

THE FUTURE OF BISCUITS, COOKIES AND CRACKERS: 2020

Global Annual Review: what's now and what's next for the biscuit, cookie and cracker market.



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Drink



Report Content

- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

Push plant-based protein

- North America drives a slowdown in high-protein biscuit innovation in 2019
 - Graph 1: Percentage split of sweet biscuit/cookie launches with a high/added protein claim by region, Jan 2017-Dec 2019
 - Graph 2: penetration of sweet biscuit/cookie launches with a high/added protein claim, Jan 2017-Dec 2019
- Plant-based proteins could drive acceptance of high-protein cookies
 - Graph 3: instant reaction & purchase intent, high-protein cookies Jan 2017-Nov 2019
- Make a virtue of recognisable plant-based ingredients in high-protein cookies

Tickle taste buds with tempting flavours

- Consumers seek more flavour adventure from biscuits and crackers
- Target adult snackers with sophisticated savoury-flavoured crackers
- Look to the Asia Pacific region for the next salted caramel

Concerns over taste impede sugar reduction

- Globally, sugar reduction makes very slow progress
 - Graph 4: penetration of sugar-free, no added sugar and low/reduced sugar claims in sweet biscuit and cookie launches, Jan 2017-Dec 2019
 - Graph 5: top 10 sweeteners present in sweet biscuit and cookie launches with a low/reduced sugar, no added sugar or sugar-free claim, Jan 2017-Dec 2019
- Concerns over taste hinder progress on sugar reduction
- Tout taste credentials of sugar-free biscuits to sway consumers

IN THE NEXT TWO YEARS

- Mintel's perspective

Make room for meat in biscuits and crackers

- Biscuits and crackers can take inspiration from meat snacking bars
- The positive benefits of meat are well understood by consumers
- Meat can be used in a variety of ways in biscuits and crackers

Tap into the edible cookie dough trend

- Established cookie brands are missing a trick with edible cookie dough
- Traditional cookie brands must evolve to remain relevant
- Focus on natural and healthy cookie dough formulations

Bring on bedtime biscuits

- Stress and sleep claims are lacking in the bakery category
 - Graph 6: top 10 food & drink categories with stress and sleep claims in launches between Jan 2017-Dec 2019
- Numerous categories have tapped into the nighttime opportunity
- Bank on botanicals for a natural calming effect

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Patent activity suggests biodegradable food and drink packaging will increase
- DNA test kits and 3D printers make hyper-personalisation a reality
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- Use of synthetic palm oil will grow in bakery

KEY MARKET DATA

- Biggest biscuits, cookies and crackers markets by volume in 2019
 - Graph 7: biscuits cookies and crackers, 10 biggest markets by volume*, 2019
- Fastest/slowest growing biscuits, cookies and crackers markets
- Fastest/slowest growing biscuits, cookies and crackers markets
 - Graph 8: biscuits, cookies and crackers, 5 fastest and 5 slowest growing markets (5-year CAGR)
- Per capita consumption of biscuits, cookies and crackers, 2019
 - Graph 9: top five and bottom five biscuits, cookies and cracker retail market volume consumption per capita (population), 2019
- Top five markets for biscuits, cookies and cracker launches in 2019
 - Graph 10: biscuits, cookies and cracker launches by top five markets, Jan 2019-Dec 2019
- Top five package types for biscuits, cookies and cracker launches in 2019
 - Graph 11: biscuits, cookies and cracker launches by top 5 package types, Jan 2019-Dec 2019

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