

Trends in Baked Goods - Canada - 2022

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This report looks at the following areas:

- Market factors influencing the baked goods market.
- Breads and sweet baked goods eaten in the past three months.
- Impact of health considerations on purchase choice.
- Impact of COVID-19 on baked goods.
- Attitudes towards baked goods.
- Attitudes towards home baking.

Baking at home may require more effort than purchasing something from the store, but Canadians who bake are finding great fulfilment from their hobby. Over eight in 10 (82%) say that baking improves their mood and a similar proportion (81%) say that baking allows them to express their creativity.

Cost of living pressures will motivate many shoppers to trade down to lower-priced private label brands. Consumers will be looking for added-value through claims related to health or convenience in order to justify their spending.

Health concerns will remain a threat to baked good purchases, since 69% of Canadians believe that eating baked goods with a lot of carbs is unhealthy. This has led many brands to innovate towards lower carbohydrate options, expanding ingredient lists beyond traditional grains.

The shift towards increased home cooking (driven by pandemic behavioural changes and cost of living increases which limit dining out) promises to be an opportunity for baked goods. Canadians will have a greater number of occasions in which to consume baked goods and could be encouraged to do so by highlighting versatile recipes which incorporate baked good staples.



“The fact that almost every Canadian has enjoyed baked goods over the past three months leaves little room for growth from a penetration standpoint, but offers hope that consumer enthusiasm can be translated into growth through increased occasions.”

– **Meghan Ross, Senior Home & Beauty Analyst**

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