



AMERICAN
BAKERS
ASSOCIATION

Life Through the Lens of Bakery

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

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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.



Who are the high-frequency baked item consumers and how do they engage differently?

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

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

AT LEAST
80%

Can we create some more?

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NEARLY
90%

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

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

What are the favorites of each generation?

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

How are you driving sustainability in your business?

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

Which community and environmental initiatives influence consumers' purchasing behavior the most?

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50%

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

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

Which nutrition and better-for production claims matter the most to each generation?

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Find out more in the full "Life Through the Lens of Bakery" available to ABA Members at no cost. \$1995 for non-Members.



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