



BAKERY MARKET TRENDS 2021

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Market Overview



Key Market Trends



Market Examples



Q&A

CONTENT

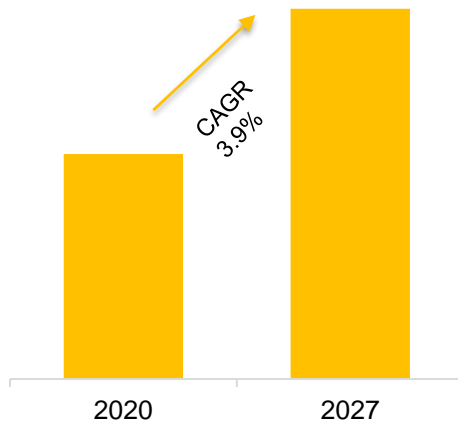


MARKET OVERVIEW

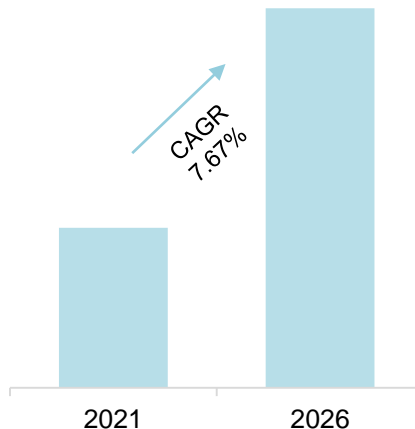
Global Bakery Market

- The bakery industry have satisfied the consumers' health concerns and their indulgence in the consumption of baked foods .
- Bakeries offer a substantial range for fresh-baked products, whole-grain bread, and specialty bakery products.
- Asia Pacific was the largest bakery market across the globe where China and Japan are the key markets for bakeries in Asia Pacific.

Global Bakery Market



**Southeast Asia
Bakery Products Market**



4.5% CAGR



3.8% CAGR

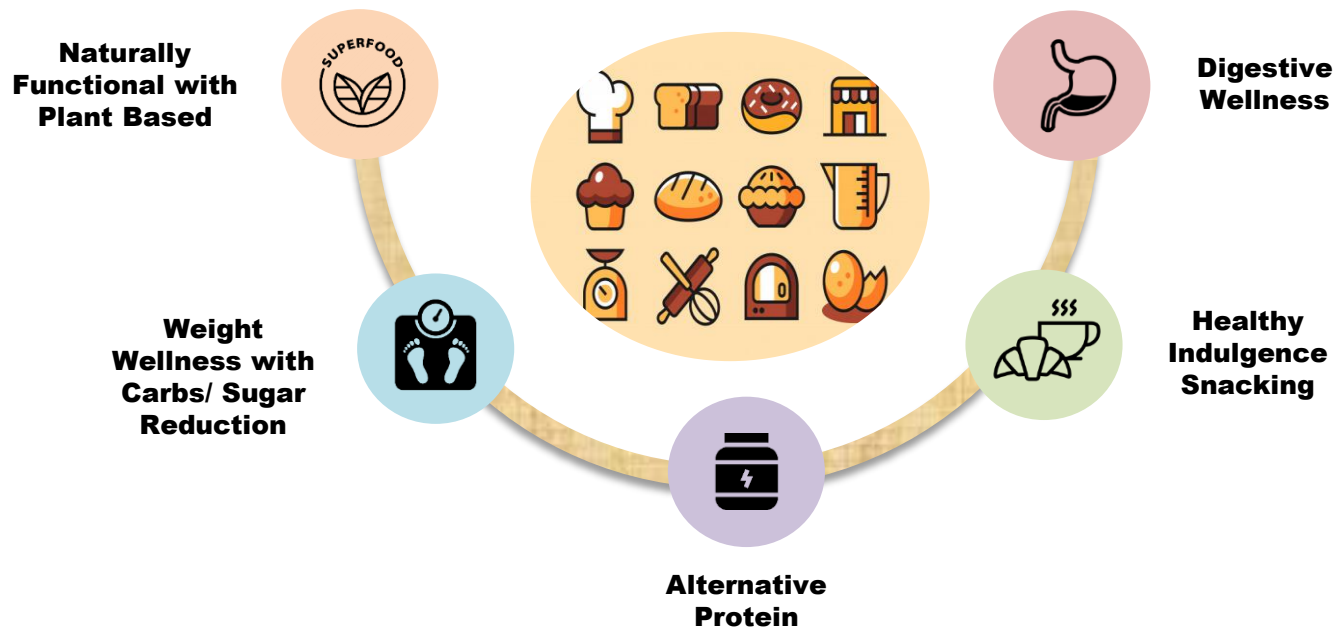


3.5% CAGR



KEY MARKET TRENDS

KEY MARKET TRENDS FOR BAKERY



Naturally Functional with Plant Based

Doubled

Plant-based claims in new global food product launches doubled in 2020 compared to 2016

39%

Buy more breads

70%

Global consumers become more attentive to natural claims



38%








Buy more biscuits, cakes and pastries

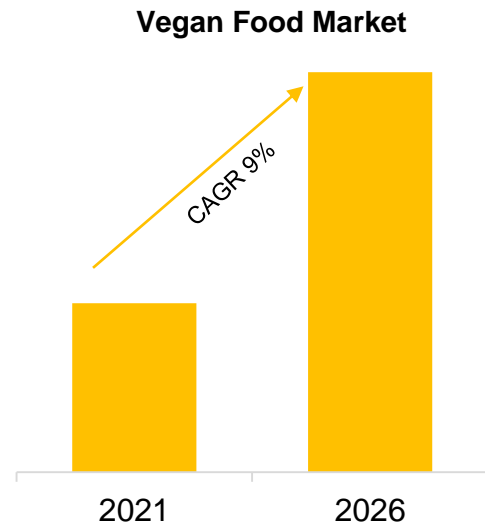


Bakery Products with Natural & Plant-based Ingredients (Chia, Inulin)

Vegan Food Market

- The growing awareness of the health concerns associated with the ingredients used in bakery products is propelling the market.
- Consumers are getting conscious about consuming healthier baked goods, which are ideally, gluten-free, lower in carbs and have higher fibre content.

	VEGAN DIET	PLANT-BASED DIET
 MEAT & POULTRY	✗	—
 SEAFOOD	✗	—
 EGGS & DAIRY PRODUCTS	✗	—
 OILS	✓	✓
 HIGHLY PROCESSED FOODS <small>Refined Sweeteners, Refined Flours, White Rice</small>	✓	✓
 WHOLE GRAINS <small>Including Whole Grain Flours, Breads, Pastas</small>	✓	✓
 FRUITS, VEGGIES, & STARCHY VEGGIES	✓	✓
 LEGUMES	✓	✓



Weight Wellness with Carbs/ Sugar Reduction

37%

Global consumers have become more concerned on their weight as a result of Covid-19

40%

Global consumers claim to make conscious attempts to moderate intake of sugar-containing foods



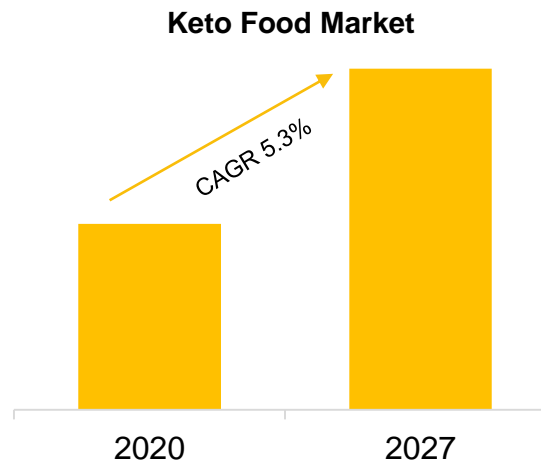
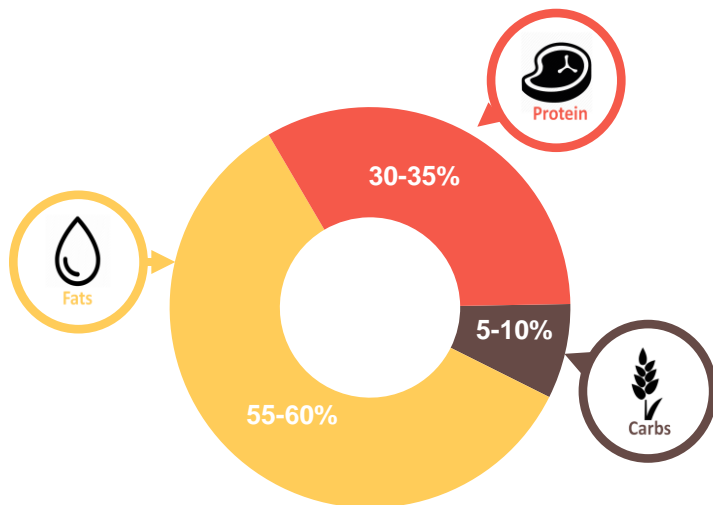
Bakery Products with Lower Calories

66%

Global consumers who are taking steps to boost their immune health had claimed to have reduced their sugar intake during this Covid-19 pandemic

The Blooming of Ketogenic Diet

- Keto-friendly product claims have tripled over recent years.
- The Asia-Pacific region is also expected to grow over the next five years as low-carb, high-protein diets are now mainstream in Japan, South Korea and other Southeast Asian countries.



Alternative Protein



78% Global consumers said that they associate protein with helping to boost the immune system in 2021



44% Global consumers are increasing their intake of functional and fortified products high in ingredients such as protein

How does protein help in immune system?

The amino acids that are found in protein form the building blocks of all the body's cells – including the cells that power our immune system



Healthy Indulgence Snacking

88%

Almost 9 in 10 global adults (88%) say they are snacking, with millennials and those who are working from home

64%

Global consumers believe it is okay to enjoy indulgent treats as part of a healthy diet



66%

Global consumers indicate they expect snacks to offer a nutritional boost



Indulgence bakery snacks with added protein & functional benefits

Digestive Wellness

64%

Global consumers say that they research about different ways to improve their health



40%

Global consumers are willing to try food and drinks that aid in digestive health



Bakery Products with fibres



FOOD CONCEPTS & MARKET EXAMPLES

Keto Bread

Concepts

- Weight Wellness with Carbs/ Sugar Reduction
- Alternative Protein
- Healthy Indulgence Snacking

Proposed Ingredients

- Chia Ingredients
- Other Proteins (Soy, Almond, Pea)



Vegan Cake

Concepts

- Naturally Functional with Plant Based
- Healthy Indulgence Snacking
- Digestive Wellness

Proposed Ingredients

- Inulin/ FOS



Keto & Vegan Bread



Sola Sweet Oat Bread

A keto-friendly, vegan, gluten-free, grain-free, wheat-free and sugar-free bread

Contains Organic Chia Seeds



The Best Banana Bread Bakery, The Vegan Banana Bread

Vegan Banana Bread is a gluten free, dairy free, and use monk fruit sweetener instead of sugar!

Contains Rice Flour and Monk Fruit Extract.

Keto & Vegan Bread



Base Culture Original Keto Bread

Made with 100% paleo ingredients, grain free, dairy free and soy free.



Natural Ovens Keto-Friendly White Bread,

Bread features 12 grams of carbs and an equal 12 grams of fiber, making it a good fit with the Keto diet as well as many other popular diet plans.

Contains Inulin as in zero net carb blend!

Keto & Vegan Cake



**TerraSana Organic Vegan Cake
Chocolate**

Vegan cake chocolate ingredients is made from natural and certified organic farming.



**Smart Baking Company Smartcake Keto
Dessert**

With zero sugar, Smartcakes are the perfect treat for diabetics and keto dieters.

Contains Monk Fruit sweetener.



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THANK YOU