



Sweet Baked Goods

Sweet Baked Goods and the balance between indulgence and better-for-you

Unlocking growth in sweet baked goods could be achieved by balancing the indulgent taste consumers crave with an improved nutritional profile that they desire.¹

62% of consumers think baked goods taste good

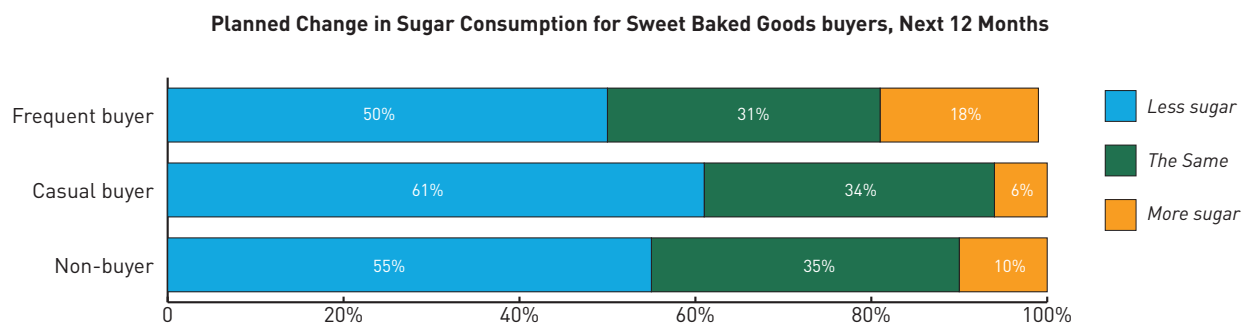
74% of consumers eat cookies to “treat myself”

5% of consumers think baked goods are healthy

45% of consumers think baked goods are too high in sugar

Many consumers may adjust their consumption habits

While core consumers have been accepting of the sugar content in Sweet Baked Goods until now, their stated goals for future sugar consumption suggest that their purchase habits may soon change.²




The Food Industry is adjusting to consumer wants

As consumers weigh the choice of indulgence versus health, certain food and beverage categories have pledged to make it easier. The growing trend toward healthier eating has had less impact on Sweet Baked Goods given consumer desire to indulge. Will that continue?

2014

 “Beverage Industry Pledges to Reduce Americans’ Drink Calories”³

2017

 “The Biggest Candy Companies in the World Are Forming a Calorie-Cutting Consortium”⁴

Near future...

 Could Sweet Baked Goods brands attract more health-conscious consumers and/or increase consumption by offering better-for-you options?

Source: 1) Mintel Report, Cookies—2019. 2) Tate & Lyle Primary Research, 2020. 3) Dabrowska, Agata. Beverage Industry Pledges to Reduce Americans’ Drink Calories. 6 Oct. 2014, fas.org/sgp/crs/misc/IN10162.pdf. 4) Smith, Aaron. “Big Candy Pledges to Cut Calories.” CNNMoney, Cable News Network, 12 May 2017, money.cnn.com/2017/05/12/news/companies/mars-candy-calories/index.html.

The applicability of label claims and the regulatory and intellectual property status of our ingredients varies by jurisdiction. You should obtain your own advice regarding all legal and regulatory aspects of our ingredients and their usage in your own products to determine suitability for your particular purposes, claims, freedom to operate, labeling or specific applications in any particular jurisdiction.

Whatever challenges you’re facing, wherever you are in the world, we can help you craft innovative solutions that bring healthier, tastier foods and beverages to your consumers.

Contact your sales representative today to learn more about partnering with Tate & Lyle.

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