



Total solutions & services

for the **ASIAN FOOD SUPPLY CHAIN**



Industry.



Retail.



Foodservice.



eCommerce.



Services.

Emerging Bakery Products Market Trend

Bakery Products Market Insight

- The bakery products market can be classified into bread & rolls, cakes, biscuits, morning goods, doughnuts, pastries, pies, crackers, pretzels, tortillas & others.
- Bread & rolls holds tremendous market share which took up around 45% of the demand.
- It is expected that the total market size of the bakery products will reach USD 530 billion by the year 2023, at a 2.6% CAGR during the forecast period.
- European region is the largest market regarding bakery products consumption, with a market share of around 40%.

Source: Mordor Intelligence, 2017

Bakery Products Market Insight

- Emerging markets are the developing regions such as South America and Asia- Pacific.
- Attractive entry markets include India, China, Brazil, Argentina and South Africa, owing to the fact of large population, high demand for ready-to-eat foods, and improving lifestyles which are reflected in their food consumption preferences.
- Convenience of ready-to-eat products, changing lifestyles and food preferences, and large varieties of flavoured foods are the major market drivers.



Source: Mordor Intelligence, 2017

Growing Factors

- The availability of foods at reasonable prices
- Variety of products
- Rapid urbanization
- Hectic lifestyles
- Health benefits
- Convenience of baked products
- Availability of better-quality ingredients such as chocolate, fillings, toppings and flavours

Emerging Market Trends for Bakery Products

- **Colourful vegetable based**

-Using natural coloured veggies, such as carrot or beetroot, which gives a overall flavour boost

- **Low carbs**

-Low carbohydrates eating diet has become popular in recent years as many adopt diets that encourage **higher intake of proteins and vegetables.**

-In order to connect with health-conscious consumers, bread producers are shifting their efforts towards positive nutrition of their products.

- **Gluten Free**

Emerging Market Trends for Bakery Products

- **Worldwide flavours**

-Specifically cuisines with a **'dip culture'** (eg Spanish, Mexican, Indian and Middle Eastern)

- **Sugar Reduction /Sodium Reduction**

-In regards with overall healthy lifestyle trend, the food industry has seen an increase in low/no/added sugar or salt claims in bakery, which appears to be a hot topic on the agenda for the bakery sector

- **Multigrain, whole grain, seeded** and **organic baked products** are expected to provide an motivity to the whole industry

1.0 Colourful Vegetable Based



Fhom's Slim Tost VEG Tost

*Colourful and delicious
Trans Fat Free
Flavours: Spinach, Beet, Carrot*

Ingredients: Wheat Flour Enriched with Iron and Folic Acid, Carrot Powder, Spinach Powder, Beet Powder, Glucose Syrup, Palm Shortening, Reduced-Sodium Salt, Dry Biological Yeast, Emulsifier: Soy Lecithin, Preservative: Calcium Propionate and Flour improver Ascorbic Acid.
Contains Gluten



Lightly air baked to perfection, a healthy & delicious blend of spinach, apples & onions for a sweet & savory wrap loaded with antioxidants

Raw Wraps' Spinach Wraps/Spinach Soft Tacos/ Kale Wraps

Ingredients for Spinach Wraps: Apple, Spinach, Onion, Quinoa Seed, Psyllium Husk



Added with turmeric for a wholesome, lightly fragrant loaf with a subtle flavour.

Ingredients: Cereals* (kibbled whole rice*(33%), millet*(8%), ground corn*(7%), rice flour*(4%)), water, **lupin flour***, agave syrup*, turmeric*(1.4%), guar gum*, salt, yeast*

*=Certified Organic Ingredients

Profusion's Organic Turmeric Rice Bread

1.0 Colourful Vegetable Based



Mo's Beetroot & Dark Chocolate Cookies

*Less sugar: Naturally sweetened with beetroot and dark chocolate
Free from preservatives*

*No artificial
colours, flavours or
hydrogenated fat*



ASDA 's Extra Special Hand Finished Carrot, Courgette & Orange Loaf Cake

Ingredients: Fortified Wheat Flour [Wheat Flour, Calcium Carbonate, Iron, Niacin (B3), Thiamin (B1)], Sugar, Soft Brown Sugar, Pasteurised Whole Egg, Rapeseed Oil, Grated Carrot (4.0%), Grated Courgette (4.0%), Walnuts (2.5%), Orange Juice (2.0%), Water, Humectant (Glycerol), Wheat Gluten, Potato Starch, Whey Powder (from Milk), Caramelised Orange Zest (2.0%) [Sugar, Orange Zest], Raising Agents (Diphosphates, Potassium Carbonates, Sodium Carbonate), Colour (Plain Caramel), Orange Zest, Cinnamon Powder, Preservative (Potassium Sorbate), Acidity Regulator (Citric Acid), Orange Oil.



Tesco's Beetroot Tortilla Wraps

2.0 Low Carbs/High Protein/Low Fat



My Protein's Protein Cookie

Flavours: Chocolate Mint, Cookies & Cream, Double Chocolate Chip, Oatmeal & Raisin, Rocky Road Flavour, White Chocolate Almond, Chocolate Orange

Ingredients for Double Chocolate Chip Flavour: Milk Protein, Hydrolysed Gelatine, Glycerine, Palm Oil, Chocolate Chips (9%) (Cocoa Mass, Sugar, Emulsifier (Soya Lecithin)), Soy Protein, Sugar, Reduced Fat Cocoa Powder, Oat Flour, Gum Acacia, Raising Agent (Sodium Bicarbonate, Cream of Tartar), Flavouring, Salt, Sweetener (Sucralose).

38g protein per cookie, 70% less sugar, 40% less fat



Julian Bakery's Paleo Thin Crackers

*5 g net Carbs per serving
2g of Protein and Fiber per serving*

Ingredients: Filtered water, organic blanched almond flour, organic cassava flour, organic sesame seeds, organic chia seeds, organic flax seeds, organic black pepper, organic garlic powder, organic paprika, sea salt.



Thomas's Double Protein English Muffins

Ingredients: Enriched Wheat Flour [Flour, Malted Barley Flour, Reduced Iron, Niacin, Thiamin Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Folic Acid], Water, Oats, Rice Protein, Farina, Sugar, Wheat Protein Isolate, Wheat Gluten, Yeast, Salt, Calcium Propionate and Sorbic Acid (To Preserve Freshness), Natural & Artificial Flavours, Cinnamon, Datem, Soybean Oil, Food Starch Modified, Xanthan Gum, Brown Sugar, Soy Lecithin, Soy, Sucralose, Whey (Milk).

2.0 Low Carbs/High Protein/Low Fat



Hovis's Lower Carb Deliciously Seeded/ Tasty Wholemeal/Soft and Tasty White

Tasty Wholemeal

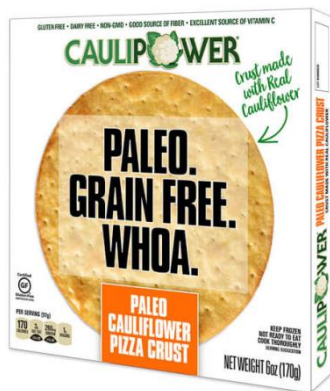
Ingredients: Water, Wholemeal Flour (Wheat), WheatProtein, Vegetable Fibre (Inulin), Wheat Fibre, Yeast, Soya Flour, Caramelised Sugar, WheatBran, Vegetable Fat (Palm, Rapeseed), Wheatgerm, Salt, Wheat Flour (with added Calcium, Iron, Niacin, Thiamin), Malted BarleyFlour, Emulsifiers: E472e, E481; Flavouring, Preservative: E282, Rye Flour, Dextrose, Flour Treatment Agent: Ascorbic Acid.

30% Less Carbohydrates, High in Protein & Fibre, Low Saturated Fat



Blue Diamond Growers's Pecan Nut-Thins Nut & Rice Cracker Snacks

*130 calories for 16 crackers
2 grams of protein
No cholesterol
No saturated fat
Low sodium*



Grain Free, Gluten Free, Dairy Free, Non-GMO crust uses cauliflower as the first ingredient and acts as the perfect pizza base if you're looking for healthier, lower carb pizza option

Ingredients: Cauliflower, Almond Flour, Water, Cassava Flour, Tapioca Flour, Coconut Oil, Yeast, Flaxseed Meal, Baking Powder (Monocalcium Phosphate, Baking Soda), Egg, Salt, Xanthan Gum, Honey.

Caulipower's Paleo Cauliflower Pizza Crusts

3.0 Gluten Free



Simple Mills' Crunchy Chocolate Chip Cookies

*Free of Gluten, Grains, Soy, Corn, Dairy & Gums/Emulsifiers
Paleo-Friendly*

Made with plant powered, nutrient-dense ingredients

Smartly sweetened with coconut sugar, a low glycemic sweetener

Ingredients: Nut and Seed Flour Blend (almonds, coconuts, flax seeds), Tapioca Starch, Chocolate Chips (cane sugar, unsweetened chocolate, cocoa butter), Organic Coconut Sugar, Organic Coconut Oil, Arrowroot, Vanilla Extract, Tigernuts, Sea Salt, Baking Soda, Rosemary Extract (for freshness), Cream of Tartar.



Rule Breaker's Gluten Free Plant Based Blondie Chocolate Chunk

*Nut-Free, Certified Gluten-free
100% Plant-Based (Vegan)*

Chickpeas (Garbanzo Beans), Sustainable Palm Shortening, Date Paste, Tapioca Syrup, Brown Rice Syrup, Gluten-Free Chocolate (Unsweetened Chocolate; Organic Cane Sugar; Non-Dairy Cocoa Butter), Arrowroot Flour, Cocoa, Tapioca Flour, Prebiotic Fiber, Vegetable Glycerin, Natural Flavor, Gluten-Free Baking Powder, Sea Salt.

3.0 Gluten Free



ASDA's Free From Pecan & Butterscotch Cake Slices

No artificial colours, flavours or hydrogenated fat

Ingredients: Butterscotch Flavoured Cake [Rice Flour, Sugar, Rapeseed Oil, Egg, Water, Humectant (Glycerol), Potato Starch, Tapioca Starch, Raising Agent (Diphosphates, Potassium Carbonates), Maize Starch, Flavouring, Caramelised Sugar, Preservative (Potassium Sorbate), Stabiliser (Xanthan Gum), Salt], Butterscotch Flavour Filling (13%) [Sugar, Vegetable Oils [Palm Oil, Rapeseed Oil], Water, Cornflour, Glucose Syrup, Acid (Phosphoric Acid), Stabiliser (Guar Gum), Emulsifiers (Polysorbate 60, Mono- and Diglycerides of Fatty Acids), Flavouring, Preservative (Potassium Sorbate), Salt, Caramelised Sugar], Pecan Nuts (3.6%).



From The Ground Up's Cauliflower Pretzels Original

Good Source Vitamins From Veggies*
Made with Plant Based Ingredients
Non GMO Project Verified
Certified Gluten-Free
Made with Vegan Ingredients

Ingredients:

Cassava flour cauliflower, non-gmo corn starch, non-gmo expeller pressed canola oil, cane sugar syrup, yeast, salt, vegetable blend powder (spinach, broccoli, carrots, tomatoes, beets, shiitake mushrooms).

3.0 Gluten Free



Smart Baking Company's Gluten Free Smart Cakes

Flavours: Cinnamon & Tangerine

Ingredients: Eggs, Purified water, Proprietary fiber blend (Oat fiber, Corn Fiber, Flax), Erythritol, Whey Protein Isolate, Olive Oil, Cinnamon, Pure vanilla, Salt, Cellulose gum, Monk fruit, Citric acid, Spices, Herbs



Quaker's Rice Cakes

Flavours: Salt Free, Butter Popcorn, Caramel, Chocolate, Lightly Salted, White Cheddar

*Gluten free
5g of whole grain
35 calories per serving*

Ingredients for Caramel Flavours:

Whole Grain Brown Rice, Corn (with Germ Removed), Sugar, Fructose, Maltodextrin, Caramel, Colour, Natural Flavour, Salt, Soy Lecithin.

4.0 Worldwide Flavours



Soft, thin tortillas with a delicious coconut flavour and a hint of pepper, ideal for Jamaican jerk tacos

Santa Maria Street Food Coconut & Pepper Tortillas

Ingredients: WHEAT MEAL (69%), water, rapeseed oil, humectants (glycerol), coconut flour (1.2%), salt, natural aroma, emulsifiers (mono- and diglycerides of fatty acids), lime juice powder, baking powder (sodium bicarbonate), black pepper (0, 2%), acidity regulator (citric acid), stabilizer (xanthan gum).



Snyder's Mini Pretzels

Perfect on their own or with cheese or hummus for a tasty snack

Ingredients: Enriched flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid, water, salt, malt (tapioca syrup, malt extract, cane sugar, canola oil*, yeast, soda.

*Adds a trivial amount of fat.



Tesco's Finest Ras El Hanout Flatbread

Bursting with authentic North African flavours, featuring sweet raisins, apricots and a blend of nine spices

4.0 Worldwide Flavours



Stonefire's Original Naan

Baked in patented tandoor tunnel oven to give the texture and taste of a traditional tandoor oven

Ingredients: Enriched wheat flour (wheat flour, niacin, reduced iron, ascorbic acid as dough conditioner, thiamine mononitrate, riboflavin, enzyme, folic acid), buttermilk (skim milk, dry buttermilk, bacterial culture), water, soybean and/or canola oil, cultured wheat flour, eggs, sugar, baking powder (sodium acid pyrophosphate, sodium bicarbonate, cornstarch, monocalcium phosphate), sea salt, ghee (clarified butter), wheat gluten, dextrose, dextrin, vegetable fiber, yeast.



Nongshim's Mini Churros

Sweet, sugary, crispy take on the traditional Spanish churros is packed with cinnamon and custard flavours

Ingredients: Corn flour (28.9%), Whole wheat flour (23.1%), white sugar, Rice bran oil, Palm oil, Cinnamon taste powder (2.72%), Cinnamon powder, Emulsifier, Palm oil, Glucose syrup (Corn), Anti-caking agent, Roasted salt, Cocoa powder, Black sugar, Fructooligosaccharide, Salt. Flavours: Custard, Butter milk.



Walkers's Shortbread Fingers

Made with the Walker family's simple, traditional Scottish recipe, this shortbread is delightful with tea or coffee

Ingredients: Wheat flour (wheat flour, calcium carbonate, iron, niacin, thiamin), butter (milk) (32%), sugar, salt.

5.0 Sugar/Sodium Reduction



Sweetened with raw agave nectar. One of these lemony treats is only 100 calories and contains only 5 grams of sugar.

Emmy's Lemon Ginger Macaroons

Ingredients: organic coconut, organic agave nectar, organic almond flour, organic coconut oil, organic lemon powder, organic ground ginger, organic lemon oil, organic vanilla extract (water, alcohol [35%], organic vanilla bean extractives), himalayan salt. Contains: Coconut, Almond



Noshu's Guilt Free Donuts

Flavours: Strawberry, Dark Chocolate & Raspberry, Banana and Coconut, Caramel Spice,

baked, gluten free, no-added-sugar cake donuts are low carb and average only 130 calories per serve.

Ingredients for Dark Chocolate & Raspberry: Egg, water, dark chocolate icing (natural sweetener [erythritol], sustainable palm kernel oil, virgin coconut oil**, *soy flour, cocoa powder, tapioca, sunflower lecithin, natural raspberry flavour), pumpkin puree, coconut**, cocoa powder, soy flour*, soluble fibre (polydextrose), baking powder (raising agents 575, 500), vegetable fibre, vegetable glycerine, beetroot, guar gum, xanthan gum, stevia, natural flavours.

5.0 Sugar/Sodium Reduction



Quest's Chocolate Chip Cookies

15g of protein, 9g of fiber and less than 1g of sugar per cookie.

Ingredients: Protein Blend (Milk Protein Isolate, Whey Protein Isolate), Butter (Cream), Soluble Corn Fiber, Erythritol, Unsweetened Chocolate, Palm Oil, Calcium Caseinate, Natural Flavors, Water, Cocoa Butter. Contains less than 2% of the following: Sunflower Lecithin, Sea Salt, Baking Soda, Sodium Caseinate, Xanthan Gum, Steviol Glycosides (Stevia), Peanuts.



Know Better Foods's All-Natural Muffins

Natural, non-GMO, grain/gluten-free, high protein, high fiber, low carb and low sodium – and have a near zero glycemic index

Ingredients: Water, Almonds, Chocolate Chips, Apple Puree, Allulose, Organic Prebiotic Fiber, Flax Seeds, Dried Egg Whites, Apple Cider Vinegar, Organic Coconut Flour, Chia Seeds, Organic Flax Flour, Coconut Oil, Leavening (Potassium Bicarbonate), Organic Sea Salt.

5.0 Sugar/Sodium Reduction



85mg of sodium per serving

Diamond Bakery's Low Sodium/No Cholesterol Saloon Pilot Crackers

Ingredients: Enriched, Unbleached Flour (Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Water, Blend of Partially Hydrogenated Vegetable Shortening (Soybean and/or Cottonseed Oils), Sugar, Leavening (Sodium Bicarbonate, Sodium Acid Pyrophosphate, Corn Starch, Monocalcium Phosphate), Invert Sugar, Malt, Salt and Whey



90mg of sodium and 1g of sugar per serving

Ingredients: Sprouted Whole Grain (Red wheat berries, Quinoa, Rye berries, Barley, Amaranth, Millet, Water, Whole wheat flour, Wheat gluten, Organic honey, Oat fiber, Natural flavor, Yeast, Cultured, wheat, Prune juice concentrate, Molasses, Salt

Angelic Bake House's Reduced Sodium Bread

5.0 Sugar/Sodium Reduction



100 kcal & contains
125mg of Sodium per
serving

Toufayan Bakeries's Low Carb, Low Sodium Wrap

Water, Whole Wheat Flour, Enriched Wheat Flour (Wheat Flour, Malted Barley Flour, Niacin, Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Wheat Gluten, Cellulose, Oat Fiber, Wheat Protein Isolate, Canola Oil, Contains 2% or less of the following: Soy Flour, Calcium Sulfate, Dough Conditioners (Mono & Diglycerides, L-cysteine), Leavening (Calcium Acid Pyrophosphate, Monocalcium Phosphate, Potassium Bicarbonate), Salt, Sugar, Potassium Sorbate, and Calcium Propionate (Preservatives), Fumaric Acid, Guar, Gum, Xanthan Gum, Rice Flour, Wheat Starch, Stevia extract (a natural sweetener).



70mg of Sodium per
serving
(2 cookies)

Back to Nature's Chocolate Chunk Cookies

Ingredients: Unbleached wheat flour, semisweet chocolate (sugar, unsweetened chocolate, cocoa butter, dextrose, soy lecithin, vanilla extract), dried cane syrup, safflower oil, brown rice syrup, baking soda, sea salt.

6.0 With Ancient Grains/ Seeded/Organic



Leivon Leipomo's Proterve Seed Bread

100 grams of bread contains 10.8 grams of protein and 9.9 grams of fiber.

Ingredients: Whole grain OAT flake, water, sunflower seed, linseed, whole grain RYE grain, pumpkin seed, syrup, psyllium, spelled WHEAT , whole grain RYE flour and malt, iodized salt (1,1%), apple fiber, acidity regulator (E262).



Wrawp's Organic Veggie Wraps Original/ Spirulina

Ingredients for Original Veggie Wraps: Organic Zucchini, Organic Apple, Organic Flax Seeds, Organic Coconut, Organic Turmeric, Organic Organo, Organic Onion and Black Salt.



Hovis's Seed Sensations Seven Seeds Medium Sliced Seeded Bread

Ingredients: Wheat Flour (with added Calcium, Iron, Niacin, Thiamin), Water, Seed Mix (13%) (contains: Toasted Brown Linseed, Toasted Sunflower Seeds, Pumpkin Seeds, Sunflower Seeds, Millet Seeds, Golden Linseed, Poppy Seeds), Wheat Protein, Yeast, Salt, Vinegar, Soya Flour, Caramelised Sugar, Malted Barley Flour, Barley Flour, Preservative: E282, Emulsifier: E472e, Vegetable Fat (Rapeseed, Palm), Barley Fibre, Flour Treatment Agent: Ascorbic Acid, Wheat Starch

6.0 With Ancient Grains/ Seeded /Organic



Andean Dream's Quinoa Cookies

Quinoa is delicious and nutritious, rich in high quality proteins, vitamins and minerals, and essential amino acids necessary for optimal nutrition.

Ingredients: Organic Royal Quinoa flour, tapioca flour, non-hydrogenated palm fruit oil, sugar cane juice, raw sugar, chocolate syrup (soy free), rice flour, grated orange peel, sodium bicarbonate (baking soda), natural vanilla extract and natural orange extract.

Flax seeds are nutritionally high in alpha linoleic acid (ALA), soluble and insoluble fiber, plant lignans and many vitamins and minerals-

Ingredients: Organic Flax Seeds, Organic Apple Cider Vinegar, Organic Rosemary, Sea Salt, Organic Sage



NurturMe's Organic Ancient Grain Cookies With Probiotics

Flavours: Cocoa, Honey & Lemon

Ingredients: Organic flour blend (organic millet, organic sorghum, organic quinoa), organic palm oil, organic raw cane sugar, organic potato starch, organic brown sugar, organic tapioca starch, organic alkalinized cocoa powder, organic honey, sea salt, natural flavors, baking soda, xanthan gum, gannedenBC30 (organic inulin, bacillus coagulans GBI-30 6086), organic sunflower lecithin, natural mixed tocopherols.



Flackers's Flax Seed Crackers Rosemary

References

- Green, E. (2017). Special Report: Sugar and Sodium Reduction Top Priorities in Bakery Trends. Retrieved from <https://www.foodingredientsfirst.com/news/special-report-sugar-and-sodium-reduction-top-priorities-in-bakery-trends.html>
- Mordor Intelligence. (2017). Bakery Products Market Analysis, Size, Segmented By Product Type (Cake, Biscuits, Bread, Pastries, Morning Goods), By Distribution Channel (Specialist Retailers, Retail Channel, Foodservice) - Growth, Trends and Forecasts (2019- 2024), Industry Report.
- Yumda. (2018). 3 global bakery trends to look for in 2019. Retrieved from <https://www.yumda.de/news/1158445/3-globale-baekereitrends-fuer-2019.html>