



BAKERY & SNACKS: CONSUMER TRENDS IN 2022

67% Of global consumers say that they expect snacks to offer a nutritional boost



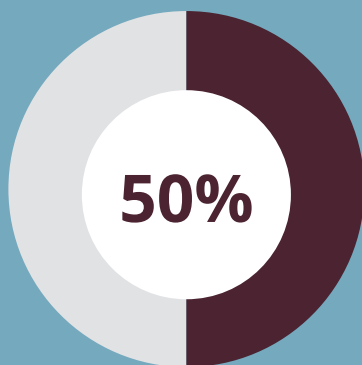
6 in 10
Global consumers say that they like to enjoy indulgent treats on a regular basis



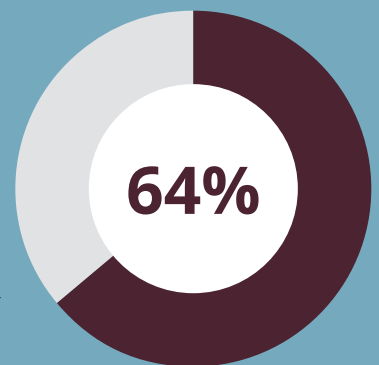
42%
Of global consumers say that they turn to cakes & patisseries at least once a week

72%

Of global consumers say that sustainability claims/pledges are important when seeking out bakery products



Of global consumers say that they like to see high fiber claims when seeking out bakery products



Of global consumers say that sugar-free claims are appealing when seeking out bakery products