

## Cookies, Cakes and Sweet Goods - Canada - April 2017

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"One barrier for consumers is health. While it may not prove credible to position sweet baked goods as a 'health food', companies can engage in tactics that broaden the appeal of the category throughout the day. Companies can remain current with contemporary flavour trends and extend beyond traditional formats."

**- Joel Gregoire, Senior Research Analyst, Food & Beverage**

This report looks at the following areas:

- Sugar represents a concern for Canadians
- Young women more likely to perceive sweet baked goods to be bad for their health

### Definition

For the purposes of this Report, Mintel defines sweet baked goods as:

### Consumer Research

- Cookies (eg chocolate chip, short bread)
- Muffins
- Cakes (eg cheesecake, banana cake)
- Donuts
- Pastries (eg Danish, croissant, Cinnabon)
- Pie (eg apple, pumpkin)
- Bars (eg Nanaimo bars, S'mores bars, Rice Krispie Squares)
- Biscuits/sweet crackers (eg Arrowroot)
- Cupcakes
- Brownies
- Individually sized bakes snacks (eg 1/2 moon, Joe Louis)
- Other sweet baked goods.

### Market Sizing Figures

- Sweet bakery: wrapped ambient and chilled cakes, pies, tarts and other sweet bakery products. It excludes frozen products. It comprises sales through all retail channels including direct to consumer.
- Sweet biscuits (cookies and crackers): sweet wafers, sandwiches, chocolate biscuits, ginger & gingerbread, assortments and others.

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### DID YOU KNOW?

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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