

A YEAR OF INNOVATION IN BISCUITS, COOKIES AND CRACKERS, 2023

Cookie and cracker brands continue to respond to consumers' health and nutrition demands, while ethical and environmental credentials are being flagged up.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The future of biscuits, cookies and crackers

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: nuts, grains, fruit and vegetables help brands convey a more healthful image

- Consumers are looking for cookies and crackers with more healthful ingredients
- Nuts, grains, fruit and vegetables help cookie and cracker brands convey a more healthful image
 - Graph 1: cookie launches, by share of select ingredients, 2018-19 vs 2022-23
 - Graph 2: cracker launches, by share of select ingredients, 2018-19 vs 2022-23
- Nuts, grains, fruit and vegetables help cookie and cracker brands convey a more healthful image
- Brands put recognisable, better-for-you ingredients at the heart of product messaging

Europe: palm-oil-free claims take a backseat in cookie and cracker innovation

- Consumers want to see palm-oil-free cookies and crackers
- Palm-oil-free claims have stagnated in Europe
 - Graph 3: cookie and cracker launches, by palm-oil-free claims, 2018-23
- Brands highlight palm-oil-free recipes

The Middle East & Africa (MEA)

- Brands tap into demand for convenient and snackable biscuits

ASIA PACIFIC (APAC)

Asia: cookie and cracker brands drum up excitement with flavour innovation

- Consumers are keen to see new flavours from their favourite cookie brands
- Chocolate and nut flavours lead cookie innovation in Asia
 - Graph 4: cookie launches, by top 10 flavour component subgroups, 2022-23
- Cookie brands innovate with novel flavours and recognisable chocolate brands
- Brand renovation/innovation: meigan filled crackers emerge onto the Chinese market

Asia: cookie and cracker brands are offering up more healthful options

- Cookies and crackers with added health boosts appeal to consumers
- Fibre and fortification top better-for-you claims in cookies and crackers

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- Graph 5: cookie and cracker launches, by share of select plus claims, 2022-23

- Brands highlight fibre, protein and calcium content

Australia & New Zealand

- Brands tempt consumers with exciting textures, new formats and vegan-friendly options
- Arnott's expands its popular cookie and cracker ranges with new flavours

THE AMERICAS

North America: cookie and cracker brands are placing a greater focus on ethical issues

- Corporate social responsibility is high on consumers' radars
- Ethical claims grow in cookie and cracker launches
 - Graph 6: cookie and cracker launches, by share of select ethical claims, 2018-23
- Brands are getting behind LGBTQ+, food waste and childhood hunger initiatives
- Brand renovation/innovation: Aldi launches cookies made with upcycled ingredients

North America: consumers' evolving dietary needs are shaping innovation

- Cracker and cookie brands acknowledge the diversity of consumers' dietary needs
- 'Suitable for' claims have largely stagnated in cookies and crackers
- Cookie and cracker brands are meeting consumer demand for plant-based, keto and allergen-free options

Latin America

- New product launches see a slight rebound towards pre-pandemic levels
 - Graph 7: cookie and cracker launches, by share of launch type, 2018-23
- New cookie and cracker launches in Latin America

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