



Home Baking: A Lasting Pandemic Trend

Self-isolation with high levels of fear/anxiety have led consumers to 'stress bake', as well as to leverage baking as a form of entertainment with family, especially kids. This has resulted in a worldwide baking phenomenon.

Home baking trends are expected to sustain as this "rediscovery of baking" becomes part of the new normal and consumers continue to seek options to satisfy their increasing desire for Permissible Indulgence.



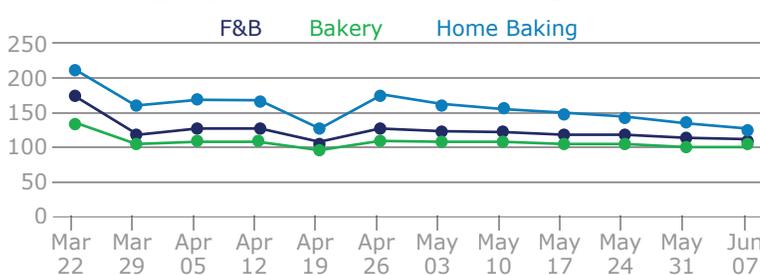
Permissible Indulgence

Better-For-You options adding functional health benefits to help consumers feel less guilty. Worth-it experiences offer luxury, comfort, nostalgia or a twist on the familiar to satisfy modern tastes.

As today's consumer takes a more holistic view of wellness, there is opportunity to tap into indulgence — where physical and emotional well-being co-exist — via products offering a twist on the familiar.

Category Dynamics & Performance

Category Performance During COVID-19



Category	Retail \$ Sales %CYA
Total F&B	12%
Flour	65.7%
Cookies/Crackers	5.5%
Baking Staples	28.5%
Refrigerated Dough	30.7%

Source: IRI: US WE 5/31/20

Implications

Home Baking Outperforming F&B

- Baking ingredients continue to be among the most active categories, outperforming Total F&B ... six of the top ten packaged food categories were baking related in May

Keep Consumer Enthusiasm High

- Capitalize on demand with more **consumer packs and private label options of baking staples**
- Invest in **online ordering & new recipes**
- Offer virtual baking classes** as a way to connect with consumers

Bet on Better-For-You

- Expected shift from decadence to **'better-for-you' permissible indulgence**
- Health-forward and fortified products** (plant extracts, botanicals, vitamins) that boost immunity a key opportunity space