

Cookies - US - September 2015

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"Cookie sales are on a general upward slope, with healthier cookies braced to experience the strongest growth through 2020 as the segment leverages its strong appeal among the category's biggest demographic: young families. Standard cookies will remain the largest segment, as consumers embrace them as affordable indulgences for themselves and their families."

William Roberts Jr, Senior Food & Drink Analyst

This report looks at the following areas:

- Cookie sales rise as consumers look to healthier and premium options
- Public problems for private label
- Parents factor health into premium purchases

Definition

This report focuses exclusively on cookies but builds on the analysis presented in Mintel's *Cookies and Crackers – US, April 2014*, Mintel's *Cookie and Cookie Bars – US, March 2013*, as well as the same title in April 2012 and 2010.

For the purposes of this report, Mintel has divided the packaged cookie segment into four categories:

- **Standard:**
Typically popular mainstream brands, standard cookies are distinguished primarily by what they are not (ie do not claim premium ingredients, are not positioned as "healthy").
- **Premium:**
These products represent the more indulgent and artisan cookies and, as such, sell for higher retail prices than standard. Many imported brands are included in this segment as well. The premium segment includes international-style cookies such as Italian biscotti and French palmiers, and includes brands such as Pepperidge Farm Milanos and Mrs. Fields.
- **Health-focused:**
Cookies positioned as "good for you," either through added ingredients, the lack of certain ingredients, or through ingredients/processes generally perceived by consumers as more healthful (eg organic). Types of products included are organic, sugar-free, fat-free/low-fat, low-carb/no-carb, no-allergen, or nutritionally fortified. It also includes cookie formulated to address specific health conditions, like diabetes or celiac disease.
- **Private Label:**
Cookies sold as private label could not be assigned to specific categories because of lack of detail in available sales data, so they are included in a separate category.

Excluded from this report are:

- Cookie bars
- Baking mixes
- Refrigerated or frozen cookie dough
- Brownies (mixes or prepared)
- Snack cakes
- Cookie-based candy bars (eg Twix)
- Energy/breakfast bars
- Fresh cookies sold through in-store bakeries and foodservice venues.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- Crackers, which had been included in the Cookies and Crackers – US, March 2014 report, will be featured in a March 2016 report.

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Cookie sales rise as consumers look to healthier and premium options

Figure 1: Total US sales and fan chart forecast of cookies, at current prices, 2010-20

Public problems for private label

Figure 2: Total US retail sales of cookies, by segment, at current prices, in \$ millions, 2015, % change versus 2013 sales in parentheses

Parents factor health into premium purchases

Figure 3: Cookie purchase for household, by presence of children in household, June 2015

The opportunities

Millennials most likely to consume all forms of cookies

Figure 4: Opinions of cookies, any agree, by demographics, June 2015

Packaged cookies resonate with Hispanic Millennials

Figure 5: Median household income for households headed by Hispanics, by age of householder, 2013

Young dads a particular target for healthy cookies

Figure 6: Consumption of cookies, by generation, by parents, June 2015

What it means

The Market – What You Need to Know

Cookie sales to surpass \$9 billion

Healthy growth for healthy cookies

Private label declines

Market Size and Forecast

Healthy cookie sales to rise, standard cookies remain the category leader

Figure 7: Total US sales and fan chart forecast of cookies, at current prices, 2010-20

Figure 8: Total US retail sales and forecast of cookies, at current prices, 2010-20

Figure 9: Total US retail sales and forecast of cookies, at inflation-adjusted prices, 2010-20

Market Breakdown

Standard cookies dominate, premium performance depends on economy

Figure 10: Total US retail sales and forecast of cookies, by segment, at current prices, 2010-20

Healthy sales remain...healthy

Figure 11: Total US retail sales and forecast of healthful cookies, at current prices, 2010-20

Premium benefiting from slowly improving economy

Figure 12: Total US retail sales and forecast of premium cookies, at current prices, 2010-20

Sales of private label cookies in decline

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Figure 13: Total US retail sales of cookies, by segment, at current prices, in \$ millions, 2015, % change versus 2013 sales in parentheses

Market Perspective

Consumer snacking behavior trends healthier

Figure 14: Consumer opinions of snacking and sweets, winter 2011-15

Snack bars could encroach upon healthy cookies

Figure 15: Most often eaten, by age, November 2014

Market Factors

Obesity concerns may lead to healthier choices

Figure 16: Percent of people aged 20 or older who are obese, by gender and age, and obesity grade, 2009-12

Kids and cookies

Figure 17: US households, by presence of own children, 2003-13

Hispanic Millennials over index on packaged cookies

Figure 18: Median household income for households headed by Hispanics, by age of householder, 2013

Key Players – What You Need to Know

Mondelēz dominates the cookie category

Cookies could improve health profiles

Potential for organic cookies

Manufacturer Sales of Cookies

Mondelēz sales improve, as Kellogg's slip

Manufacturer sales of cookies

Figure 19: MULO sales of cookies, by leading companies, rolling 52 weeks 2014 and 2015

Oreos lead standard cookies, the category's largest segment

Figure 20: MULO sales of standard cookies, by leading companies and brands, rolling 52 weeks 2014 and 2015

What's Working?

Standard brands go premium

Figure 21: MULO sales of Pepperidge Farm Milano cookies, 52 weeks ending June 14, 2015

Figure 22: Mondelēz International, "Oreo Thins Commercial," TV Ad, August 2015

Health adds to indulgent cookies

Figure 23: MULO sales of Udi's Gluten-free cookies, 52 weeks ending June 14, 2015

Figure 24: Cookie launches, by claim, 2012-15

What's Struggling?

Premium growth impacts standard cookie sales

Figure 25: MULO sales of Keebler cookies, 52 weeks ending June 14, 2015

Figure 26: New cookie introductions, branded versus private label, 2010-15

What's Next?

Organic options could grow the stagnant private label segment

Figure 27: Walmart's Wild Oats Organic Cookies

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Cookies - US - September 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Citing health, consumers avoiding artificial

Figure 28: Annie's Homegrown Bernie's Farm Animal Cookies

Figure 29: MULO sales of Mondelēz International's Belvita, 52 weeks ending June 14, 2015

Figure 30: Kellogg's Nutri-Grain Apple Cinnamon Breakfast Biscuits

Figure 31: Lance Quick Starts Cinnamon Roll Breakfast Biscuit Sandwiches

The Consumer – What You Need to Know

Healthy cookies resonate with parents

Millennials regard cookies as affordable indulgences

Artificial-free ingredients resonate with Hispanic Millennial cookie consumers

Cookie Purchase

Households with children lead cookie purchasers

Figure 32: Purchase of cookies, June 2015

Purchase for Children

Parents factor health into premium purchases

Figure 33: Cookie purchase for household, by presence of children in household, June 2015

Millennials Spending on Cookies

Standard cookies garner most Millennial dollars

Figure 34: Cookie purchase for household, by generation, June 2015

Figure 35: Opinions of cookies, any agree, by demographics, June 2015

Healthy Cookies and Millennials

Healthier cookies resonate with Millennial parents, especially dads

Figure 36: Cookies purchased for household, by gender, June 2015

Figure 37: Consumption of cookies, by generation, by parents, June 2015

Healthy Demands of Packaged Cookies

Millennials particularly interested in healthy cookies

Figure 38: Health attributes of importance when purchasing, by generation, June 2015

Figure 39: Demands for cookies, by generation, June 2015

Interest in Organic Cookies

Organic claims resonate with Millennials

Figure 40: Opinions of cookies, any agree, by demographics, June 2015

Household Income and Consumption

Premium brands resonate more with higher-income households

Figure 41: Cookie consumption – More than twice a week, by type, by household income, June 2015

Figure 42: Cookie packages eaten, winter 2015

Hispanic Millennials Likely to Choose Packaged Cookies

Healthy, premium cookies resonate with Hispanic Millennials

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Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 43: Cookie consumption, by Hispanics, by generation (Millennials and non-Millennials), June 2015

Figure 44: Demands for cookies, by Hispanics, by generation (Millennials and non-Millennials), June 2015

Consumer Segmentation

Figure 45: Cookie clusters, June 2015

Group one: Healthy cookie consumers

Opportunities

Figure 46: Health attributes, by target group, June 2015

Group two: Cookie indulgers

Opportunities

Figure 47: Opinions, any agree, by target group, June 2015

Group three: Brand buyers

Opportunities

Figure 48: Opinions, any agree, by target group, June 2015

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Appendix – Market

Figure 49: Total US retail sales and forecast of cookies, by segment, at current prices, 2010-20

Figure 50: Total US retail sales and forecast of standard cookies, at current prices, 2010-20

Figure 51: Total US retail sales and forecast of standard cookies, at inflation-adjusted prices, 2010-20

Figure 52: Total US retail sales and forecast of premium cookies, at current prices, 2010-20

Figure 53: Total US retail sales and forecast of premium cookies, at inflation-adjusted prices, 2010-20

Figure 54: Total US retail sales and forecast of healthful cookies, at current prices, 2010-20

Figure 55: Total US retail sales and forecast of healthful cookies, at inflation-adjusted prices, 2010-20

Figure 56: Total US retail sales and forecast of private label cookies, at current prices, 2010-20

Figure 57: Total US retail sales and forecast of private label cookies, at inflation-adjusted prices, 2010-20

Figure 58: Total US retail sales of cookies, by channel, at current prices, 2010-15

Figure 59: Total US retail sales of cookies, by channel, at current prices, 2013 and 2015

Figure 60: US supermarket sales of cookies, at current prices, 2010-15

Figure 61: US drugstore sales of cookies, at current prices, 2010-15

Figure 62: US sales of cookies through other retail channels, at current prices, 2010-15

Appendix – Key Players

Figure 63: MULO sales of premium cookies, by leading companies and brands, rolling 52 weeks 2014 and 2015

Figure 64: MULO sales of healthy cookies, by leading companies and brands, rolling 52 weeks 2014 and 2015

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Appendix – Consumer

Figure 65: Cookie brands consumed, by demographics, July 2014-March 2015

Figure 66: Cookie brands consumed, by demographics, July 2014-March 2015

Figure 67: Cookie brands consumed, by demographics, July 2014-March 2015

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