

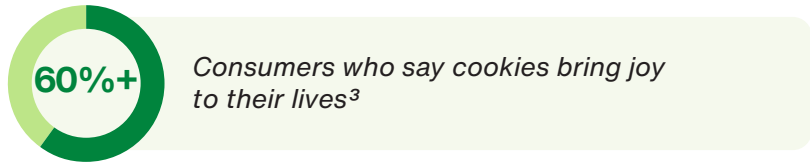
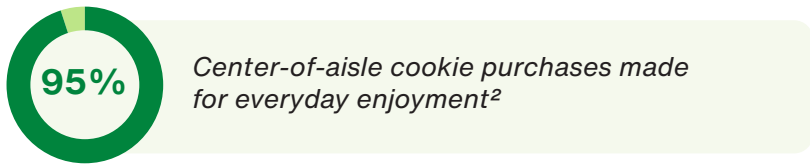
COOKIES:

Elevating the everyday

Crispy or chewy, traditional or wildly inventive, nothing beats a great cookie. And thanks to the general perception of cookies as affordable indulgences, the category outlook is positive in the face of inflation. From \$44 billion in 2025, the global cookie market is set to reach \$54.9 billion by 2030 on a CAGR of 4.8%, with North America eating up the largest share.¹

Daily happiness hacks

Much more than an occasional treat, cookies are pantry staples.



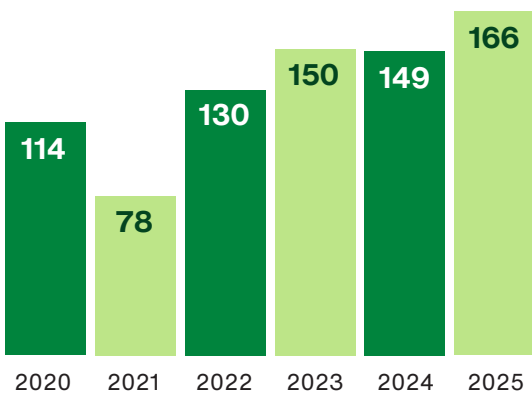
Taste reigns at the register



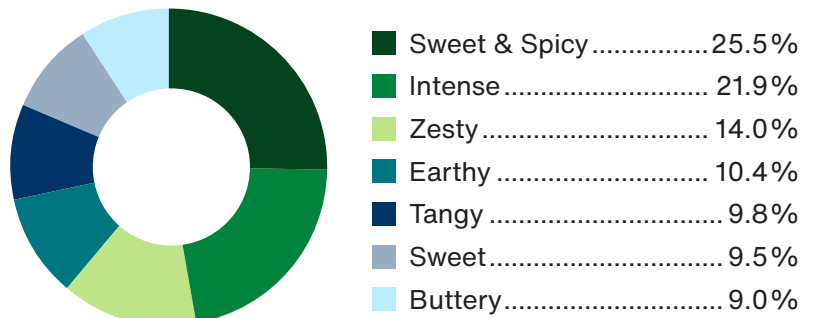
Steady appeal of seasonal / LTO's

Whether the focus is on nostalgia or novelty, seasonal & limited flavors generate excitement.

Launches with seasonal / LTO positioning⁶



Seasonal flavor focus⁷



The complete recipe for cookie innovation

From high-quality base ingredients to value-added inclusions, depend on Cargill for a comprehensive portfolio of cookie ingredients and the technical expertise to make them irresistible.

Sugars & Sweeteners

Add sweet taste; support browning, bulking & spread

Consider: Granulated cane sugar

Salt

Enhances flavor & improves dough properties

Consider: Diamond Crystal® baking salt

Starches

Improve machinability, texture in finished product; enhance stability & shelf life

Consider: SimPure® label-friendly starch

Fats

Provide tenderness, texture & flow

Consider: Advantage® PN-110 all-purpose shortening

Cocoa & Chocolate

Adds flavor & visual appeal

Consider: Wilbur® B558 dark chocolate chips



Let's bake it great.

To learn more, contact your Cargill representative or visit [cargill.com](https://www.cargill.com).

SOURCES:

¹ Grand View Research. "Cookies Market: 2024–2030."

² Cargill proprietary research. "Sweet Delights: Sweet Baked Goods Demand Drivers." 2025.

³, ⁴, ⁵, ⁶ Ibid.

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