

# MARKET INNOVATION OVERVIEW

**CATEGORY:** Bread, Pastry & Confectionery | **COUNTRY:** Canada

*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.*

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## A REGIONAL INTRODUCTION:

### BREAD, PASTRY & CONFECTIONERY IN THE AMERICAS

#### BREAD AND BREAD PRODUCTS

**Stay on top of diet trends:** Innovating around bread products that cater to specific diets (eg low carb, raw, Paleo) can attract more consumers to the category – especially as many popular diet plans focus on avoiding bread.

#### CAKES AND SWEET BAKERY

**Clean ingredients:** Clean label concerns are shaping US consumer attitudes and although cakes have a licence to be indulgent, taking a clean label approach and avoiding ingredients such as high fructose corn syrup will resonate with consumers wanting better-for-you treats.

#### 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 CANADA

### Market Overview

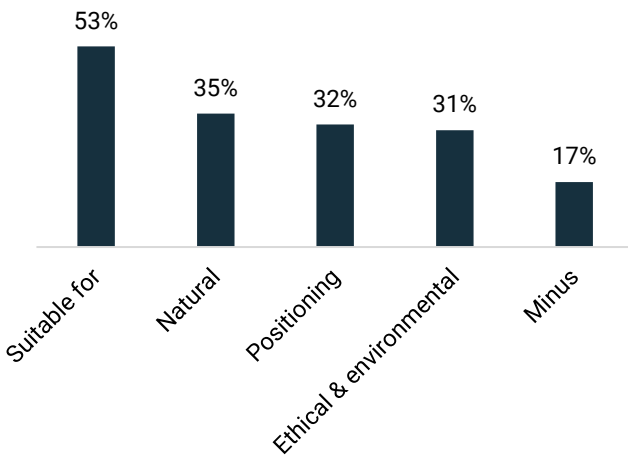
The Canadian bread, pastry and confectionery sector is expected to grow from €12.07 billion in 2018 to €14.58 billion by 2023, at a CAGR of 3.9%. In volume terms, the sector is expected to grow from 2.03 billion kg in 2018 to 2.27 billion kg by 2023, registering a CAGR of 2.3%.

Per capita consumption of bread, pastry and confectionery in Canada stood at 54.8kg in 2018 and is expected to increase to 57.9kg by 2023. Per capita expenditure in Canada stood at €324.9 in 2018 and is expected to grow and reach €372.2 by 2023. (GlobalData, 2020)

### New Product Development Analysis

**23%** of food products launched in Canada in 2019 were Bread, Pastry & Confectionery products.

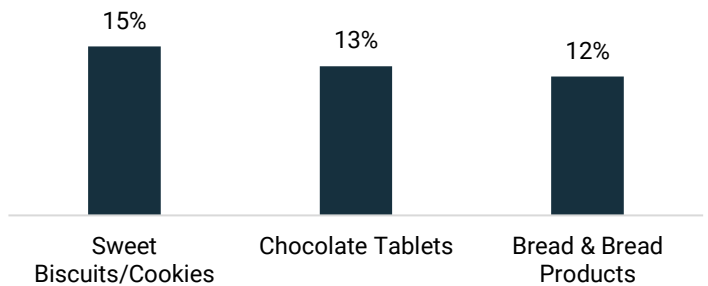
Top 5 Categories of Claims in Bread, Pastry & Confectionery product launches



More than half of the bread, pastry & confectionery products launched in 2019 featured a 'Suitable for' claim category. This was largely due to the 'Kosher' claim, with the 'Gluten Free' claim also playing a considerable role. The 'Natural' claim category was in 2<sup>nd</sup> place, with claims like 'No Additives/Preservatives', 'GMO Free' and 'Organic'.

The most active sub-category, in terms of new product launches in 2019, was the 'Sweet Biscuits/Cookies', with a share of 15%. 'Chocolate Tablets' and 'Bread & Bread Products' were close behind.

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



This kosher certified product is free from peanut, tree nut, artificial colours, flavours or added preservatives.



This chocolate style bar sweetened with stevia is made with 40% cocoa. The kosher certified product is free from added sugar and gluten.



This product is free from artificial flavours, colours or preservatives and high fructose corn syrup.



## THE CANADIAN CONSUMER

How often do you consume "Bread and bakery products"? (2018)



How appealing do you find the following claims? (2019)



(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](mailto:knowledge.division@portugalfoods.org)*

