

Better-For-You Baked Goods

In the realm of bakery treats—whether they're eaten as breakfast, snacks or desserts—health-halo attributes are becoming more prominent. Learn more about what consumers want from clean-label muffins, donuts and more.



61% of consumers say that when they purchase snacks, they purchase baked goods

Top 3 preferred baked goods as snacks:

- 1 Cookies
- 2 Brownies
- 3 Doughnuts

Top 3 preferred baked goods as desserts after lunch:

- 1 Brownies
- 2 Cookies
- 3 Cake

Top 3 preferred baked goods as desserts after dinner:

- 1 Cake
- 2 Brownies
- 3 Cookies

And those choices are getting healthier:

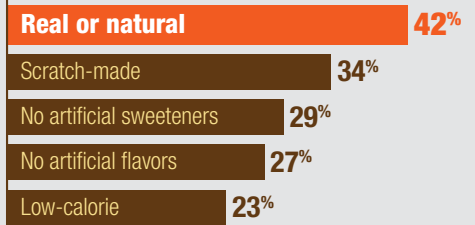
40% of consumers say they are **snacking on healthier foods** now vs. two years ago

28% of consumers say they **expect to consume healthier snacks** in the next 12 months

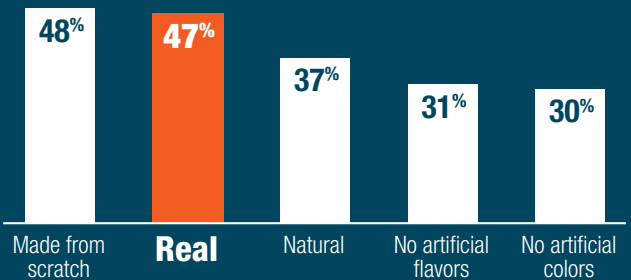


As for what "healthy" means: calorie-counting is out, natural ingredients are in

When asked what attributes make a dessert better for you, consumers say:



And consumers are more likely to buy & are willing to pay more for foods that are:



Real ingredients likely to increase appeal & sales:



REAL CANE SUGAR
vs.
artificial sweeteners



REAL BUTTER
vs.
margarine



REAL, PURE VANILLA
vs.
imitation vanilla

