

# A YEAR OF INNOVATION IN BAKING INGREDIENTS AND SUGAR, 2023

Baking ingredient launches are embracing convenience and natural claims while launches in India are promoting Ayurvedic health and wellness benefits.



Amrin Walji, Senior Innovation Analyst



# Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches

## EUROPE, MIDDLE EAST AND AFRICA (EMEA)

### Europe: consumers' convenience needs inspire innovation in baking ingredients and mixes

- Consumers want fuss-free and quick baking preparations
- Baking ingredient brands are highlighting ease-of-use and time-saving claims
  - Graph 1: launches of baking ingredients and mixes, by share of select convenience claims, 2018-23
- Brands highlight convenient, speedy and fuss-free preparation methods

### Europe: vegan-friendly sweeteners gain a bigger share of launch activity

- Consumers are uncertain about plant-based sweeteners but prefer them, at least to artificial ones
- Vegan and plant-based claims record a jump among launches of artificial and natural sweeteners
  - Graph 2: launches of artificial and natural sweeteners, by share of vegan and plant-based claims, 2018-23
- Plant-based and vegan sweeteners celebrate their natural origins

## The Middle East and Africa (MEA)

- Cake mixes can attract novice home bakers

## ASIA PACIFIC (APAC)

### India: baking ingredient brands target consumers who are seeking less-processed options

- Consumers want reassurance about the naturalness of recipes
- Additive- and preservative-free claims drive natural baking ingredients innovation in India
  - Graph 3: launches of baking ingredients and mixes, by share of natural claims, 2021-23
- Bakery mix brands combine clean-label credentials with added health claims

### Asia: the purported health benefits of jaggery inspire innovation

- Indian consumers perceive jaggery as healthier than refined sugars
- Digestive health is the leading functional claim among jaggery launches in India
  - Graph 4: launches of sweeteners & sugar featuring 'jaggery' in the product description, by share of top functional claims, 2022-23
- Brands innovate around the healthy reputation of jaggery

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## Australia and New Zealand

- Gluten-free recipes are a focus of innovation in Australia and New Zealand

## THE AMERICAS

### North America: helping consumers find enjoyment in baking

- The homely comforts of baking chimes
- Convenience claims account for a consistent share of baking ingredient launches
  - Graph 5: launches of baking ingredients and mixes, by share of select convenience claims, 2018-23
- Baking mixes combine simplicity with enjoyment

### North America: GMO-free and organic claims are prolific among launches of sugar and sweeteners

- Consumers buy organic food as they perceive it to be healthy
- GMO-free claims surge among launches of sweeteners and sugar
  - Graph 6: launches of sweeteners and sugar, by share of select natural claims, 2018-23
- Sweetener brands innovate around GMO-free attributes

### Latin America: brands strive to balance consumer expectations of health and indulgence

- Consumers show interest in better-for-you bakery and desserts
- Consumers show interest in better-for-you bakes and desserts
- Vitamin-/mineral-fortified flours and baking mixes introduced in Latin America

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