

# A YEAR OF INNOVATION IN BAKING INGREDIENTS AND SUGAR, 2024

Innovation in baking ingredients and sugars is addressing consumers' need for healthy, sustainable and affordable options.



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# Report Content



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

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

### Europe: sustainability claims continue to rise among baking ingredient and sugar launches

- Consumers are concerned about the environmental impact of packaging
- Planet-friendly packaging claims record sustained growth among launches of baking ingredients and sugars
  - Graph 1: baking ingredients and sugar launches, by select claims, 2019-24
- Baking ingredient and sugar brands are offering more sustainable packaging options
- Brand renovation/innovation: Dr. Oetker expands Spectacular! Science range with a Halloween edition

### Europe: artificial sweetener launch activity continues to decline in Europe

- Consumers have concerns around artificial sweeteners
- Sucrose sees a growing share of sugar and sweetener launch activity
  - Graph 2: sugar and sweetener launches, by sub-category, 2019-24
- Sugar brands emphasise their natural composition

## The Middle East & Africa (MEA)

- Baking ingredient brands in the region are increasingly pointing out natural ingredients

## ASIA PACIFIC (APAC)

### Asia: better-for-you qualities are celebrated in baking ingredients and mixes

- Consumers are seeking out better-for-you options when baking at home
- Plus claims are growing in baking ingredients
  - Graph 3: baking ingredient launches, by share of plus claims, 2019-24
- Baking ingredient brands highlight fibre and protein content

### Asia: sugars and sweeteners brands are flagging up functional benefits

- Sugars and sweeteners with health benefits can add appeal to the category
- Functional claims are trending in sugar launches
- Sweetener brands offer consumers better-for-you options

## Australia & New Zealand

- Brand and influencer collaborations help these baking mixes stand out from the crowd

## THE AMERICAS

### North America: private-label sugars see a jump in launch activity

- Consumers are expected to buy more private-label sugar
- Branded sugar options continue to dominate the number of launches, but private-label share increases
  - Graph 4: sugar launches, by share of private label, 2019-24
- Private-label sugar brands cover a broad range of consumer sweetening needs

### North America: ethical claims are growing among launches of baking ingredients

- Corporate social responsibility is high on consumers' radars
- Baking ingredient brands are placing a greater focus on ethical claims
  - Graph 5: baking ingredient launches, by share of select ethical and environmental claims, 2019-24
- Baking ingredient brands support local and sustainable farming and address food waste
- Brand renovation/innovation: Nestlé Toll House launches plant-based chocolate morsels for home bakers

### Latin America: consumers' evolving dietary needs are shaping innovation

- Baking ingredient brands acknowledge the diversity of consumers' dietary needs
  - Graph 6: baking ingredient launches by share of select 'suitable for' claims, 2023-24
- Baking ingredient brands are meeting consumer demand for vegan, keto and gluten-free options

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