

# CREATING COMFORT FOR CONSUMERS IN CHALLENGING TIMES

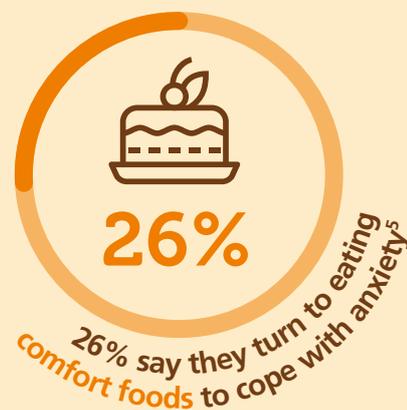


The rollout of coronavirus vaccines across the globe is certainly news worth celebrating. But even with this light at the end of the tunnel, there is a long way to go until our lives are back to a sense of normality. It comes as no surprise then that 32% of consumers say they're currently experiencing severe anxiety.<sup>1</sup>

During anxious periods, old favourites and small comforts become more important than ever - with 62% of consumers saying they want to stick to familiar products during times of uncertainty.<sup>2</sup> The hope? That their favourite foods and baked goods will bring a much-needed mood boost.

With socialising in bigger groups or at restaurants also unlikely for a long while, consumers are treating themselves and loved ones to baked indulgences instead, to make occasions (or even an average day) more special.

## THE MOOD OF THE MOMENT



Keeping this mood in mind, it makes sense to adapt your offering to appeal to consumers' craving for comfort and indulgence. Helping them escape their current reality and enjoy a decadent sweet treat that elevates their mood and gives them a respite from their worries.

<sup>1</sup>Datassentials, US, 2020 <sup>2</sup>Datassentials, US, 2020 <sup>3</sup>Datassentials, US, 2020 <sup>4</sup>Datassentials, US, 2020  
<sup>5</sup>Datassentials, US, 2020 <sup>6</sup>FMCGGurus, Global, 2020 <sup>7</sup>Dawn Propriety Flavour Study, Europe 2019

# 1

## TAP INTO NOSTALGIA



Old favourites, more often than not, stem from childhood. And with 63% of global consumers saying that they want to see more nostalgic offerings,<sup>8</sup> appealing to this sentimentalism is a winning strategy. Our newly relaunched sponge and cake mixes can help you do that with ease. Choose from light, fluffy Supersponge Mixes to recreate Swiss Rolls or Victoria sandwich cakes like gran used to make. Or opt for a Farmhouse Cake Mix to bake hearty fruit loaf cakes or a Sponge & Pudding Mix to make traditional steamed puddings.



# 2

## CREATE FAVOURITES WITH A TWIST

Consumers' appetite for nostalgia doesn't mean you need to be confined to a predictable offering. 44% of consumers consider flavour to be the primary influence on what they purchase<sup>9</sup> so find freedom in using their favourite flavours as a base for unique creations. The adaptability of our mixes makes it easy for you to find a balance between familiarity and the appeal of something new.

# 3

## MAKE YOUR OFFERING SHINE



Many indulgent purchases are made on impulse so it's important to make sure your offering catches people's eye. Make this easier with products that shine using our range of standout glazes. Not only do glazes give your pastries an eye-catching finish, they also preserve fruit toppings (protecting them from oxidation) so that they last and look fresher for longer.



CHOOSE FROM OUR RANGE OF HOT, COLD OR EGG FREE GLAZES. [Check out the range here](#)

# 4

## VEGANISE POPULAR FAVOURITES

Veganism in the bakery sector has soared, growing by over 30% year on year since 2013.<sup>10</sup> With the number of vegans in Europe having doubled in four years to 2.6 million,<sup>11</sup> it pays to ensure your indulgent offering includes this audience too.

Fortunately, our new range of vegan baking products takes the stress out of creating plant-based bakes. Serve up comforting vegan donuts, brownies and muffins with ease. Many of our fondants, frostings and glazes are naturally vegan too!

[Explore our vegan range here](#)

## DIVE DEEPER INTO BLISSFUL INDULGENCE

Discover more insights behind the consumer trend for momentary escapes and how you can give your customers relaxing moments that matter to them.

[Read more about Blissful Indulgence](#)



## HAVE QUESTIONS OR WANT INSPIRATION?

Visit [DAWNFOODS.COM/UK](http://DAWNFOODS.COM/UK)

<sup>8</sup> FMCGGurus, Global, 2020 <sup>9</sup> Innova, Global, 2019 <sup>10</sup> Globaldata, Global, 2019 <sup>11</sup> Veganz, 2020

