

A YEAR OF INNOVATION IN BISCUITS, COOKIES AND CRACKERS, 2024

Biscuit and cracker brands are responding to consumer interest in plant-based, clean-label and snackable offerings.



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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 & Crackers

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: vegan and plant-based claims rise among biscuit and cracker launches

- Younger consumers are on the lookout for vegan and plant-based biscuits and crackers
- Vegan and plant-based claims continue to make inroads into cookie and cracker launches
 - Graph 1: sweet biscuits/cookies and savoury biscuits/crackers launches, by select claims, 2019-24
- Biscuit brands tap into consumer interest in vegan and plant-based recipes

Europe: biscuit brands innovate around snacking formats

- Biscuits and crackers are a popular snack for consumers
- Biscuit brands launch biscuits in snackable formats
- Biscuit brands spell out usage occasions

The Middle East & Africa (MEA)

- Biscuit and cracker brands highlight better-for-you attributes

ASIA PACIFIC (APAC)

Asia: biscuit and cracker brand launches are increasingly highlighting their textures on-pack

- Consumers are keen to see biscuits with multiple textures
- Crunchy textures dominate sweet biscuit and cracker launch activity
 - Graph 2: sweet biscuits/cookies launches, by share of top five textures, 2023-24
 - Graph 3: savoury biscuits/crackers launches, by share of top five textures, 2023-24
- Sweet biscuit brands use a hero ingredient to add texture

Asia: environmental claims grow among sweet biscuit and cracker launches

- Consumers are expecting sweet biscuit and cracker brands to be ethical and sustainable
- Ethical and sustainability claims continue to grow in Asia
 - Graph 4: sweet biscuits/cookies and savoury biscuits/crackers launches, by select ethical and environmental claims, 2019-24
- Sustainable packaging leads in ethical and eco claims in Asia, but brands are expanding into other ethical initiatives

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Australia & New Zealand

- Sweet biscuit and cracker brands innovate with innovative and appealing flavour combinations

THE AMERICAS

North America: sweet biscuit and cracker brands are shying away from clean-label options

- Consumers want to see recognisable ingredients
- Natural claims stagnate in sweet biscuit and cracker launches in North America
 - Graph 5: sweet biscuits/cookies and savoury biscuits/crackers launches, by share of select natural claims, 2019-24
- Sweet biscuit and cookie brands call out short ingredients lists
- Brand renovation/innovation: Allergy Smart launches cookie range that is free from ten common allergens

North America: flexible stand-up pouches are grabbing a bigger share of launches

- Sweet biscuit and cracker consumers seek packaging that ensures the product stays fresh
- The flexible stand-up pouch is a growing presence in sweet biscuit and cracker packaging
- Biscuit and cracker brands turn to flexible stand-up pouches

Latin America

- Vegan and plant-based biscuits and crackers continue to make inroads in Latin America
 - Graph 6: sweet biscuits/cookies and savoury biscuits/cracker launches, by share of select claims, 2019-24
- Vegan and plant-based biscuit brands highlight better-for-you qualities

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