

SWEET DELIGHT:

The recipe to drive bakery demand

Bakery consumer study



Whether it's a spur-of-the-moment treat or a momentous occasion, sweet baked goods create undeniable emotional connections with consumers. New proprietary research from Cargill, *Sweet Delights: Sweet Baked Goods Demand Drivers*, uncovers motives for purchase by product type and retail department.



Research goals

(by product type & department)

- **Examine** consumer attitudes
- **Identify** demand drivers
- **Pinpoint** purchase triggers
- **Distill** drivers of value
- **Assess** satisfaction against demand drivers

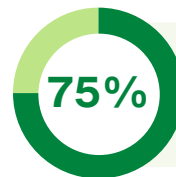


Study methodology

- **Online survey** conducted in May 2025
- **5,000+ North American consumers** who purchased / consumed sweet bakery in the past month
- **Examined 9 product categories** across 5 retail departments

The why behind the buy for sweet baked goods

While priorities differ by product type and department, joy is the unifying thread.



say sweet baked goods "bring me joy"



Bite-sized bakery insights

Indulgent experiences and delicious taste were universal expectations for sweet bakery. The study also revealed unique demand drivers between retail departments and product types.



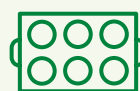
IN-STORE BAKERY

Donuts must taste **freshly baked**



CENTER AISLE

Packaged cookies must **taste delicious**



REFRIGERATED

Cookie dough packages must be **right-sized**



BAKING MIXES

Cake mixes must have **appealing texture**



FROZEN

Frozen pies must **deliver value**

Rising opportunity: Transforming insight into solutions with Cargill

Our *Sweet Delights* study identifies what matters most to consumers of sweet baked goods. Partner with us to unlock value-driven innovation.



Translate insight into actionable strategy

Data-driven insights minimize guesswork & maximize impact.



Smart formulation = stronger demand

Ensure your innovation investment aligns with demand drivers.



Approach innovation with precision

Strategic, targeted innovation positions your products for success.



Craving more? Contact your Cargill representative.

Learn more about our new bakery consumer research — and how it can help you create sweet baked goods that win with consumers.