

Functional Bakery

Check out a review of trends impacting the category to inspire your new innovation.

2023 Bakery & Baking Mix U.S. Launches

Top Functional Claims

1. No Additives/Preservatives
2. Gluten Free
3. High Source of Protein
4. No High Fructose Corn Syrup
5. High Source of Fiber

Innova, 2023, Bakery & Bakery Mixes with an active or passive functional claim

Fastest Growing Claims

1. Female +700%
2. Sugar Free +225%
3. Halal +175%
4. Dairy Free +162%
5. Plant Based +120%

Mintel, 2023, Bakery & Bakery Mixes fastest growing claims 2020-2023

Top 20 Flavors of Launches

- | | |
|-------------------|---------------------|
| 1. Milk Chocolate | 11. Lemon |
| 2. Chocolate Chip | 12. Banana |
| 3. Vanilla | 13. Honey |
| 4. Dark Chocolate | 14. Pumpkin Spice |
| 5. Blueberry | 15. Raisin |
| 6. Peanut Butter | 16. Brownie |
| 7. Cinnamon | 17. Cranberry |
| 8. Almond | 18. Fudge |
| 9. Strawberry | 19. Cocoa |
| 10. Coconut | 20. White Chocolate |

Innova, 2023, Bakery & Bakery Mixes with an active or passive functional claim



28%

of U.S. consumers want to try a baking or dessert mix that is high in protein.

Mintel, Baking and Mixes - US - 2023

28%

of Americans say Whole Grain/multi grain is the top factor of influence when they buy fresh bread & bread products.

Innova, US - 2023

ON THE SHELF INNOVATION

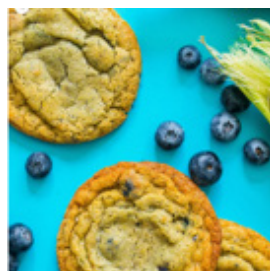
5.29%

projected CAGR growth of U.S. specialty bakery* market 2023 to 2028

*Bread, cakes and pastries, biscuits and cookies, other bakery products; Source: Technavio



MenoWell Energy & Protein Bars which support menopause with maca hormone support, US



Doughphamine Cookie Dough is all natural and no preservatives in bold flavors like blueberry corn & miso peanut butter, US



BelliWelli Probiotic Cookies that are vegan, gluten free, high in fiber, and aimed at reducing bloat, US

MENU INNOVATIONS



Jack in the Box® Sour-dough Jack is a 100% beef burger on a toasted sourdough bread, US

Flavor Ideas...

- | | |
|----------------------|----------------|
| Blueberry Lemon | Peanut Butter |
| Strawberry Shortcake | Roasted Garlic |
| Pumpkin Spice | Tomato & Basil |
| Birthday Cake | Vanilla |
| Mango Coconut | Honey Oat |