

THE FUTURE OF BREAD, BAKERY AND CAKES: 2021

In what promises to be an anxious time ahead, bakery brands can help consumers address wellness needs through sugar reduction, gut health and emotional support.



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Mintel Food and Drink



Report Content



- Listen to our Global Bakery expert, Megan Stanton, talk you through the key stories from this report (video length: 15mins)
- The now, the next and beyond

WHERE WE ARE NOW

- Bread and bakery innovation increasingly caters to individual dietary needs
- Gluten-free recipes continue to increase their share
- Gluten-free recipes continue to increase their share
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Bakery appeals to consumers' emotions

- Comfort eating hits fever pitch
- Eat your way to a better mood
- Bakery brands can spread positivity through colour
- Bakery is missing out on the power of aroma for mental wellness
 - Graph 1: share of launches with mentions pertaining to aroma* stated on pack, Nov 2015-Oct 2020
- Baking can help us love and learn
- Change the world one cake at a time

Leverage new knowledge of gut health

- Consumers are looking for gut health solutions
- Bakery can step up its contribution to gut wellness
 - Graph 2: launches with a gut wellness* claim, by category, Jan 2020-Dec 2020
- Bread can be more specific with its gut wellness messaging
 - Graph 3: bread launches with a gut wellness* claim, 2017-20
- Bread brands communicate key elements of gut health for consumers
- Add to the gut health benefits of sourdough by including oats
- Increase fibre in baked goods without a compromise on taste

Explore new solutions for sugar reduction

- There is a renewed urgency to reduce sugar in bakery categories
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- Asian bread brands can capitalise on government sugar-reduction policy

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- Graph 4: average sugars (g per 100g/ml) in bread launches, by region, 2018-20
- Entice consumers to expect less sweetness
- Pending patents provide new paths for sugar reduction in baked goods
- Rare sugars have the potential to reduce the overall carbohydrate and sugar content of bakery

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Bakery brands will be challenged to provide direct-to-consumer delivery
- Decorating could also be on demand for in-store bakeries
- Edible and compostable packaging will be easier to find

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