

Consumers craving better-for-you bakery



During lockdown, gooey brownies and springy sourdoughs were an undeniable source of comfort. While health concerns sparked a shift to healthier habits, consumers aren't willing to forego favorite bakery treats. Our new report shows you how to balance goodness with benefits.

3 in 4 industry professionals believe the health & wellness food trend will be very/extremely influential through 2025¹



Top 4 benefits sought from food & drink²



Weight loss / management



Energy / less fatigue



Digestive health



Heart / cardiovascular health

The most commonly described attributes of a healthy food³



Fresh



Low in sugar



Many consumers see a **role for indulgence** in a healthy relationship with food, but they aim to make it **purposeful – not reactive**⁴

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Our new report offers **5 strategies** for creating better-for-you bakery

Unwrap the latest in “Health Trends in Bakery.”

Discover valuable consumer insights, segment growth potential, plus approaches to reducing sugar and adding functional benefits.

[GET THE REPORT](#)



SOURCES:

¹ Euromonitor International. “Voice of the Industry: Food and Nutrition.” September 2022. <https://www.euromonitor.com/voice-of-the-industry-food-and-nutrition/report>

² International Food Information Council (IFIC). “2022 Food and Health Survey.”

³ Ibid.

⁴ The Hartman Group. “Health & Wellness 2021: Reimagining Well-being Amid COVID-19.” 2021.

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