGHT: HANNAMAX BAKING ALL-NATURAL CRUNCHY COOKIE CHIPS

These cookie chips combine snacking with indulgence, creating the perfect product for on-the-go snacking and or a sweet treat after a big meal. The chip format opens up a range of new consumption occasions to cookies.

These cookie chips come in a variety of types and flavors. They are sold in single-flavor packs, multi-flavor packs and gluten-free packs. Within these packs, they have many indulgent flavors such as salted peanut butter, oatmeal raisin, chocolate chip, cinnamon sugar, original sugar, and dark chocolate chocolate chip.

In addition to snacking on these crunchie cookies, there are other ways to use this cookie to spice things up. Hannamax suggests sprinkling the cinnamon sugar cookie crumbs in a bowl of applesauce or blending the dark chocolate chocolate chip cookie chips into a vanilla shake for a cookies n' cream flavor. The addition of this product format is bringing cookies to a new audience in new ways.



## CLEAN LABEL

According to Canadean's Product Launch Analytics database of new products, the percentage of new bakery foods claiming to be free of high fructose corn syrup nearly tripled in 2015, going from 5.3% of launches in 2014 to 14.1% of introductions in 2015. The percentage of launches claiming to be free of artificial flavors, trans fat, and genetically modified ingredients nearly doubled over this same period. This further proves the push for cleaner ingredients continues to drive new product launches.



***Dare Simple Pleasures Cranberry Shortbread Cookies*** is made with six simple ingredients including real butter and real cranberries that contains no preservatives, artificial colors or flavors; Canada.



***Daylish Carmel Flavored Light Meringue*** is gluten free and kosher certified and made with all natural ingredients, free from preservatives, colorants, cholesterol, flour and fat; Mexico.



***Lenny & Larry's Peanut Butter Cookie*** is all natural and does not contain GMO, eggs, dairy, cholesterol, trans fat, sugar alcohols, or high fructose corn syrup and is high in protein and a good source of fiber; Norway.

# PROTEIN

With the switch to healthier eating and more active lifestyles on the rise is leading to a demand for high-protein products. When looking for a perfect protein packed snack, consumers can head straight to the cookie aisle. With products like Lenny & Larry's The complete Cookie and Diet Snack's Chocolate Flavored High Protein Wafers, there is no shortage of protein packed cookie products on the market.

## Not Your Typical Vehicle For Protein

Pro2Bites are the perfect way to get your daily dose of protein while enjoying an indulgent bite sized cookie! Now available in dark chocolate flax, rise and shine, 5 spice ginger cashew and peanut butter berry.



**Stage 1 Coffee Flavored High Protein Cookie** is low in carbohydrates and high in protein and fiber; Italy.



**PhD Body Sculpt Blueberry & White Chocolate Flavor Diet Cookies** are high in quality protein and said to be a delicious alternative to a protein shake or bar; UK.



**Layenberger Low Carb Protein Cookies with Latte Macchiato Flavor** contains a minimum of 34% protein and a maximum of 14% carbohydrates suitable for a carbohydrate reduced diet; Germany.



## FONA CAN HELP!

Let FONA's market insight and research experts translate these trends into product category ideas for your brand. They can help you with concept and flavor pipeline development, ideation, consumer studies and white space analysis to pinpoint opportunities in the market.

Our flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. We understand how to mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

### CONTACT OUR SALES SERVICE DEPARTMENT

at 630.578.8600 to request a flavor sample or visit [www.fona.com](http://www.fona.com).

## SOURCES

*Mintel GNPD*

*Mintel Food & Drink*

*Mintel Reports*

*Canadean*



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