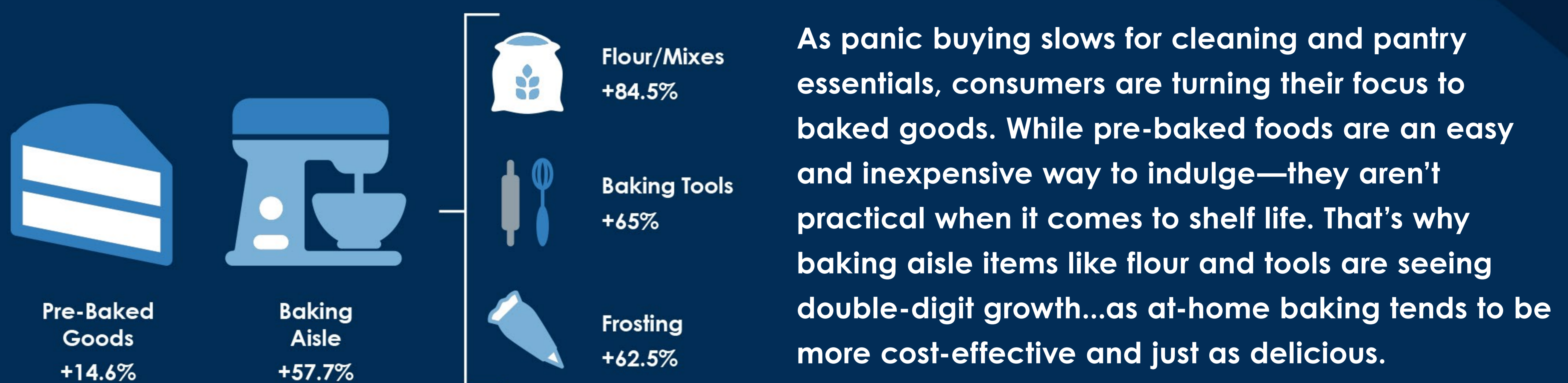


RECENT IN RETAIL

THE RETURN TO HOME BAKING

Since 2015, baking aisle sales have remained flat year over year. But things are shaking up as stay-home orders have created a big batch of new home bakers. In fact, the baking aisle has spiked by 54.7% compared to 2019—making it a hot category and trending channel.

There's a boost in the baking aisle



Consumers are blending baking & social media



Over the last few months, online baking searches have soared & the Instagram hashtag #homebake has increased by nearly 40%. In addition, we're seeing more photos of baking wins, fails and how-to videos dominate all social channels.

Nearly 50% of the audience talking about baking online is between 18- and 24-years-old, while another 27% is between 25- and 34-years-old. A younger, more gender-balanced audience gives brands a big opportunity to engage with new bakers and create fresh content that connects to this growing trend.

Baking attitudes are getting a sweet shift



As we discussed in our snacking edition, we know shoppers are seeking less better-for-you items and more confectionery treats...which pairs perfectly with home baking. This consumer mindset and behavior have led to a 64% rise in sugar sales compared to last year.

In addition, social media conversations around sugar increased by 1774% between March 1 and April 12 while mentions of "cookies" and "brownies" also surged—supporting this sweet shift.

Brand Opportunities & the Benefits of Baking



Many consider it a form of meditation



Can provide a sense of nostalgia



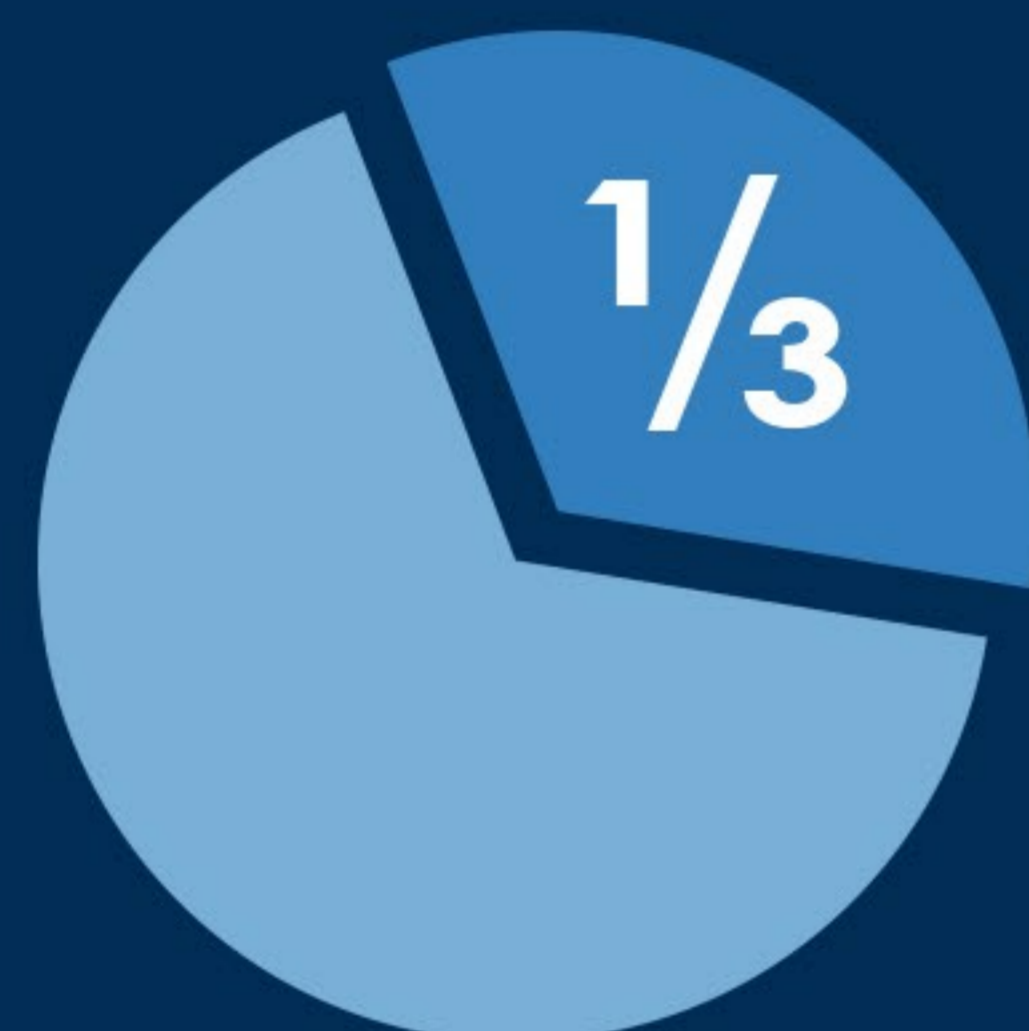
Acts as a learning tool for kids



Will likely trend upward post-COVID19

The benefits of baking offer many opportunities for brands to get involved and capture this growing audience. From digital content to at-home activities to in-store promotions, brands can leverage this category and medium to connect with consumers like never before.

More than just a trend



of respondents are baking more during COVID19 and 20% will continue in the future

It might seem like your social feeds and circles are only talking about baking now—but at-home baking was actually on the rise pre-COVID19. And now as recession-behavior continues to develop, we expect this trend to grow as shoppers become more cost conscious.

On the flip side, sugar growth is anticipated to slow as shoppers return to a state of normalcy. This gives brands the opportunity to invest in better-for-you sugar substitutes and ingredient innovations to capitalize on the more organic engagement around baking.

How is your brand connecting to consumers through this growing trend? We can help.

WEEKLY INSIGHTS

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