

Life Through the **Lens of Bakery**

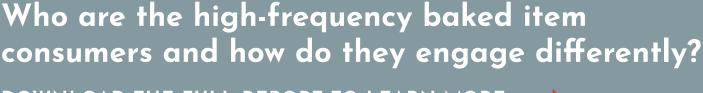
In July 2022, ABA surveyed 1,500+ consumers to get a fresh picture on how bakery fits into life and life's occasions. The study uncovered key opportunities for bakery growth at home and away from home.



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.



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important part of family traditions, special celebrations, and holidays. AT LEAST

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Can we create some more?

NEARLY 90% have purchased a in the past 30 days.

Pizza, flatbreads, wraps, and tortillas are a favorite of Gen Z and Millennial consumers. selection of these products

What are the favorites of each generation?

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2 in 3 Americans, but only influences the purchases of 1 in 5. However, the younger generations'

Sustainability matters to

in your business? purchasing decisions are more likely

How are

you driving sustainability

Which community and environmental initiatives influence consumers'

to be influenced by a company's

sustainability initiatives.

purchasing behavior the most?

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50%

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.

There is an explosion of

innovation surrounding the

Which nutrition and better-for production

claims matter the most to each generation?

Find out more in the full "Life Through the Lens of Bakery" available to ABA

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