



**Sweet Success: Impactful Consumer Insights to Boost Your Brands**

Nick Ferraro

**Vision 2020**

### Learning Objectives

1. Identify consumer purchase, consumption, and loyalty behaviors
2. Recognize unmet needs and opportunities within the category
3. Apply insights within their own teams, fostering ideas and innovation to drive growth




### AGENDA

- Consumption Habits
- Purchase Habits
- Claims






### Consumers Lifestyles are Fueling a Change in Eating Habits

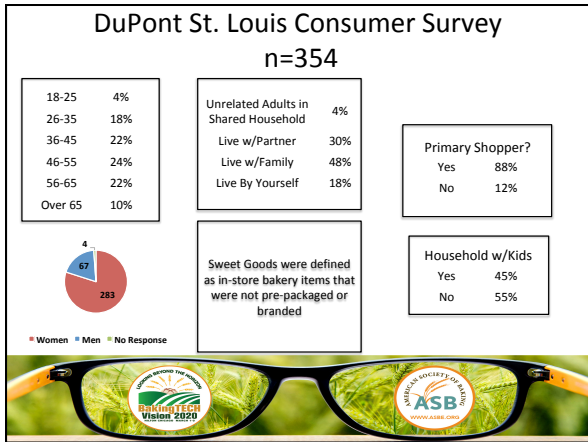
Socioeconomic Trends Create Time Pressed Lifestyles + Rise of the "on-demand economy" changes expectations = Convenience becoming Increasingly Important

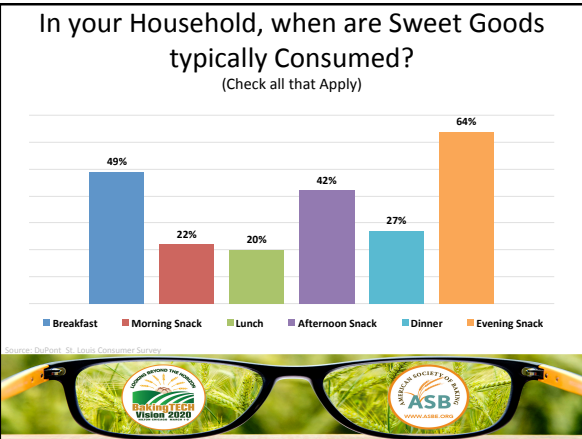
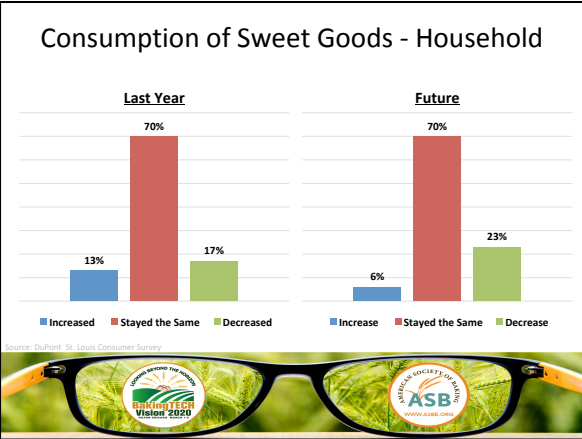
← Less Preparation Time /Level More →

Packaged Snacks	Prepared Food	Food Service	Ready Meals	Recipe Mixes	Meal Kits	Scratch Cooking
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Source: Euromonitor International





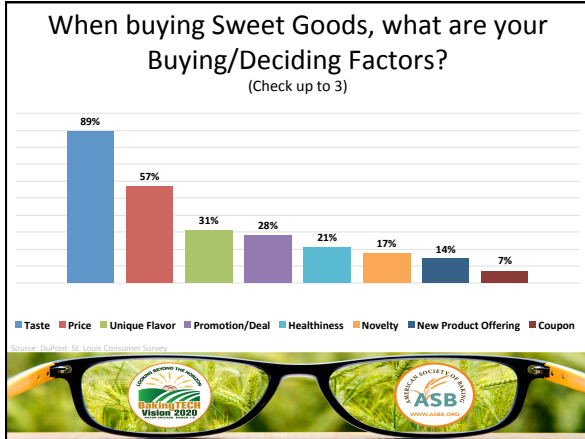
### TOP BAKED PRODUCTS INDEXED ACROSS MEAL TIMES & SNACKS

1/1/2018-12/31/2019

	Cakes	Cookies	Breads	Pies	Brownies	Muffins	Biscuits
Breakfast	41	71	241	90	35	337	250
Lunch	54	67	253	98	58	149	138
Dinner	65	65	218	175	51	131	120
Snack	45	131	91	318	100	147	147

Index values are based on expected correlation. Baseline is 100. If the number is >100, the concept is more highly correlated than statistically expected. If the number is <100, the concept is less correlated than statistically expected.

Source: MotiveQuest Survey







- ### Key Takeaways
1. Most Consumers eat Sweet Goods weekly and on Special Occasions
  2. Consumers anticipate no decrease in Sweet Good Consumption
  3. Consumers are eating Sweet Goods predominately around Breakfast and Evening Snacks
  4. Low Sugar and No Additives are Drivers towards Purchase
  5. Consumers are looking for High Protein and High Fiber in their Sweet Goods
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