

# Baked Goods Grains & Seeds Consumer Insights

Category buyers have polarised needs and such need to be treated differently

## Heavy Buyer

- Diverse G&S types
- Health benefit call-out
- Generous seed coverage



## Light Buyer

- Smaller pack sizes
- Require a taste promise/reassurance
- Simple descriptions



## Top Purchase Intention

74%

State because it's healthy



## Top Purchase Barrier

23%

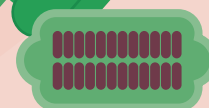
State G&S will be wasted as not everyone in the household eats it



## Top Ingredient preferences



2 Sesame Seeds



3

Pumpkin Seeds



## Top Purchase Drivers



1 Freshness

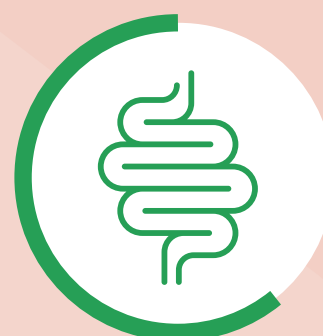
2 Health Benefit/Claim

3 Appearance

## Top Health/Wellness Claim

58%

Looking for "good and healthy gut"



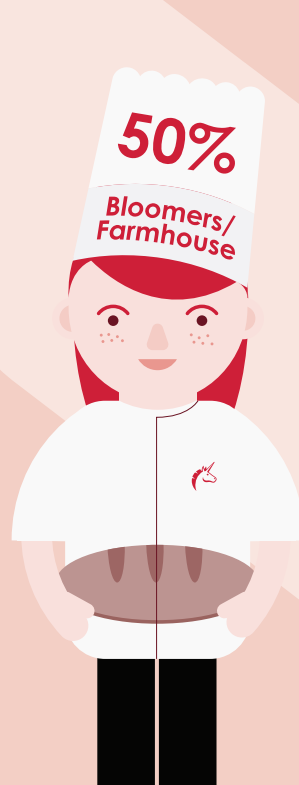
## Encourage Added Value

72%

Would pay more for health/wellness benefits



## Where Consumers Look For More Grains And Seeds



Heavy Buyers also looked for sweet goods: Cakes, Scones, Sweet Buns, Brioche