

# Bakery

Check out a review of trends impacting the category to inspire your new innovation.

## 2023 Bakery & Baking Mix U.S. Launches

### Fastest Growing Flavors

1. Garlic +500%
2. Raspberry +800%
3. Walnut +300%
4. Fruit +800%
5. Apple Pie +300%

### Fastest Growing Claims

1. Low/No/Reduced Sodium +167%
2. Halal +67%
3. Low/No/Reduced Transfat +64%
4. On-the-Go +50%
5. Ethical-Biodegradable +50%

## Top 20 Flavors of Launches

- |                   |                   |
|-------------------|-------------------|
| 1. Milk Chocolate | 11. Almond        |
| 2. Vanilla        | 12. Cherry        |
| 3. Chocolate Chip | 13. Walnut        |
| 4. Cinnamon       | 14. Red Raspberry |
| 5. Blueberry      | 15. Banana        |
| 6. Dark Chocolate | 16. Peanut Butter |
| 7. Strawberry     | 17. Pumpkin       |
| 8. Lemon          | 18. Raisin        |
| 9. Fudge          | 19. Brownie       |
| 10. Garlic        | 20. Cranberry     |

Innova, 2023, Bakery & Bakery Mixes



65%

of U.S. consumers claim to have prepared or purchased cookies in the past 3 months.

Mintel, Baking and Mixes - US - 2023

51%

of consumers seek baking ideas from cooking/baking websites

## SWEET SEASONAL INNOVATIONS

5.12%

projected CAGR growth of U.S. bakery\* market 2021 to 2028

\*Bread, cakes and pastries, biscuits and cookies, other bakery products; Source: Fortune Business Insights



Miss Jones Bakery Gluten Free Cranberry White Chocolate Blondie Bar Kit, Nov 2023, US



Favorite Day Red Velvet Pancake and Waffle Mix, Jan 2024, US



Little Debbie Mini Pumpkin Spice Donuts, Sept 2023, US

## MENU INNOVATIONS



**Subway® Sidekicks** Three beloved snacks — Subway's chocolate chip cookies, Cinnabon® churros and Auntie Anne's® pretzels — take on a new, iconic footlong form, exclusively at Subway restaurants (Subway.com, Jan 2024)



**Taco John's Apple Grande** is a weird yet delicious dessert that layers warm apple pie filling, shredded all-natural Cheddar cheese, and a sprinkle of red candy seasoning on top of a crispy cinnamon-sugar tortilla.

**Trend Themes:** Next Gen Fruit & Floral  
Growing Global Influence | Super Savory

## NEXT GEN FRUIT & FLORAL

Beyond strawberry and banana, less common fruits from around of the world, such as dragon fruit, papaya, passion fruit and lychee flavorings are appearing in the bakery space. Interest in international citrus flavors is being boosted, specifically by younger Millennial and Gen Z consumers. (Mintel)



**Kroger's Simple Truth Dragon Fruit Granola** made with dragon fruit puree, oats, nuts and seeds

**Nonnis Thin Addictives Papaya Passion Fruit Almond Crisps**



**Royal Cuban Sweets Tropic Assorted Mini Loaf Guava & Cheese**



### Flavor Ideas...

- Strawberry Guava
- Calamansi Lime
- Lemon Lavender
- Blackberry Pie

## GROWING GLOBAL INFLUENCE

People want to expand their repertoire and metaphorically travel with every bite. Bakery products are finding influence from Japan, Mexico, and Korea cuisine. This is especially true for **Younger consumers**, who are more likely to be swayed to try a new flavor in a dessert or confection at the mention of 'internationally inspired', 'limited-time flavor', or if recommended on social media. (Food Navigator)



**Krusteaz Cinnamon Churro Waffle mix**

**Glico Pocky Limited Edition Double Rich Matcha Green Tea Cream Covered Green Tea Biscuit Sticks**



**Tradee Joes Joe-Joe's Ube Sandwich Cookie**



### Flavor Ideas...

- Dulce De Leche
- Churro
- Pandan Brown Sugar
- Chocolate Matcha

## SUPER SAVORY

The addition of herbs is an easy way to add appeal, especially when it comes to a super savory, umami experience. Consumers are even searching on google for "savory baked goods" 38% more in 2023 than in 2022 (google trends).



**Brazi Bites Everything Bagel Cheese Bread Bites**

**David's Deli Tuscan Herb Bagels**



**Favorite Day Bakery Take And Bake Rosemary And Garlic Focaccia**

**Oroweat Dill Rye Bread**



### Flavor Ideas...

- Everything Bagel
- Onion & Chive
- Pepper Jack
- Dill Pickle

Launch Examples Source: Innova, US & Canada