

Bakery Made Better

Trends in Fine Bakery

1 in 2 people say they are trying to optimise their health through diet



Taste is the No. 1 driver of choice in the baked goods category



70% of consumers say they are trying to eat fresher, more natural, less processed foods



60% of consumers believe there is **too much sugar in baked goods**



1 in 3 people are willing to pay more for clean label



6 out of 10 consumers say they **always read the ingredients on food and drink packaging**

80% of consumers say they would consume more baked goods if they were **better for them**



More than half of consumers would like to see **fewer artificial ingredients in their baked goods**



44% consider nutritional information **“very important”** when purchasing baked goods

58% of consumers say they are trying to **reduce the amount of sugar they consume**

The top three concerns of baked goods consumers are:

- 1 Sugar Content (60%)
- 2 Fat Content (47%)
- 3 Overly processed products (43%)

40%

of consumers say they are willing to pay for baked goods with **better nutrition profiles**

54% of consumers say they are trying to reduce the amount of fat they consume

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Leading to Better

Source: Kerry Internal Research 2017 (n = 1198): Ireland, UK, France, Italy, Germany, Netherlands and Russia.
Kerry Consumer First© 2017 (n = 8,500) Poland, Germany, France, Italy and Spain.

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