

THE FUTURE OF BISCUITS, COOKIES AND CRACKERS: 2022

Brands will step up their sustainability efforts while catering to their audiences' diverse identities and offering solutions for healthy indulgence.



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Drink



Report Content



- Meet Mintel's global biscuits, cookies and crackers expert
- The now, the next and beyond

WHERE WE ARE NOW

- Biscuits and crackers tap into the dietary and lifestyle needs of the modern consumer
- Planet-friendly claims record a jump in activity
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

The road to regenerative agriculture

- Biscuits and crackers raise the bar on their environmental commitments
- Brands embrace a wider range of sustainable and ethical practices
- Local brands and local ingredients can help reduce carbon footprint
- Mondelez launches its first cracker brand positioned around carbon neutrality
- The bakery industry will need regenerative farming to succeed
- Explaining the benefits of regenerative agriculture on pack
- Water: the next frontier

Show your ID

- Consumers' identity intertwines with food
- Food and drink can act as a connector for consumers who are defining their identities
- Allow consumers to express themselves via personalisation
- Offer a way to feel a sense of connection
- Championing diversity and inclusivity
- Oreo promotes inclusive bedtime stories in Brazil
- The key to reaching Gen Z is adopting their digital language

Indulgence 'with benefits'

- Consumers are trying to eat better, but continue to indulge
- Consumers don't necessarily want healthy cookies, but want healthier options
- While sugar remains a concern, it does not translate into purchase behaviour
- Sweet biscuits must find the sweet spot between health and indulgence
- 'Un-dieting' opens the door for more measured conversation around fat

The Future of Biscuits, Cookies and Crackers: 2022

- Eating biscuits and crackers may be more permissible if the treat comes with a health 'reward'
- Give consumers more reasons to eat healthier products by promoting taste and nutrient density

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Ingredient solutions that act on reducing food loss and food waste will help close the gap on food insecurity
- Upcycling: the next big trend in ingredient sustainability
- 3D food printing can 'mass personalise' production
- Breaking the mould of convention
- Biscuit brands can capitalise on the need for shared experiences for pet parents and their pets

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