

THE FUTURE OF BISCUITS, COOKIES AND CRACKERS: 2021

A greater focus on emotional and physical health, permanent changes to retail channels and a renewed focus on people and the planet will be the legacy of COVID-19.



Ayisha Koyenikan,
Director - Mintel Food &
Drink



Report Content



- Listen to our global expert, Ayisha Koyenikan, talk you through the key stories from this report (video length: 16 mins)
- The now, the next and beyond

WHERE WE ARE NOW

- The impact of COVID-19 on biscuit and cracker consumers
- Brands were less focused on new launches during the pandemic
- Private labels bet on premium products to satisfy tastes for affordable luxuries
- What we have seen

IN THE NEXT TWO YEARS

- Mintel's perspective

The pandemic propels plant-based innovation

- Plant-based is the new gluten-free
 - Graph 1: penetration of gluten-free and vegan claims in biscuits/cookies and crackers innovation, Mar 2016-Feb 2021
- Legumes offer both health and sustainability benefits
- For parents, interest in plant power is not limited to veganism
- Plant-based solutions must be democratised
 - Graph 2: average price/100g of sweet biscuits/cookies innovation in US\$, vegan vs non-vegan, Mar 2020-Feb 2021
 - Graph 3: average price/100g of savoury biscuits/crackers innovation in US\$, vegan vs non-vegan, Mar 2020-Feb 2021

Beyond physical health: Feed the Mind

- Brands will explore the ways ingredients, flavour, colour and mood are interlinked
- More imaginative use of texture will add an extra layer of comfort
- Rituals such as heating will offer moments of mindfulness
- Snack formulations will enhance stress relief activities
- The pandemic is a renewed opportunity for products that aid sleep and relaxation
- Innovators are increasingly exploring plant-based ingredients to give a good night's rest

The landscape is changing

- Baking brands move into the prepacked biscuits aisle
- Snack producers will find new ways to go direct to consumer
- The boom in ecommerce is here to stay
- Direct-to-consumer models allow for hyper-customisation

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Sweet biscuits are slightly behind on ethical and sustainability efforts
- Embrace a wider range of sustainable and ethical practices
- The 'localism' movement will reinforce the need for domestic sourcing
- Organic biscuits and crackers must tell their local 'human' stories
- Give messages about worker welfare and inclusivity more space on pack
- 'Un-dieting' opens the door for more measured conversation around fat

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UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850