

MARKET INNOVATION OVERVIEW

CATEGORY: Bread, Pastry & Confectionery | **COUNTRY:** United States of America

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.

A REGIONAL INTRODUCTION:

BREAD, PASTRY & CONFECTIONERY IN THE AMERICAS

BREAD AND BREAD PRODUCTS

Healthy needs to be natural: The most positively perceived bread launches typically combine health credentials with a natural appeal. This can be done by eliminating additives, preservatives and other undesirable ingredients which consumers perceive to be processed.

CAKES AND SWEET BAKERY

Chilled cakes have room to grow: Chilled cake innovation can drive home its fresh advantage over shelf-stable cakes with packaging that showcases freshness and highlights the use of fresh ingredients.

BISCUITS, COOKIES AND CRACKERS

Vegan and vegetarian claims: Consumers' growing interest in vegan and vegetarian diets offers opportunities for biscuit brands to highlight these attributes on pack, especially as many sweet and savoury biscuits are inherently vegetarian.

CHOCOLATE

Target older adults: There remains a notable gap in the market for chocolate with adult-positioning, especially as older adults show the least engagement with the category.



BREAD, PASTRY & CONFECTIONERY IN THE UNITED STATES OF AMERICA

Market Overview

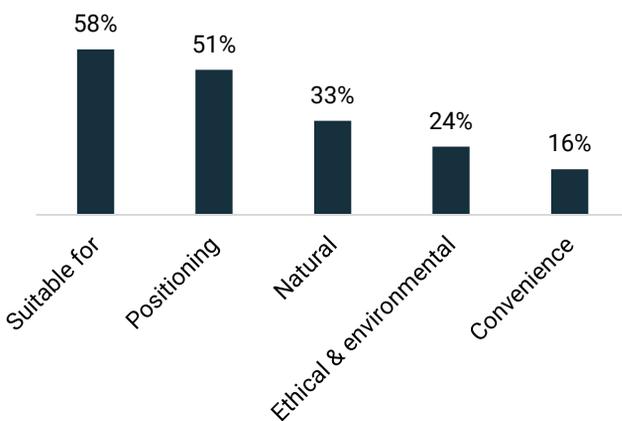
The American bread, pastry and confectionery sector is expected to grow from €115.6 billion in 2018 to €137.0 billion by 2023, at a CAGR of 3.5%. In volume terms, the sector is expected to grow from 16.2 billion kg in 2018 to 17.2 billion kg by 2023, registering a CAGR of 1.2%.

Per capita consumption of bread, pastry and confectionery in the USA stood at 49.2kg in 2018 and is expected to grow and reach 50.2kg by 2023. Per capita expenditure in the USA stood at €351.1 in 2018 and is expected to reach €400.2 by 2023. (GlobalData, 2020)

New Product Development Analysis

24% of food products launched in the United States of America in 2019 were Bread, Pastry & Confectionery products.

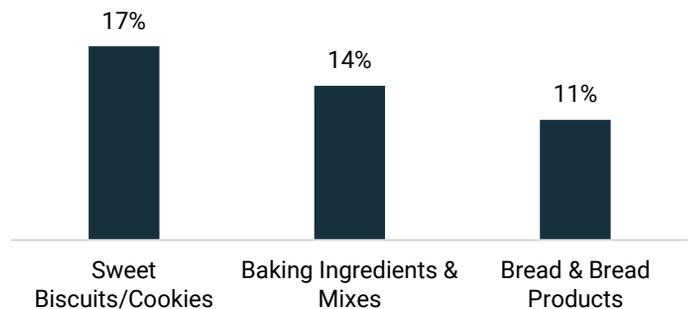
Top 5 Claim Categories in Bread, Pastry & Confectionery product launches, 2019



In this sector's product launches, the 'Kosher' claim (from the 'Suitable for' claim category) towered over the rest of the claims, with almost half of the products featuring it. The 'Seasonal' claim, from the 'Positioning' category, was in 2nd place, while the 'Natural' claim category was pushed by the 'No Additives / Preservatives' claim.

The 'Sweet Biscuits/Cookies' was the most active sub-category in terms of new product launches. The 'Baking Ingredients & Mixes' and the 'Bread & Bread Products' took the 2nd and 3rd place, respectively.

Top 3 Sub-Categories of Bread, Pastry & Confectionery product launches, 2019



These kosher sweet biscuits are artificially flavored.



This kit including cookie icing, glittery sugar and dessert décor was launched for Christmas 2019.



This product is free from high fructose corn syrup, GMO, preservatives and trans fat.



THE AMERICAN CONSUMER

Consumption of chocolate eaten in the past 3 months (2018)

18-34y

96%



35-54y

94%



+55y

89%

(any chocolate, US consumers)

Cookie consumers in the US (2017)



37%

Always have cookies at hand in their household

45%

Eat them while on the go

34%

Look for cookies which are packaged in a convenient format



Some **76%**

Of US bread users cite carb-reduction as the key for moving away from the bread category (2018)

(GlobalData, 2020)

A GLOBAL LOOK INTO THE FUTURE

BREAD, BAKERY AND CAKES

The future is balanced: That consumers reject fad diets and take a more balanced approach to health indicates continued opportunity in bakery products with positive health qualities. However, producers must find a way to marry health with indulgent qualities.

BISCUITS, COOKIES AND CRACKERS

New sensations: Texture and temperature are the new frontiers when it comes to differentiating sweet and savoury bakery innovations and enticing more adventurous consumers.

CHOCOLATE

"No animal anything" continues to gain ground: The move away from animal continues to drive innovation and capture consumers' attention.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar knowledge.division@portugalfoods.org

