

## Bakery Consumer Behavior

This report outlines some key aspects of bakery consumer behavior. Findings are based on key studies conducted in bakery settings around the globe.

Study 1 found that the search for healthy foods has grown. Customers are increasingly aware of health, which affects the food choices they make. Bakery items that feature artificial ingredients like dyes are no longer selling. Customers search for pastries and cakes that use natural ingredients. The focus on health has led many bakeries to focus on "real food featuring familiar ingredients".

Study 2 found increased demand for healthy yet tasty baked goods. For bakeries, that means keeping portions of items not filled with healthy ingredients small. If the portion size is small, the study has shown that consumers are still willing to purchase less healthy, sweet options. This type of baked good has been reclassified as a "snack treat".

Study 3 found that selling through online platforms is the new trend. Many consumers order and purchase directly through bakery apps. This buying method is true with cake orders, in which cakes can be easily customized and delivered at a low cost. Bakeries with a strong online presence experience increased sales.

Study 4 found that appearance plays a significant role in purchase. Customers enjoy watching bread being baked. Many bakery social media accounts now feature videos and photos illustrating the production process. Appearance of the cake or pastry is also more important than ever. Baked goods that are visually interesting (such as multiple colors, interesting designs, posed with props) sell better. Customers appear willing to spend more to enjoy these types of baked goods. Appearance is also linked to increased social media use. Consumers are looking for photo worthy baked goods that are sharable and will generate likes on social media.

Study 5 found an important relationship between product freshness and consumer behavior. There is a marked decrease in consumer purchasing after 1pm. Many consumers say that freshness is a quality indicator. Many bakeries have sold day old bread at a reduced price to minimize wastage. Other bakeries used their day-old bread in marketing and social media

campaigns. One example is to donate bread to charity. Donating bread to charity has been used as a business social ethics strategy.

Study 6 found that consumers are interested in testing international flavors and textures. They also enjoy learning what they consume. Many bakeries have started to provide a short history or stories related to each bread or baked goods.

Inspiration pulled from:

<https://www.dawnfoods.com/insights/8-consumer-trends-every-baker-should-know>

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