

# Baking – an at home experience

*The rise in at home baking is growing vs. prior years. Better for You™ ingredients has driven more traffic to the baking aisle both in-store and online as consumers seek a more hands on, clean ingredients baking approach.*

Baking Ingredients drive

10.0%

more planned trips than Prepared Bakery Goods  
(63% vs 53%)

Baking Ingredients occasions increased

3.6%

vs YA

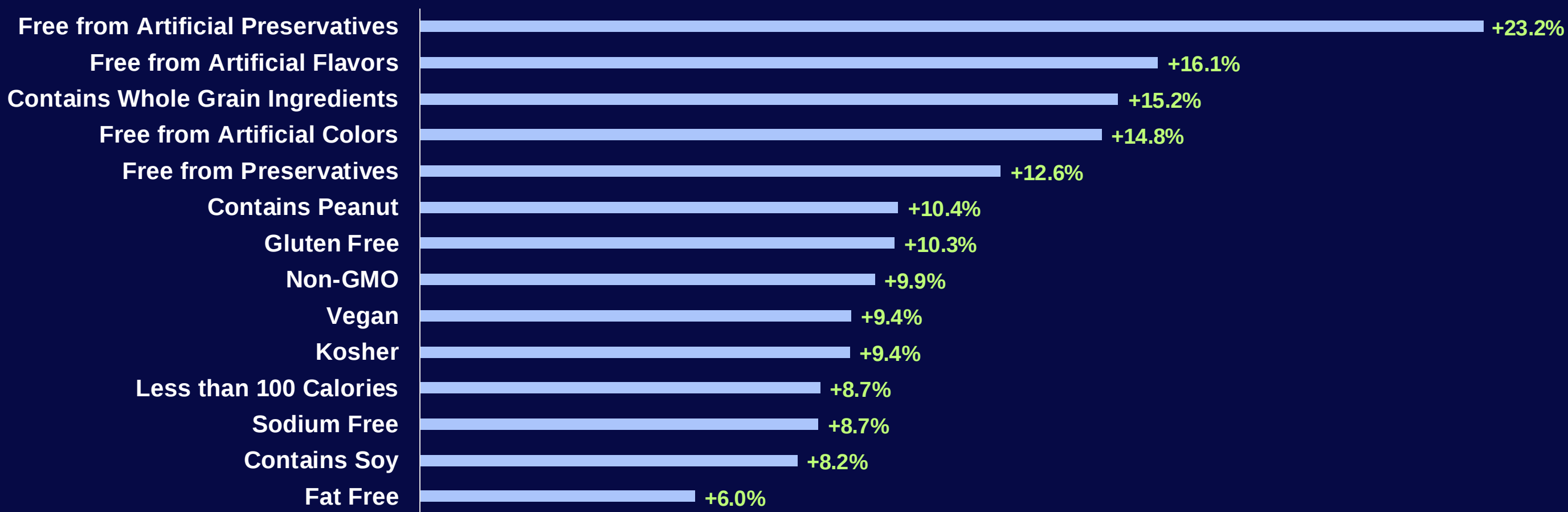
Baking Ingredients \$ Share has shifted

2.1pts

to online sales vs YA

## Step One: Understand growing search trends in Baking Ingredients

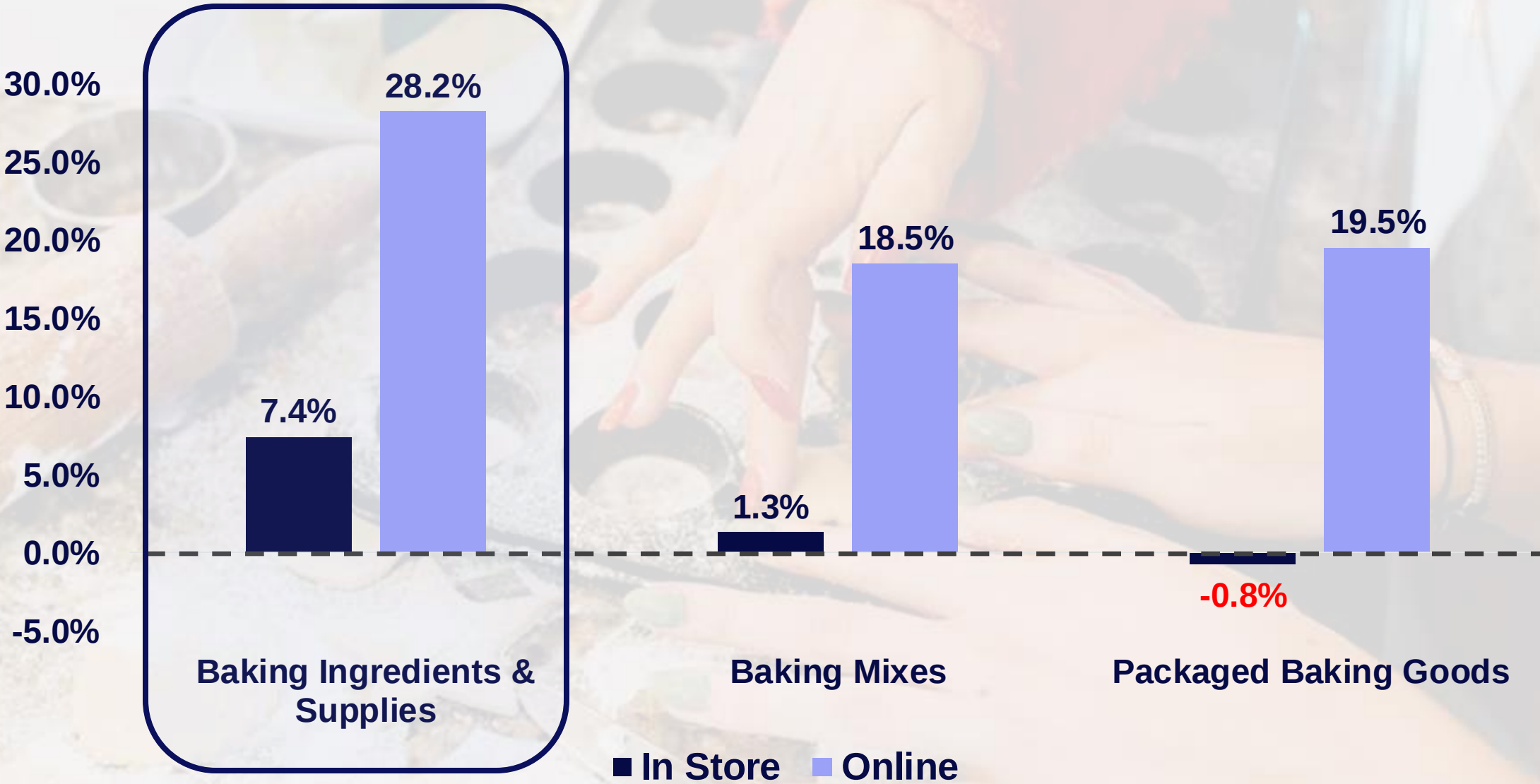
Consumers are making more health conscious, Better for You™, purchase decisions in the baking aisle



## Step Two: Know where your consumers are making their baking purchases

Baking Ingredients & Supplies growth outpaced Baking Mixes and Packaged Baking Goods both Online and In-Store

### Online vs In-Store \$ % Chg vs YA



## Key Takeaways

1. Baking Ingredients and Supplies' growth, both in-store and online, outpaced Baking Mixes and Packaged Baking Goods as we see a rise in at home baking to create healthier, Better for You™ options. This growth is driven by baking trends with whole grains, gluten free options and other clean ingredients. Utilize NielsenIQ's Product Insight Search Trends to spot growth opportunities before your competition and understand which terms are most often searched to strengthen messaging.
2. Baking Ingredients is a trip driver both in-store and online. Effectively integrating and analyzing sales data from both channels can help you respond more quickly to market trends and customer needs, giving you an Omnichannel competitive advantage.
3. Occasions are increasing for Baking Ingredients. Leverage NielsenIQ's Panel on Demand to better understand your consumer make up. Accurate data on consumer purchasing behavior helps for better demand forecasting, effective targeting of your marketing campaigns, and insight into consumer purchase behavior for better product development and innovation.

Reach out to your NIQ representative to hear more about our NPI and Panel on Demand solutions and understand opportunities for growth in your category!



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