



Your Partner for *insights & inspiration*

In recent years, the baking industry has experienced significant changes in consumer behavior. Dawn Foods' proprietary global research brings consumer insights directly to bakers—helping them achieve their aspirations and grow their business.

Technology Transformation

Technology has forever changed the consumer eating experience, transforming how we choose, receive and consume our favorite foods both in and out of home.



Online ordering and delivery are here to stay!

2 in 5

of consumers will likely order more food delivery online next year than ever before



51%

of consumers expect to **celebrate business or personal occasions through virtual connections** in the future

Over half of consumers say that **social media can influence** purchase of sweet baked goods



Experience Exploration

Today's consumers—especially younger generations—are exploring fresh and disruptive ingredients and enhancing their memories of comfort foods with new global flavor experiences.

Nostalgic forms + New food experiences = Flavors with a twist



83%

of consumers like sweet baked goods that remind them of their childhood



4 in 5

of consumers like to try new foods and food experiences

3 out of 4 consumers enjoy **sweet baked goods** that put a spin on a **traditional item**



Daily Delights

As we place a stronger emphasis on mental health, consumers have increasingly changed their perceptions of sweet goods. Enjoying something sweet has gone from "something I feel guilty about" to "something that makes me feel good," an essential part of a balanced lifestyle.

80%

of consumers feel that food can be good for their mental health



More than half

of consumers have added more sweet baked goods to their routines over the past year



49%

of consumers plan to keep sweet baked goods in their routine moving forward



Mindfulness Matters

Today's consumers are putting a great deal of thought into the foods they eat. Aware of how their choices affect their personal health, their community and their planet, they're looking for authenticity, and want to make a positive impact on the world.

Clean Label > Calories

Baked goods with **clean-label ingredients and more calories are perceived as better for you** vs. options with processed ingredients and fewer calories



64%

of consumers are willing to **pay more for sustainable options**



72%

of consumers **eat local** as much as possible



Your Partner for *bakery success*

Scan for more inspiration



Discover how we can help put these trends to work at dawnfoods.com



Source: Dawn Global Bakery Trends Study, June 2022. Data is for European consumers. © 2022 Dawn Foods