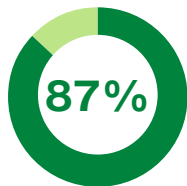


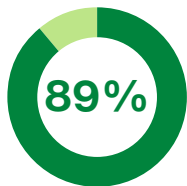
Donuts delight, from breakfast to dessert



From daybreak dunkers to decadent desserts and celebratory shareables, the donut may just be one of the most universally beloved — and versatile — foods around.



87%
of consumers
like or love donuts¹



89%
enjoy indulgent foods
at least 1x/week²

19.5%

forecasted CAGR
through 2029³



Breakfast & beyond

Morning, noon or night, there's no limit to donuts' appeal.

36%+

have donuts for breakfast⁴



60%+

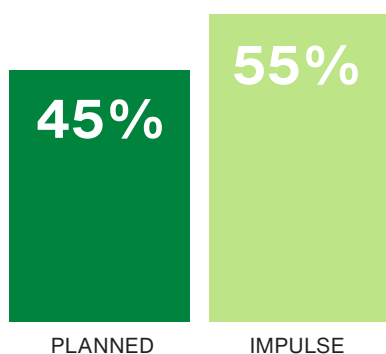
reach for donuts as a snack⁵



Satisfying demand — in the moment & beyond

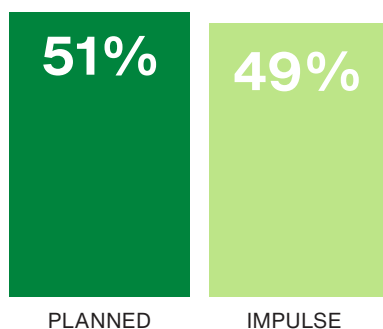
The donut market rises on irresistible taste, freshness and unapologetic indulgence... but there are distinct buying habits across the aisles.

In-Store Bakery



In-store bakery donuts are impulse buys, driven by craveable taste, freshness & quality perceptions.

Center Aisle



Center-aisle purchases tend to be planned "stock-ups," driven by brand trust, affordability & convenience.

Curating donut cravings

Brands seeking to innovate in the donut space should focus on elevating premiumization and consistently delivering fresh taste — especially in packaged varieties.

- **Artisanal treats:** Sophisticated, socially shareable with visual impact
- **Novel flavors:** Globally inspired & unexpected mashups
- **Elevated presentation:** Individual packaging & curated assortments



Well-rounded solutions for donut innovation

From high-quality base ingredients to eye-catching decorations, depend on Cargill for a comprehensive portfolio of donut ingredients and the technical expertise to make them irresistible.

Fats

Contribute to texture, tenderness; used in frying

Consider: *PalmAgility*®, *Advantage*® & *Regal*™ shortenings

Soy Flour

Reduces oil pickup during frying

Consider: *Prolia*® soy flour

Sugars & Sweeteners

Add sweetness, flavor, tenderness; extend shelf life

Consider: *Cargill*™ granulated cane sugar

Salt

Enhances flavor, texture; controls fermentation in raised donuts

Consider: *Diamond Crystal*® baking salt

Dextrose

Aids in browning & surface drying; provides some sweetness

Consider: *C-Dex*™ dextrose

Hydrocolloids

Improve structure, texture, viscosity, moisture retention & stability

Consider: *Gelogen*® functional systems

Starches

Provide batter viscosity, structure, texture, moisture retention, stability

Consider: *PolarTex Instant*® starch

Our team is happy to make specific ingredient recommendations based on your application & objectives.



Let's bake it great.

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

SOURCES:

¹ Datassential, 2025, cited in Rich's USA "2025 Donut Trends and Insights." November 2025.

² Datassential. "Permissible Indulgence." March 2024.

³ Ibid. Datassential "2025 Donut Trends and Insights."

⁴ Cargill proprietary research. "Sweet Delights: Sweet Baked Goods Demand Drivers." 2025.

⁵ Ibid.

This document is provided for your information and convenience only. All information, statements, recommendations, and suggestions are believed to be true and accurate but are made without guarantee, express or implied. We disclaim all warranties, express or implied, and disclaim all liability in connection with the use of our products or information, statements, recommendations, and suggestions contained herein. The labeling, substantiation and decision making relating to the claims for your products is your responsibility. We recommend you consult regulatory and legal advisors prior to making regulatory, labeling or claims decisions for your products.