COOKIES

ENDLESS OPPORTUNITIES FOR COOKIE CREATIONS

Everyone loves a classic chocolate-chip cookie, but the options don’t end there.

With 35% of European consumers saying they eat fresh cookies at least weekly, many brands and bakers are taking notice of this demand by launching new cookie creations.

Now, more than ever, consumers are craving new eating experiences. This can be achieved by creating different shapes and adding new colours, textures, and flavours to your next cookie offering. Seasonal and limited editions can bring excitement to your cookie range and attract new customers.

New cookie innovation has also been influenced by the disruptive vegan trend. Vegan cookies have recorded an average annual growth of +16% over the past 5 years and this growth is expected to continue. We are now witnessing many bakers and brands expand their offering to include vegan options to attract this growing consumer group.

“Accelerated by the pandemic, consumers are hungry for new eating experiences. Cookies with limited time offers, seasonal inclusions, textural experiences, and fun flavour combinations will create an exciting twist on old favourites”

Sarah Browner
Market Research & Insights Manager

COOKIES CONSUMED ON A WEEKLY BASIS

35%

of European consumers eat American fresh cookies at least weekly

Source: FMCG Gurus 2021

TOP 3 PLACES CONSUMERS BUY COOKIES FROM...

1. SUPERMARKET

2. QUICK SERVICE OUTLETS

3. ARTISAN BAKER

GO VEGAN TO ATTRACT A WIDER CONSUMER GROUP

+16% CAGR

Source: FMCG Gurus 2021

Source: Innova Database

Average annual growth of global cookie launches tracked with a vegan claim

COOKIE INSPIRATION: ADVENTUROUS AND RE-IMAGINED FLAVOURS FOR THOSE CURIOUS CONSUMERS

SEASONAL LIMITED EDITION

Introducing limited-edition cookies can heighten consumer excitement

TOUCH OF SAVOURY

Transport your customers to different parts of the world with ethnic flavour creations

PLAY ON THE CLASSICS

Add different textures with a smooth cream cheese filling

RED RASPBERRY & ROSE FOR A VALENTINES SPECIAL EDITION

MILK CHOCOLATE & GREEN TEA MATCHA

BLUEBERRY CHEESECAKE

Source: Innova Database