

Taste sweet liberation in baked goods with sugar-reduced products

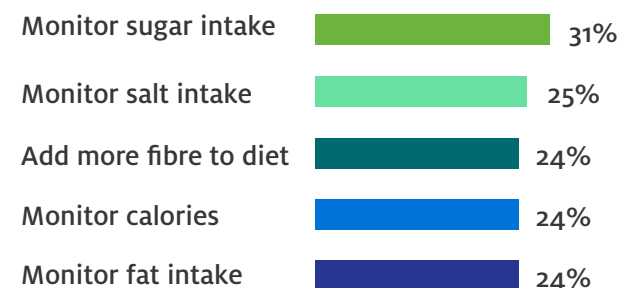
Free consumers of sugary baked goods without compromising on taste and texture, while tackling the high fat sugar salt (HFSS) initiative (UK only) and delivering consumer-preferred Nutri-Scores. Explore why sugar reduction is a key growth area in bakery applications across EMEA and discover which claims to leverage in sweet bakery.

Sugar consumption is the most important consideration



Global consumers are focussed on reducing their sugar intake in sweet bakery.

Health and wellness actions taken (EMEA consumers)



78%

of consumers are willing to switch brands for preferred claims on sugar reduction/preferred sweeteners.

74%

of consumers read nutritional data.

66%

are willing to pay more for products with preferred sweeteners/sugar reduction claims.

2 in 3

global consumers seek 'all-natural', non-calorie sweeteners.

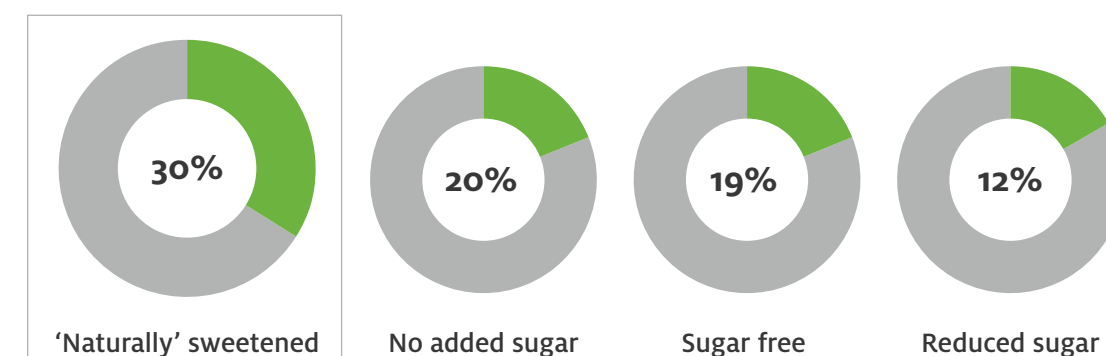
~50%

of EMEA consumers have changed their sweetener preference in sweet bakery.

Claim success in sweet bakery

'Naturally sweetened' is the most important sugar claim in sweet bakery.

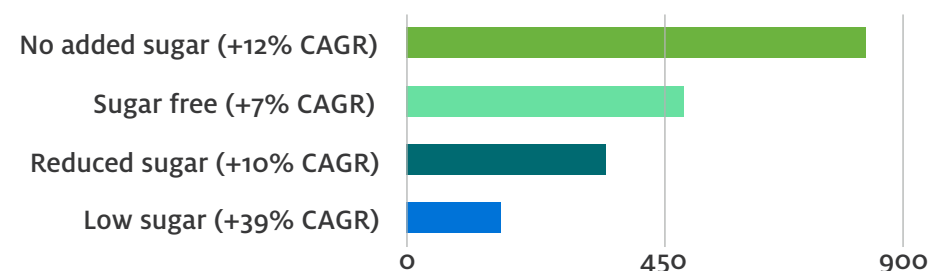
Most demanded sugar claims in bakery (EMEA consumers)



37%

more EMEA consumers are buying foods or beverages that have 'reduced sugar' or 'no added sugar' claims.¹

Number of new sugar-reduced bakery product launches (EMEA) by claim²



Demand for sugar reduction continues to grow, but consumer-preferred claims like 'naturally sweetened' and 'no added sugar' are challenging to achieve, compared to 'reduced sugar'.

The manufacturing industry must strike a sweet balance between consumer expectations and what it can deliver.

Be free of formulation challenges. Partner with Ingredion.

Get the **product innovations** you need from the experts at Ingredion Idea Labs® innovation centres that use science-based problem solving to create consumer-winning solutions.

Break free from challenges with solutions created using Ingredion's ingredient portfolio — developed to support and overcome formulation complexities.

Partner with Ingredion to access innovative ingredients, research-based insights and culinary expertise to help you formulate consumer-preferred products.

Meet demand for reduced sugar in bakery applications. Request a sample of our solutions, today.

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*All data obtained from Ingredion's Global Sweetener Insights Program, 2021, unless otherwise stated
1 Ingredion, Atlas Proprietary Research, 2020 2 Innova Market Insights, EMEA, 2017-2021

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