



**AMERICAN  
BAKERS  
ASSOCIATION**

# Life Through the Lens of Bakery

## KEY TAKEAWAYS

In July 2022, ABA surveyed 1,500+ consumers to get a fresh picture on how bakery fits into life and life's occasions. The study uncovered key opportunities for bakery growth at home and away from home.

Made Possible By:  **Corbion** In Partnership With:  **210analytics**

**Baked goods have very high permissibility and consumers enjoy the occasional baked treat as part of everyday life.**

84% agree that it is perfectly fine to occasionally treat yourself with some baked treats, such as cookies, cupcakes, donuts or pie.

**From Gen Z to Boomers, shoppers are seeking sales specials more often in today's climate.**

A quarter of consumers ranked this as the main change when shopping for baked items in store.

**Baked goods are an integral part of family traditions and celebrations.**

At least 80% of consumers consider baked items an important part of family traditions, special celebrations, and holidays.

**9 in 10 Americans are concerned over high grocery, restaurant, and gasoline prices, but consumers consider baked goods an affordable indulgence.**

64% make room in their budgets for an occasional baked treat and 80% ensure baked goods are part of special occasions.

**Pizza, flatbreads, wraps, and tortillas are a favorite of Gen Z and Millennial consumers.**

Nearly 90% have purchased a selection of these products in the past 30 days.

**There is an opportunity for social media to bridge the gap between inspiration and purchase.**

66% of regular social media users have searched for baked item related ideas.

**Meals remain more home-centric and consumers emphasize baked goods in their home-prepared meals.**

On average, 68% of meals that include baked items are prepared at home. Growth opportunities lie in baked good integration across more meal occasions, especially snacking. Morning, afternoon, and evening snacks had the lowest inclusion of baked items.

**Sustainability matters to 2 in 3 Americans, but only influences the purchases of 1 in 5.**

However, the younger generations' purchasing decisions are more likely to be influenced by a company's sustainability initiatives.

For questions or additional information:  
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**Restaurant recovery is slow and spotty with lunch and snacks being most affected.**

Dinner remains the largest meal occasion for restaurants, with a greater share of trips going to QSRs vs. full-service.

**There is an explosion of innovation surrounding the better for you and lifestyle diets in meal-related bakery, but "freshly baked" takes priority.**

50% of consumers identified "freshly baked" or "baked daily" as the most important production claim.



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