

# INDULGENT SNACKING

According to findings from IDDBA What's In Store 2019, indulgence is the top driver of shoppers to the ISB. Consumers are not only searching for innovative concoctions and creative takes on traditional bakery wellness shoppers, products, they're also looking to treat themselves. This includes health and wellness consumers.

## Bakeries craft new outlook on indulgence.

"We think that the bakery category will continue to support product formulations and product types that reflect a desire for indulgence," said Tom Vierhile, innovation insights director for research firm GlobalData.

## 45% of U.S.

consumers claim nutritional value is the most important factor when it comes to food,

**BUT**

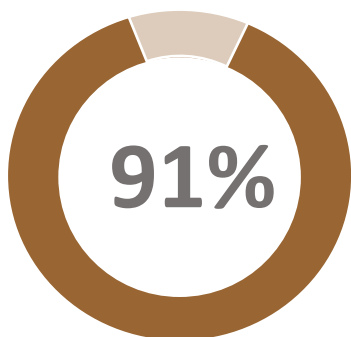
the same percent report eating snack cakes during the past year.

Packaged Facts 2017

## 37%

of consumers say they snack to give themselves a break during the day

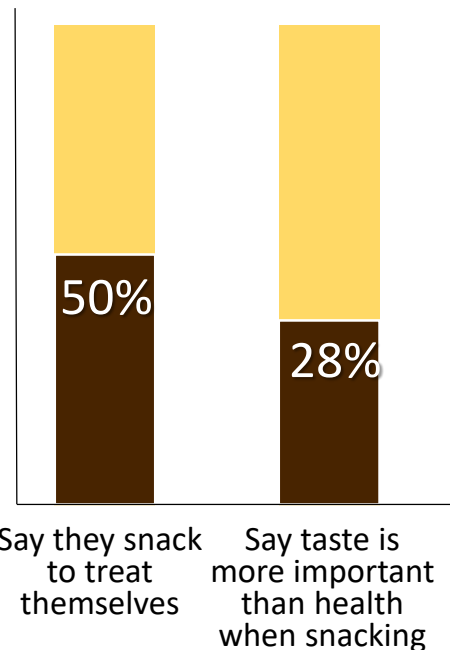
source: Mintel Food & Drink 2017



of consumers choose snacks based on tastes they will enjoy.

source: Mintel Food & Drink 2017

YUMMY  
YUMMY  
YUMMY



source: Mintel Food & Drink 2017

**Bake'nJoy**