



GLOBAL MARKET TRENDS:
BAKERY



MARKET OVERVIEW

Market Overview & Summary



Expected **Growth Rate (CAGR)**

2021 - 2025

 **6%**

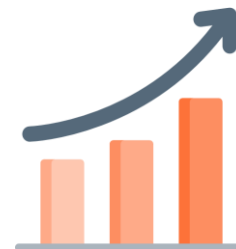
Expected **Market Value**
by 2025

\$165.49B

(2021)

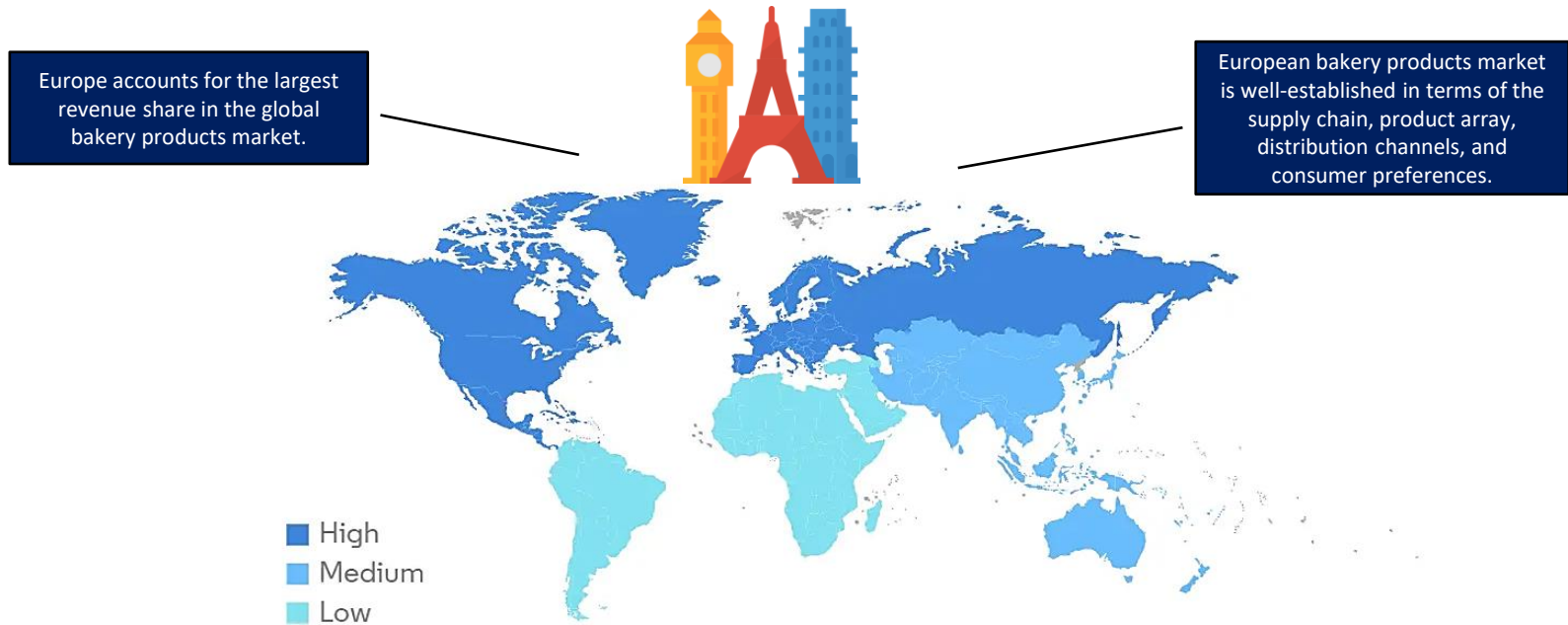
\$208.93B

(2025)



- Despite COVID's impacts on bakeries, which ranged from logistics disruptions to the loss of foodservice orders, bakery products have remained a consumer favourite, especially due to their convenience and it being a comfort food.
- Based on product type, the market has been segmented into cakes and pastries, biscuits, bread, morning goods, and others product types.
- Looking ahead, the global bakery market is forecasted to grow at a CAGR of 6% from 2021 to 2025.

Bakery Product Market Consumption: Global Market Size (%)



Major Players



“The global bakery product market is a highly competitive market, particularly with the significant presence of numerous global and regional players”

**Associated
British Foods**
Associated British Foods Plc

**Mondelez
International**
Mondelez International

Finsbury
Food Group
Finsbury Food Group Plc

**General
Mills**
General Mills Inc.,

**GRUPO
BIMBO**
Grupo Bimbo



KEY TRENDS

Bakery Trends to

Watch in 2022

✓ Sugar Reduction



✓ Plant-Based Power



✓ High Protein



✓ Gluten-Free



✓ Hybrid Baked



✓ Enhanced Nutrition & Healthy Ingredients



Sugar Reduction

- The global rise in diabetes is making sugar reduction in staples like bread an imperative.
- Sugar reduction in baked goods range can be replaced with plant-derived sweeteners such as Stevia, Yacon syrup, monk fruit, Thaumatin, or sugar alcohols such as xylitol, erythritol, isomalt, maltitol.
- Reducing the amount of sugar in bakery fillings can help the industrial bakeries to tap into a growing global health and wellness trend.



“42% of consumers want to reduce the amount of sugar they consume in their diet”



Plant-Based Power

“**52%** believe plant-based food is good for the environment, **47%** claim it is better in terms of health”

- Concerns about the environment are contributing to the rise of plant-based products.
- The demand for plant-based products is expected to grow as they meet the contemporary consumer's desire for both health benefits and ethical choice-making.



High Protein

“1 in 4 consumers is very or somewhat interested in high-protein pancakes (41%), waffles (41%), or muffins (40%) and willing to pay more for them”

- Protein appeals to consumers for general health, exercise support, and weight management.
- There is a growing number of consumers looking for high protein versions of their favorite baked goods.
- Thus, high protein continues to be a key trend in the bakery category.





Gluten-Free

“**28%** of bread consumers report checking for gluten-free claims on bread”

- Gluten-free becomes increasingly associated with health by consumers.
- In recent years, growth in the sales of whole wheat, wholemeal, and gluten-free bakery products is an important factor of this new trend of wellness in the market.
- As an important staple for many, bread is the bakery product most likely to carry a gluten-free claim.



Hybrid Baked

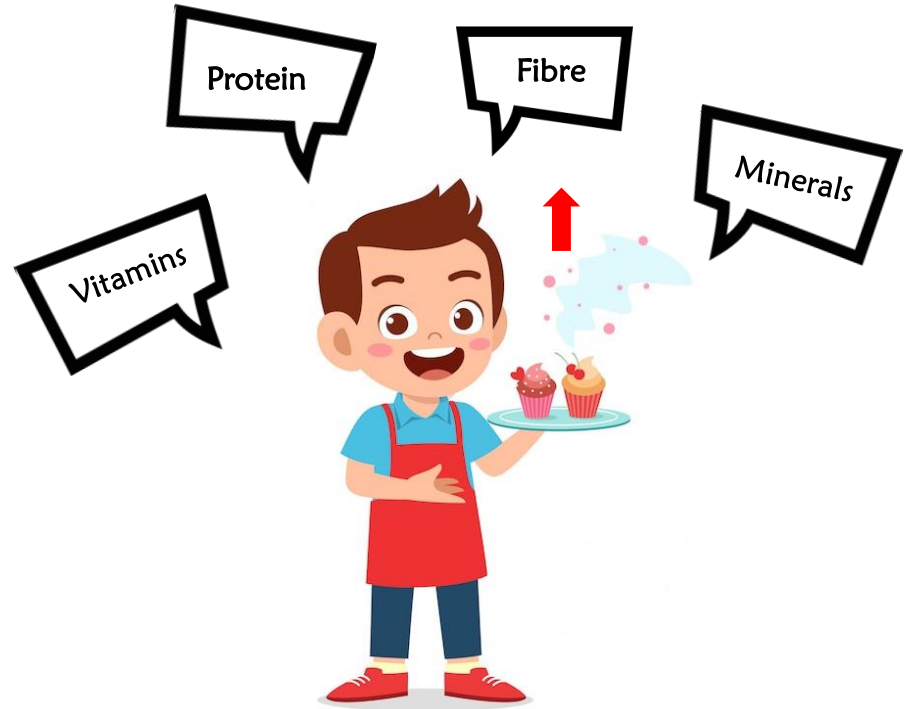
“45% of consumer are looking for inspiration to try more recipe and new foods”

- Consumers are increasingly open to new, exciting options.
- When it comes to baked goods, that can mean hybrid options like “cronuts,” “duffins,” “macaringue”, “croffle” “chouxnut” and “cretzels,” to name a few.
- These are often described as craft foods that are premium and niche products.



Enhanced Nutrition & Healthy Ingredients

- Due to health awareness, bakery products has moved through a healthier bread and cake options that include high fibre, protein, fruit content and other nutrients.
- Manufacturers are starting to look for suppliers that can provide more nutrient-dense ingredients.
- Incorporating “superfood” seeds into bakery such as chia seeds provide benefit of being perceived to add extra healthiness, also tend to be high in protein and/or calcium.





SUGAR REDUCTION



Tropicana Slim Nutty Chocolate Cookies

- Tropicana Slim Nutty Chocolate Cookies is a controlled calorie cookie (only 100 kcal) made without the process of adding sugar so it is suitable for consumption for diabetics and those of you who are on a diet.
- **Made in Indonesia**

Ingredients: Flour, Margarine, Natural Sweetener, Eggs, Cocoa powder, Peanuts, Cornflakes, Oat, ***Chia Seeds**, Salt.



Diabexy Coconut Cookies Sugar Control

- Count your daily glycemic load for better blood sugar control. NO SUGAR, NO MALTODEXTRIN - The sweetener used in Diabexy Diabetic cookies is fructooligosaccharide which is a type of fiber which is sweet in taste.
- **Made in India**

Ingredients: Coconut, Skimmed Milk Powder, Besan (Gram Flour), ***Fructo-oligosaccharide**, ***Sorbitol**, Sucralose, Hydrogenated Vegetable Oil, Baking Soda, Baking Powder, Permitted Flavour.

Fructo-oligosaccharide acts as prebiotic and can be used as alternative sweetener to replace sugar



SUGAR REDUCTION



Xanthan Gum acts as thickener & stabilizer

Glutenn.id Whole Bread Slice

- Gluten Free, Non-Genetically Engineered (Non-GMO), Halal, Healthy Menu, Low Sugar.
- **Made in Indonesia**

Ingredients: Mocaf Flour, *Rice Flour, Corn Flour (Maize), Milk Powder, Sugar, Yeast, *Xanthan Gum, Baking Powder, Salt, Apple Cider, Egg, Coconut Oil.



Gardenia Enriched White Bread, Low in Sugar

- High in vitamin B1, B2, B3, calcium and iron
- No cholesterol, artificial flavouring or colouring
- **Made in Malaysia**

Ingredients: Wheat Flour (Unbleached), Sucrose, Vegetable Oil (Palm), Skimmed Milk Powder, Common Salt, *Dextrose, Baker's Yeast, Emulsifiers, Yeast Nutrients (Ammonium Sulphate, *Sodium Chloride, Calcium Sulphate), *Thiamine (Vitamin B1), Riboflavin (Vitamin B2), Niacin (Vitamin B3), Iron (Hydrogen Reduced Iron), Calcium Propionate.

Vitamins are essential for growth and maintenance of a healthy body and improve micronutrient deficiency in people.

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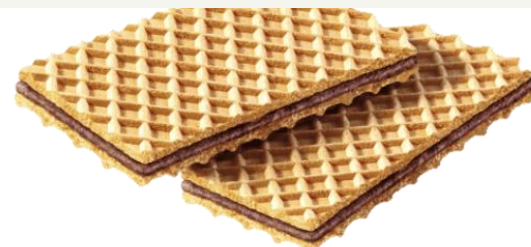
SUGAR REDUCTION



Chocolate Wafer 0%

0%
sugar

Two crispy wafer layers with a delicious chocolate cream filling, no added sugar. A healthy and tasty wafer to be eaten as a dessert that also looks after you because it is sugar-free and a source of fibre.



Florbú Chocolate Wafers 0% Sugar

- Two crispy wafer layers with a delicious chocolate cream filling, no added sugar.
- **Made in Spain**

Ingredients: Wheat Flour, Vegetable Palm Fat, ***Isomalt**, Fat-reduced Cocoa Powder (3,3%), Vegetable Fibre, Rice Flour, Flavouring Agents, Raising Agents, Sodium And Colouring Carotenes.

Isomalt is a natural sugar replacer that delivers only half calories of the sucrose which ideal for low-calorie alternative





PLANT-BASED POWER



Organic Center Plat-Based Cookies Nuts

- Gluten Free, Non-Genetically Engineered (Non-GMO), Halal, Healthy Menu, Low Sugar.
- **Made in Indonesia**

Ingredients: Flour, Tapioca Flour, *Rice Flour, Melinjo Nuts, Margarine, Coconut Sugar, Salt and Coconut Oil.

Rice flour is important in the process of gluten-free food products, due to its very low allergic effect

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PLANT-BASED POWER



Granovibes (Thailand) Plant-Based Cookies

- Plant Based Granovibes Oats Cookies made with real fruit and veggie.
- **Made in Thailand**

Ingredients: Flour 59%, Wheat Flour 10%, Soya Milk 10%, Dried Orange 6%, Oats 5%, Honey 2%, Cornflake 2%, Chia Seed 1% Flax Seed 1%, Mixed Quinoa 1%, Yuzu Syrup 1%, Coconut Oil 1%, Coconut Sugar 0.95%, Salt 0.05%.



PLANT-BASED POWER



Katoomba Roti Bread, Plant-Based Fluffy Layered Flatbread

- Katoomba Foods Roti Paratha has been released in a six-pack size, perfect for an individual, couple or small family for a single dinner.
- Katoomba Foods was a pioneer in introducing Asian-style flatbreads into Australian supermarkets.
- It takes its inspiration from the traditional street food-styles of roti paratha and roti canai flatbreads that are enjoyed across India, Malaysia, Singapore, Thailand and Indonesia.
- **Product of Australia**



Sara Lee Creamy Coconut Key Lime Pie

- A retro classic with a vegan twist! Flavoured with the fresh zing of lime juice and coconut cream and a high-sided crumb... made with love by Sara Lee.
- **Made in Malaysia**

Ingredients: Coconut Cream (41%) [Coconut Cream, Water, Vegetable Gum (415)], Biscuit Crumb (24%) [Wheat Flour, Vegetable Shortening, Sugar, Wheat Bran, Invert Sugar, Salt, Cinnamon, Raising Agent (500)], Water, Sugar, Thickeners (1405, 1412), Canola Oil, ***Emulsifiers** (471 Soy, 475), ***Fibre (Inulin)**, Lime Juice (0.5%), Natural Flavours, Lemon Juice Concentrate, ***Citric Acid**, Vegetable Gums (415, 412), Natural Colour (Curcumin), Spirulina Concentrate.

Citric Acid regulates pH and prevent growth of undesirable microorganism

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PLANT-BASED POWER



Starbucks Sandwich, Pastries and Cake

- Starbucks Indonesia announced the launch of its plant-based menu at 57 select stores across Greater Jakarta and Bali.
- Featured in their 'Summer Yacation' package, the new plant-based meal options include the BBQ Plant-Based Meatballs Sandwich and Plant-Based Chocolate Raspberry Cake.
- **Launched in Indonesia , February 1st, 2021**



PLANT-BASED POWER



VickedGood – Vegan Bakery Kuala Lumpur

- VickedGood promises a complete list of plant-based artisan baked goods.
- Variety of selection with wholesome cakes, bread, spreads, cookies, granola, and yoghurt all on their menu.
- **Made in Malaysia**

PROTEIN



HIGH PROTEIN



Prosana Proffle High Protein Waffle Chocolate

- The first crispy waffle in Indonesia that contains high protein and can refill your energy. Suitable for those of you who want to maintain a healthy lifestyle during this New Normal.
- **Made in Indonesia**

Ingredients: Water, Flour, Isolate Soy Protein, Sugar, Tapioca Flour, Nabati Creamer, Margarine (BHA Antiooidant), Sodium Bicarbonate, Synthetic Flavour, Slat, ***Emulsifier and Stabilizer.**

*Sahabat Cerdas
Keluarga Indonesia*



Forayya Protein Cookies

- Forayya are high-protein cookies, of which 10grams out of each 35gram servings are protein. Besides that, they are also gluten free, wheat free, egg free, dairy free, nut free, yeast free and most importantly no food additive.
- **Made in Indonesia**

Ingredients: Sagor Flour, Brown Sugar, Hydrolized Fish Protein, ***Chocolate Powder Flavour.**

Flavouring Agent

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PROTEIN



HIGH PROTEIN



Natural Bites Cricket Protein Bread

- NSL Foods, a manufacturer of bakery goods and distributor of packaged meals in Thailand, has announced that its Natural Bites Cricket Protein Bread has been selected as one of the winners in the THAIFEXTaste Innovation Show.
- Cricket is high in calcium as well as protein.
- One slice of the cricket bread contains 7g of protein compared to 2.5g of protein for an ordinary slice of bread.
- **Made in Thailand**

PROTEIN



HIGH PROTEIN



Mission Reduced Carb Wraps

- High source of fiber
- High source of protein
- **Made in Malaysia**

Ingredients: Unbleached Wheat Flour, Water, Vegetable Shortening (Palm Oil, E306), Modified Tapioca Starch, Wheat Protein Isolate (Wheat Gluten, E270, E223), ***Vital Wheat Gluten**, Soy Protein Isolate, Wheat Fibre, Salt, Cellulose Gum (E466), Contains Permitted Leavening agent [E450(i), E500], Permitted Emulsifier (E471), Flavour (Toasted cereal, Natural), Acidity Regulator (E297), Preservative (E282) and Enzyme as Food Conditioner.

Vital Wheat Gluten is a source of essential amino acids which the body cannot produce itself. It can also improve the taste and texture of bakery goods

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PROTEIN



HIGH PROTEIN



FlapJacked Mighty Muffin with Probiotics Banana Chocolate Chip

- Ready in 30 Sec
- 20g Protein Per 55g Serving
- Made in America

Ingredients: ***Whey Protein Concentrate** (Milk), Milk Chocolate (Sugar, Whole Milk Powder, Unsweetened Chocolate, Cocoa Butter, Milkfat, Soy Lecithin, Natural Vanilla Flavor), ***Pea Protein**, Gluten-free Oats, Banana, Non-gmo Soluble Corn Fiber, Buttermilk, Butter (Butter [Cream, Salt], Dry Buttermilk), Natural Flavor, ***Xanthan Gum**, Baking Soda, Baking Powder (Sodium Acid Pyrophosphate, Sodium Bicarbonate, Non-gmo Corn Starch, Monocalcium Phosphate), ***Stevia Extract**, Probiotic (Skim Milk Powder, Bacillus Coagulans Gbi-30 6086).

Whey Protein Concentrate increases protein content in foods and a good source of bioactive peptides



Stevia Extract is a natural sweetener





GLUTEN-FREE



Vemondo Gluten Free Pizza - Salami

- Vemondo Gluten-Free Salami Pizza (manufactured by Freiburger) has been added to the range in Lidl stores in Europe. This product comprises a gluten-free pizza base made from rice flour, topped with a tomato sauce and firm lactose-free mozzarella and salami.
- **Made in Germany**

Ingredients: *Rice Flour, Tomato Puree, Lactose-free Firm Mozzarella* (18.9%), Water, Salami (10.8%) (Pork Meat, Bacon, Salt, Spice Extracts, Dextrose, Glucose Syrup, Spices, Sugar, Antioxidant, *Sodium Ascorbate, Rosemary Extract,, Preservative (Sodium Nitrite).



GLUTEN-FREE



Ladang Lima Blackmond Healthy Cookies

- Gluten free
- Dairy free
- Egg free
- **Made in Indonesia**

Ingredients: Cassava Flour, Cocoa Powder, Almonds, Margarine, Coconut Sugar, Flaxseed And Baking Soda.



Happy Breakie Gluten Free Pancake & Waffle Mix

- Happy Breakie is made from the best quality ingredients and uses organic coconut sugar which is low GI so it doesn't make your blood sugar rise immediately.
- Gluten-Free - No Preservatives - High Fiber
- **Made in Indonesia**

Ingredients: Gluten-Free Flour Mix (Organic Mocaf Flour, Organic Arrowroot Flour, ***Rice Flour**, Sorghum Flour.



GLUTEN-FREE



Gluten Free Bread
Rp60,500

Paul Gluten Free Bread

- Bread made of corn starch, soy semolina and soy flour, dried raisins and cranberries.
 - **Made in Indonesia**

Guilt-Free Iftar Treats: Executive Chef of Mercure Jakarta Cikini Creates Gluten-Free Lapis Surabaya and More



De'Rotie Gluten Free Layer Surabaya Cake

- The gluten-free Lapis Surabaya comes with a soft texture, like its original counterpart.
 - **Made in Indonesia**



GLUTEN-FREE



Nature's Bakery Gluten Free Fig Bar

- Nature's bakery's mission is making delicious convenient on-the-go snacks and foods that complement health-conscious living and everyday active lifestyles.
- **Made in USA**

Ingredients: Brown Rice Syrup, Fig Paste, Cane Sugar, Gluten Free Flour, Tapioca Starch, ***Rice Flour**, Canola Oil, Gluten Free Five Grain Flour, Amaranth, Quinoa, Millet, Sorghum, Teff Brown Rice Flour, Rice Bran, Date Paste, Gluten Free Rolled Oats, Glycerin, Flaxseed, Leavening, Monocalcium Phosphate, Baking Soda, Xanthan Gum, Sea Salt, ***Citric Acid**.



Julian Bakery Primal Thin Crackers

- Enjoy eating these delicious, gluten free delights with homemade guacamole and salsa or even with your favorite Primal cheese spread.
- **Made in USA**

Ingredients: Organic Parmesan Cheese (Pasteurized Organic Cow's Milk, Salt, Cheese Cultures, And Enzymes), Organic Flax Seeds, Water, Organic Tapioca Flour, Organic Sesame Seeds, Organic Chia Seeds, Sea Salt.



HYBRID BAKED



Lapis Legit - Thousand Layers Cake

- This cake is a **hybrid Indonesian and Dutch cake**, a legacy from the Dutch colonial era but is still widely enjoyed to this day.
- The Dutch call this cake spekkoek, which translates to bacon cake, because all the layers look like bacon!
 - **Made in Indonesia**



HYBRID BAKED

Croffle craze: The croissant-waffle hybrid that's taking over Hong Kong's cafés



Croffle Craze

- Hong Kong is a city that loves a new foodie fads, especially when it comes to **pastry hybrids** with catchy portmanteau names.
 - **Made in China**

Strictly Cookies Launches Mooncake Cookie Hybrid: The Mookie



The Mookie Mooncake Cookie

- China now has the delicious honor of having one of its best-known seasonal sweets join their ranks with the launch of the 'mookie' – a **mooncake/cookie crossbreed**, thanks to Strictly Cookies.
 - **Made in China**



HYBRID BAKED

Macaron eclairs in Gyeongnidan

French-style dessert hybrid at Eclair by Garuharu



Garuharu's Cherry Macaron Eclair, Berry Berry Good Eclair and Rose Éclair

- At Eclair by Garuharu, a dessert shop that opened late this June on Seoul's Gyeongnidan Street, there are eclairs and macarons, and then there is the macaron eclair.
 - **Made in Korea**



ENHANCED NUTRITION & HEALTHY INGREDIENTS



YPD Purple Sweet Potato with Chia Seeds Cookies

- Purple sweet potato and chia seeds are natural antioxidants, which helps in preventing oxidation and prevent ageing. It is also rich in cellulose, which can promote gastrointestinal motility and prevent constipation.
- **Made in Malaysia**

Ingredients: Wheat Flour, Palm Oil, Sugar, Water, Oatmeal, Wheat Bran, Purple Sweet Potato, Potato, Polydextrose, Glucose Syrup, ***Chia Seeds**, Phospholipids, Sodium Bicarbonate.

Chia Seeds are rich in fiber, antioxidants, minerals, and heart-healthy omega-3 fatty acids

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Nourish Organics Chia Turmeric Cookies

- The ancient wisdom of Ayurveda is tastefully blended into our delicious Turmeric cookie. Turmeric & Ginger, well-known anti-inflammatory and healing qualities, come together in this flavourful, palate-pleasing cookie, truly making keeping healthy a walk in the park.
- **Made in India**

Ingredients: Oats Flakes (17%), Coconut Nectar (14.9%), Organic Seeds(13.5%) [Sunflower Seed, Flaxseed, White Sesame Seed], Almond (13%), Banana (12%), Desiccated Coconut Powder (9.8%), Coconut Oil (5%), ***Chia Seed**, Almond Butter, Pumpkin Seed, Ginger Powder, Cinnamon Powder (Dalchini Powder), Aluminium Free Baking Powder, Organic Nutmeg, Organic Turmeric Powder & Himalayan Pink Rock Salt.



ENHANCED NUTRITION & HEALTHY INGREDIENTS



Galletas Artiach Dinosaurus Brownies

- The first children's sponge cake made with 100% legume flour, a type of flour that is booming in confectionery because in addition to giving it a delicious touch, it has a high fiber content. The product also contains inulin and 100% whole wheat flour.
- This innovative launch of Dinosaurus offers the little ones a new snack option combining health and maximum pleasure.
- **Made in Spain**

Ingredients: High Oleic Sunflower Oil, Brown Cane Sugar, Chocolate Coating(Cocoa Butter, Skimmed Milk Powder, ***Inulin**, Modified Starch, Sunflower Oil, Defatted Cocoa Powder, Whey Powder, ***Emulsifier**, Sunflower Lecithin And Flavourings), ***Stabilizer**, Chocolate Chips Chickpea Flour, Defatted Cocoa Powder, Grated Coconut, ***Emulsifier**, Gasifiers, ***Thickener (Xanthan Gum)**, Flavourings, Salt, Preservative.

Stabilizers and
Emulsifiers as
food conditioner



ENHANCED NUTRITION & HEALTHY INGREDIENTS



Gardenia High Fibre White Bread Plus Omega and Inulin

- Contains the same fibre content as wholemeal bread yet retains the softness of white bread.
- High in fibre, No Trans Fat
- Enriched with Omega and Inulin (soluble fibre)
- **Made in Singapore**

Ingredients: Wheat Flour, Oat Fibre, Sucrose, Wheat Gluten, Skimmed Milk Powder, Common Salt, Low Erucic Rapeseed Oil, Vegetable Oil (Palm), Dextrose, Baker's Yeast, ***Emulsifiers**, ***Inulin (Oligosaccharide)**, Yeast Nutrients (Ammonium Sulphate, Sodium Chloride, Calcium Sulphate), ***Thiamine (Vitamin B1)**, ***Riboflavin (Vitamin B2)**, ***Niacin (Vitamin B3)**, ***Iron (Hydrogen Reduced Iron)**, ***Calcium Propionate**.

Inulin is widely used as a prebiotic, sugar replacer, fat replacer and texture modifier.





ENHANCED NUTRITION & HEALTHY INGREDIENTS



Sunshine Wholemeal Cream Bun - Belgian Chocolate

- High in vitamin B1, B2, B3, Iron and calcium. It does not contain Trans Fat and it is Halal certified. Convenient with added prebiotic, your delicious and ideal snack.
- **Made in Singapore**

Ingredients: Enriched High Protein Wheat Flour, Purified Water, Granulated Cane Sugar, Glucose Syrup, Baker's Yeast, Vacuum Dried Salt, Vegetable Shortening (Palm), ***Calcium (Calcium Carbonate, Calcium Sulphate)**, Vital Wheat Gluten, Oat Fibre, Dough Conditioners [Emulsifiers, Enzymes (Amylase, Hemicellulase, Lipase)], Calcium Propionate, Soya Flour, ***Ascorbic Acid, *Vitamin B3 (Niacinamide), *Iron (Ferric Phosphate), *Vitamin B1 (Thiamin Mononitrate), *Vitamin B2 (Riboflavin)**. Filling: Icing Sugar, Margarine [Vegetable Oil, Water, ***Emulsifiers**, Permitted Flavouring, Antioxidant (E306), Colouring (E160a)], ***Inulin**, Cocoa Powder, Caramel.

Vitamin B2 (Riboflavin) is a water-soluble & heat-stable vitamin that helps in boosting energy like vitamin B3 and act as antioxidant in immune system, besides it also helps to absorb most nutrients in the digestive system.



To know more about the featured ingredients in this market trends report as well as how you can create better food products for your consumers, contact our Food & Beverage Intelligence (FBi) team.

Email: info@dpointernational.com

Web: www.dpointernational.com



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THANK YOU