



Trend SPARKS



Rebirth of the In-Home Baker

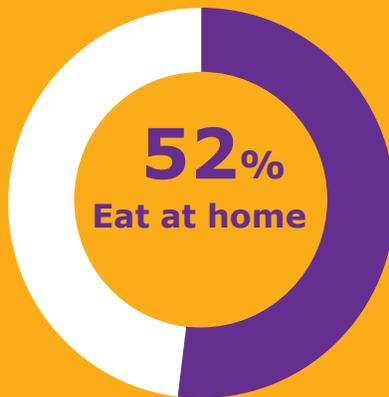
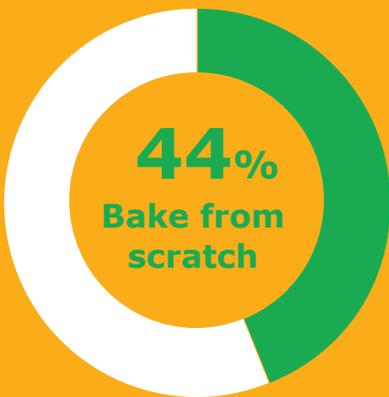
Recent stay-at-home orders have left consumers with more free time and, in turn, a renewed interest in many activities they enjoy, but had fallen by the wayside in busier times. In-home baking is one of those activities. Manufacturers and retailers can capitalize on this trend,

with an understanding that it's so much more than just baking to consumers and act accordingly in terms of new product offerings and product renovations. In-home baking addresses broader Baking trends and consumer need states that are likely to continue post-pandemic.

- Global Discovery
- Sustainable Sourcing
- Permissible Indulgence
- Nutrient Density
- Functional Health

Home Baking Trends Part of the New Normal

% of consumers indicating they planned to do MORE of the following in the next 6 months...*



*ADM OutsideVoiceSM Survey, April 22, 2020, N=1000

Consumers have turned to e-commerce and food service to source out-of-stock staples like flour. An Austin, TX restaurant, Foreign & Domestic, has been re-packaging 100-lb bags of flour into smaller 5-lb bags to sell direct to consumers.

It's so much more than just baking...

Baking satisfies consumers needs on many levels

- Calms fears / anxieties and helps beat boredom
- Provides sense of accomplishment, especially when have baked something complex successfully
- Acts as form of entertainment to be enjoyed with family / kids

Manufacturers can help keep enthusiasm high

- Capitalize on baking demand with more consumer-packs and private label options of staples
- Invest in on-line ordering and new recipes
- Leverage virtual cooking classes as way to connect

Consumers seek permissible indulgence

- Consider selling functional ingredients direct to consumers as add-ins (e.g. plant proteins, vitamin / mineral pre-mixes)
- Create baking mixes with immunity / health-boosting ingredients