

Insights for Business Growth

As consumer behaviour continues to evolve in the baking industry through transformative recent years, Bakels global insights give bakers the knowledge they need to grow their business.



THE NEW CONSUMER PROPOSITION - LIVING A BALANCED LIFE

Consumers are exploring possible ways to live and eat more healthily for self, community and planetary benefit and looking for authenticity and craftsmanship when making purchasing choices.



52%
Fresh Products



31%
Locally produced



30%
Boosts physical health



30%
Environmentally friendly

ELEVATING THE EVERYDAY - INSPIRING "FEEL GOOD" MOMENTS

Stemming from our intensified focus on mental wellness, consumption of sweet goods has migrated from something invoking guilt, to an outlet to inspire a "feel good" moment and essential to a balanced lifestyle. There is opportunity to adjust portion sizes to maintain the level of indulgence consumers are craving.

1 IN 2

Choose smaller treats they can consume.

6 IN 10

Say everyday moments of happiness they can experience is the most common way that they can treat and reward themselves.

30%

after health and holidays, socialising with family and friends is an important use of discretionary income for 30% of consumers and 28% globally say sharing food with family and friends is a top-3 value.



UPGRADED EXPERIENCE - NOSTALGIA AND NEW SENSATIONS COLLIDE

Variety is key! Across the age groups the flavour aspects most influencing consumer food and beverage choices reflect our desire for a hybrid of new sensations and nostalgia. Gen Z consumers are exploring fresh and innovative ingredients, while also exciting their memories of comfort foods with fresh new flavour experiences, a chance for bakers to reinvent old classics. What's old is new again!

Flavour aspects most influencing food and beverage choice

47%

Familiar flavours

26%

New, unique and different flavours

37%

Traditional/nostalgic flavours

23%

Seasonal and limited edition flavours

RETHINK VALUE - EVOLVING PRIORITIES

More than ever, consumers are exploring money-saving strategies, but still seek out new experiences, well-being solutions and eco-friendly behaviours such as plant-based consumption.

1 IN 2

In food choices, cost and value for money have become more important to 1 in 2 consumers globally.

#2

Political instability has risen from #9 in the ranking of global issues of concern in 2021 to #2 in 2022.



TECH-ME - THE POWER IS TRANSFORMATIONAL

A selection of bakery choices via QR codes or touch screens, to post-consumption expression via social media channels, there is a digital aspect at every step of the consumption process, enhancing the entire eating experience.

2 IN 5

MORE THAN 40% OF CONSUMERS GLOBALLY ARE MORE OPEN TO NEW TECHNOLOGIES NOW THAT THEY'VE SEEN WHERE IT HAS BROUGHT PLANT-BASED INNOVATION.