

3 TRENDS SHAPING THE BAKING WORLD

Balchem can help translate how these trends impact consumer behavior & preferences so you can further your ingenuity in baked goods.

Better For You + Wellness

Consumers are looking for nutritional benefits in their everyday diet. Give bakery a premium or nutritional boost to become better-for-you and permissibly indulgent!



Top Wellness Benefits Consumers Want From Everyday Food & Beverages ⁽⁴⁾



Bakery gets active!

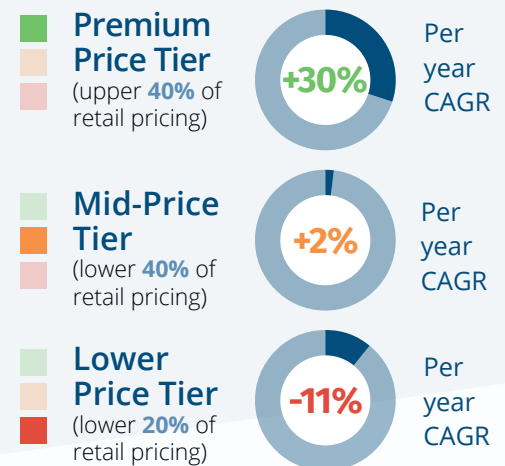
>1,200 new products per year in global bakery included a wellness/active health claim since 2017! ⁽⁸⁾

BALCHEM SOLUTIONS for these trends include a variety of agglomerated powders, protein and plant-protein powders, powdered fats, extruded protein crisps, clean-label preservation, specialty encapsulated ingredients for baking performance, and wellness ingredients like fiber, minerals, and choline.

Premium grows fast!

Growth in the retail baking category is stronger for premium priced categories offering a value-added benefit. ⁽⁸⁾

Retail Baked Goods 2 year CAGR
By Price Point
(Nielsen **Latest 52 Wks** - W/E 06/18/22)



Emotional Well-being + Celebrations

Consumers have redefined wellness and prioritized meaningful, purposeful living. This includes physical, emotional, and cognitive well-being. Shifting consumer behavior has increased consumption of emotionally-driven comfort foods and nostalgic experiences. Everyday nourishment and happy celebrations with food are key to emotional and social health.



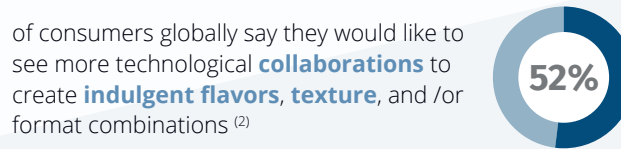
BALCHEM SOLUTIONS for these trends include minerals and choline that support cognitive health, flavored inclusions that provide unique sensory experiences and add color, fun and themes to baked goods. Specialty inclusions deliver the taste of meat and cheese, mimic a gooey marshmallow and deliver the taste and look of fresh herbs.

Super Sensory + Memorable Experiences

Drive creative innovation – engage the senses to create a memorable experience. Flavors that surprise or delight and multifaceted textures can improve sensory appeal and can help target different need states and eating occasions.



Parents are most likely to buy products for their kids that are more “fun” themed and “playful” for these meal occasions ⁽⁵⁾



BALCHEM SOLUTIONS for these trends include flavored inclusions that provide unique sensory experiences and add color, fun and themes to baked goods. Brands can easily create on-trend limited editions, seasonal offerings, and premium products.



Leverage Our Bakery Technologies To Further Your Ingenuity

- Lipid-based Inclusions
- Agglomerated Lipid & Protein Powders
- Plant-based Ingredients
- Encapsulation technology

Balchem Solutions Help You Address:

Clean Label Preservation	Shelf-life Extension
Improved Leavening	Reduced Sodium
Texture	Mineral and Nutrient Fortification
Flavor & Sensory	pH Control

Learn more!



SCAN ME

Balchem Solutions Guide



SCAN ME

Balchem in Bakery

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1) Innova Database Eat with your eyes and ears: Sensory innovation beyond taste, Mar 4, 2022.
2) Innova Market Insights, January 2022
3) Innova Database, Food Ingredients First, I.T.S, Innova Trends Survey 2021 (average of UK, US, Spain, France, Brazil, India, Germany, Mexico, China, Indonesia and Canada) Why Plant-based Foods Are the Hot New Dietary Trend of 2022
4) Balchem Proprietary 2022 Attitude & Usage Study: Consumers Redefined Path to Wellness
5) Balchem primary research, Parents and Treats, March 5, 2020 n=310
6) Innova Database: Bakery (Baking Ingredients & Mixes, Bread & Bread Products, Cakes - Pastries & Sweet Goods, Savory Biscuits/Crackers, Sweet Biscuits/Cookies)
7) FMCG Gurus – Bakery Trends in 2021 – Global Report
8) Nielsen xAOC data for the 52-week period ending 18-June-2022 for or the baked goods categories combined