

INSIGHTS REPORT:

Packing a plant-baked punch

Plant-based foods & beverages are becoming increasingly mainstream as vegan options move beyond the established categories of meat and dairy alternatives alone.

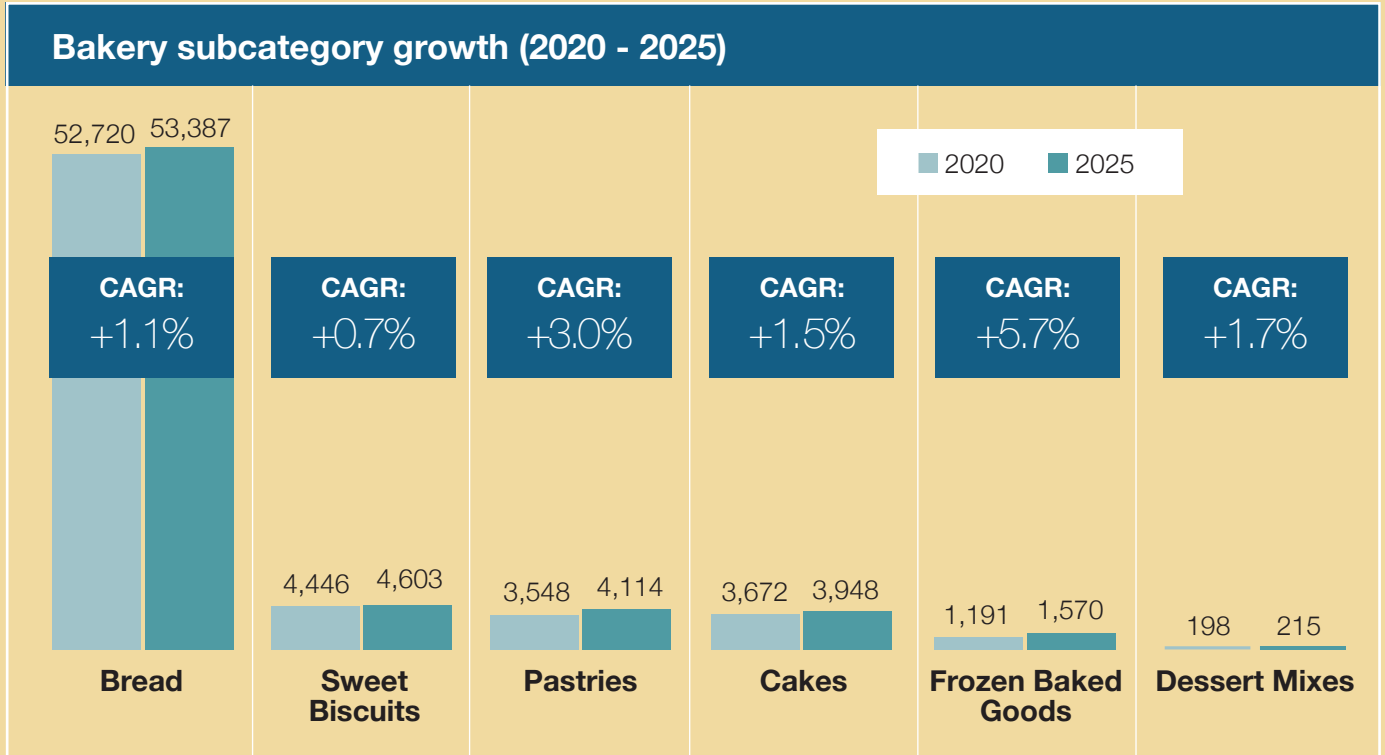
Product developers are now being challenged to create vegan options in sweet and savory bakery too. But manufacturers be warned; today's consumers have high expectations around the texture, taste and appearance of their vegan bakery products like wraps, bars, crackers and pancakes.

There's an increasing array of options out there that are all competing for a place in the shoppers' grocery cart. INFUSE by Cargill™ can help you create the high-quality vegan bakery products that your customers need to pack a plant-based punch into their lunch.

THE BAKERY MARKET IS INCREASINGLY TURNING VEGAN

In Europe, the baked goods* market accounted for 59,140 k tonnes in 2020.

However, the category has been experiencing negative growth from 2015 to 2020 (-1.1%). This negative trend has also been accelerated due to COVID-19. The outlook for the coming years is positive, with predictions of steady growth between 2020 and 2025 (+1.3%). Bread is by far the largest subcategory, making up around 75% of the category volume. Regarding sweet bakery**, the past 5 years only showed small growth (<1%). However, the outlook is positive with predictions of 1.7% in the coming 5 years.



Source: Euromonitor, Bakery, 2020-2025



Innova data shows that in 2020 there were 16,443 new product launches in the bakery category, with most launches coming from sweet bakery (53%). The category with the highest NPD being **sweet biscuits/cookies** (29% of NPD), followed by cakes – pastries & sweet goods (24%).

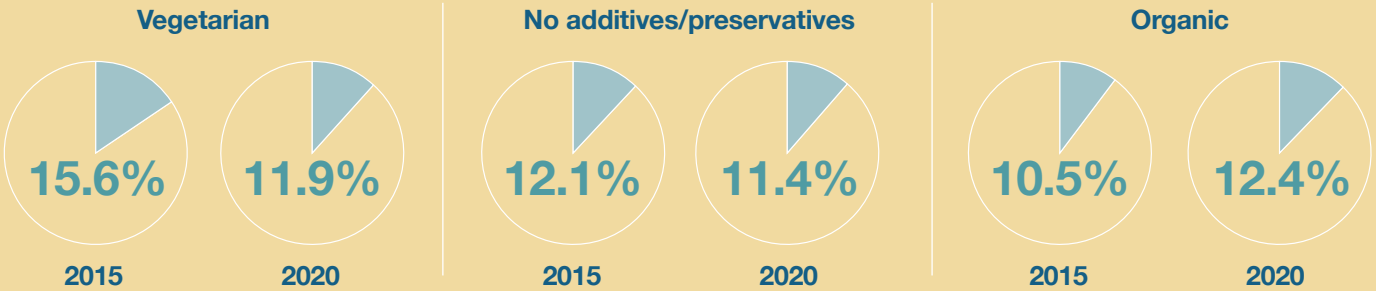
“Plant popularity” is a prominent trend according to Cargill’s TrendTracker™ 2020 – our proprietary perspective on the food & beverage trends that are impacting manufacturing customers.

Consumers are more interested in plant-based foods & beverages. As plant-based eating moves into the mainstream, the bakery category is no exception. In fact, consumers expect the increased availability of plant-based indulgent snacking and lunch options.

* Includes bread, cakes, dessert mixes, frozen baked goods, pastries.

** Includes cakes, pastries and sweet biscuits.

Top claims: 2015 vs 2020: as % of category launches



Source: Innova, 2015-2020

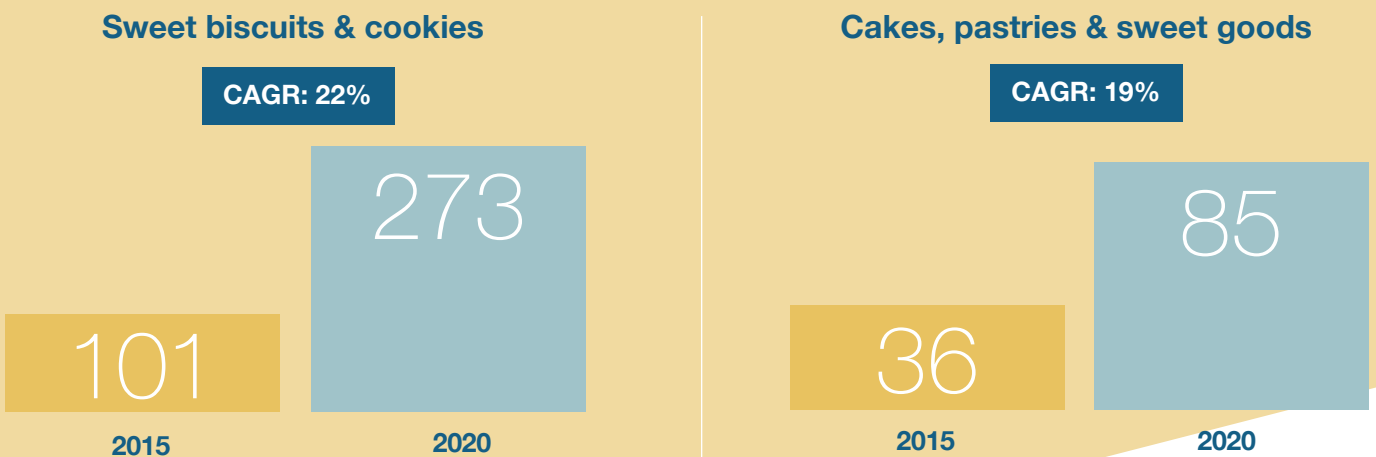
+19%

Veganism is one of the fastest growing positionings in bakery, with a CAGR of 19%.

According to the data, the three top claims used in the category were vegetarian, no additives/preservatives, and organic. Although still a top claim, vegetarian has a declining usage. On the contrary, vegan incidence has increased. In 2015, 4% of all bakery launches had a vegan claim, and in 2020 this number increased to 9%. Data from Innova also reiterates that **veganism is one of the fastest growing positionings in bakery**, with a CAGR ('15-'20) of 19%. In sweet bakery specifically, the growth rate even reached 21%.

The strong growth is reiterated when delving deeper into the vegan launches within the sweet bakery subcategories. This is especially true for sweet biscuits & cookies with a CAGR (2015-2020) of 22%, and cakes, pastries & sweet goods (+19%). Both these categories have more than doubled in terms of absolute launches.

Increase in number of vegan launches for the different sweet bakery subcategories (2015 vs 2020)



Source: Innova, 2015-2020

WHAT'S NEXT?



If you can replace eggs and dairy-based ingredients in other bakery products, without risking any performance or off-notes, you have truly found the Columbus egg.”

Dave Vanroy, Bakery Chef

Vegan is the next big thing especially with egg-free recipes coming into ever greater demand. But formulating out all animal-based ingredients isn't that easy and comes with challenges.

Replacing animal-based ingredients in bakery is a major challenge however, as they deliver on nutritional profile, provide bulk and build structure and texture, help with managing the dough rheology (viscosity, stiff and elasticity) and last but not least contribute to the color and flavor.

INFUSE by Cargill™ are demonstrating that through the careful blending of ingredient building blocks, it is possible to create anything from plant-based pancakes, to waffles, bagels, crackers, wraps and more.

Find out how our solutions can help you pack a plant-baked punch into your lunch!



MEET



Meeting consumers' texture and overall eating expectations for healthier and tasty plant-based bakery is a major challenge.

By employing a multi-ingredient blending approach and through effective formulation finetuning, INFUSE by Cargill™ can help you create those high quality vegan bakery products that your customers can enjoy, without having to sacrifice on texture or taste.

As just one example of our competencies in vegan bakery applications, INFUSE by Cargill™ has created a versatile, robust **ingredient blend of pea and wheat proteins**, — all label-friendly ingredients, requiring no E-number declaration. Used in protein-enriched wraps, it is the perfect solution to ensure that the sheets of wrap remain as thin as desired.



SPOTLIGHT

IN FUSE
by Cargill



INFUSE by Cargill™ is the new service offering model from Cargill Starches, Sweeteners & Texturizers Europe.

It brings together the company’s extensive ingredient acumen to rapidly create tailor-made ingredient blends, helping customers speed up innovation and market launch.

Customers in Europe have been using Cargill’s functional systems for more than 40 years to achieve custom texturizing ingredient blends. INFUSE by Cargill™ expands on that work, adding sweetness and other specialty ingredients such as proteins and fibers, to address a broader array of customer formulation challenges.

Three pillars serve as the foundation for Cargill’s customer focus in Europe:



An unwavering attention to providing on-trend solutions.



A commitment to speed to market.



Access to deep technical expertise to help create tailored ingredient blends.



OUR SOLUTION



Trilisse® GBI 4500 is a plant-based ingredient blend designed to enable formulation of protein enriched, plant-based bakery products that still deliver a moment of indulgence to consumers throughout the day.

Ingredient blend solution:

- A robust blend of pea and wheat proteins
- Plant-based ingredient blend that meets requirements for **vegan and vegetarian claims**
- Enables **source of protein or even an enriched/ high in protein claim**, to support formulation for enriched nutrition

When replacing animal-based ingredients, the blend provides the required water-binding properties. The ingredient solution also provides an even dispersibility and better distribution while mixing in a variety of sweet and savory bakery products. It enables protein claims in the end-product while enabling good texture, bite and chewability, and a balanced taste profile.

SPOTLIGHT: PEA PROTEINS



Label-friendly:

- Produced from yellow peas, which need no allergen declaration in Europe
- Enables protein enrichment
- Perceived as one of the healthiest plant proteins*

* Source: Cargill IngredienTracker™ 2021



Great sensory profile:

- Mild flavor, low off notes
- Suitable for various applications, incl bakery, plant based meat and dairy alternatives and beverages



Great functionality:

- Good visual appeal and outstanding solubility
- Provides firmness through water and fat binding function
- Helps to improve texture and mouthfeel

[Pea Protein](#) | [Cargill Food Ingredients EMEA](#) | [Cargill](#)

#PLANTPROTEIN

Whether you are creating a vegan wrap, bagel, cracker or protein-fortified cereal bars or pancakes, let INFUSE by Cargill™ take you there.

Ultimately, it's all about delivering mindful bakery solutions that meet today's demands for healthier, label-friendly appeal and plant-based composition, but without ever compromising on taste and texture. Solutions from INFUSE by Cargill™ help our customers bake up wonderful new products on their exciting reformulation journey.

RECIPE & NUTRITIONALS: HIGH IN PROTEIN PLANT-BAKED WRAPS

Ingredients	High in protein recipe %
Flour	53.72
Water	24.99
Trilisse® GBI 4500	12.50
Cargill Sunflower oil	7.33
Salt	0.73
Baking powder	0.73

Nutritionals	High in protein recipe
Energy (kcal/100g)	359
Fats	10
<i>of which saturated</i>	1.1
Carbohydrates	46
<i>of which sugars</i>	1.97
Dietary fibers	2.0
Proteins	19
Salt	1.3



IN FUUSE

by Cargill™



Let's discuss how
INFUSE by Cargill™
can help you pack
a plant-baked punch
into your lunch.

Time to get INFUSED

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