

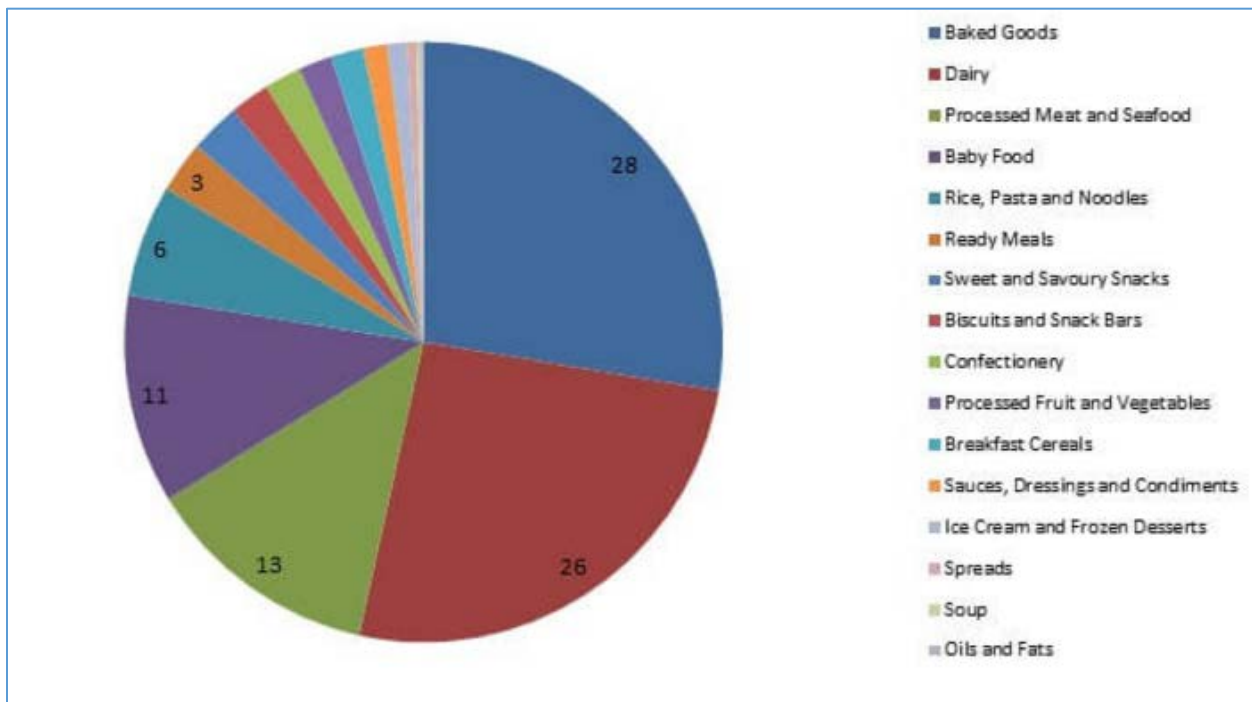
### Market Trends of Protein-fortified Baked Goods

Protein ingredient market size may exceed 7 tons by 2024, increasing consumer health concerns due to issues such as diabetes and cardiovascular diseases are key trending factors driving demand (Global Market Insights, 2016).

Bakery applications led the wheat protein ingredient market application landscape and was worth over USD 390 million in 2015. North America was the major contributor and is predicted to grow at over 5% (Global Market Insights, 2016).

High protein bread will be a functional niche of the future if manufacturers can play up the satiety angle and get the taste right. Bakery manufacturers can pull protein and gluten-free together because it would resonate well with the health-conscious ways of the gluten-free consumer (Euromonitor, 2016).

### Sources of protein in 22 countries where protein from Packaged Food exceeded that from Fresh Food in 2015 (%)



By referring to this chart, baked goods have contributed the highest source of protein consumption in 2015.

Source: Euromonitor, 2016.

## Market Examples

 <p><b>Diet Protein Truffles</b></p>	 <p><b>Protein Brownies</b></p>
 <p><b>Protein Cookies</b></p>	 <p><b>Protein Bread</b></p>
 <p><b>Blondie</b></p>	 <p><b>Protein Vanilla Cake and Chips</b></p>

## References

Global Market Insights. (2016). Protein Ingredient Market size worth \$43.3bn by 2024: Global Market Insights Inc.

Euromonitor. (2016). Nutrition 2015 Key Findings: Bread is the Protein of Today and Alcohol Could Be the Sugar of Tomorrow. Retrieved from <http://blog.euromonitor.com/2016/10/nutrition-2015-research-bread-protein-alcohol-sugar.html>