

Bakery Sales Are Booming



So.. **What's for dessert?!**

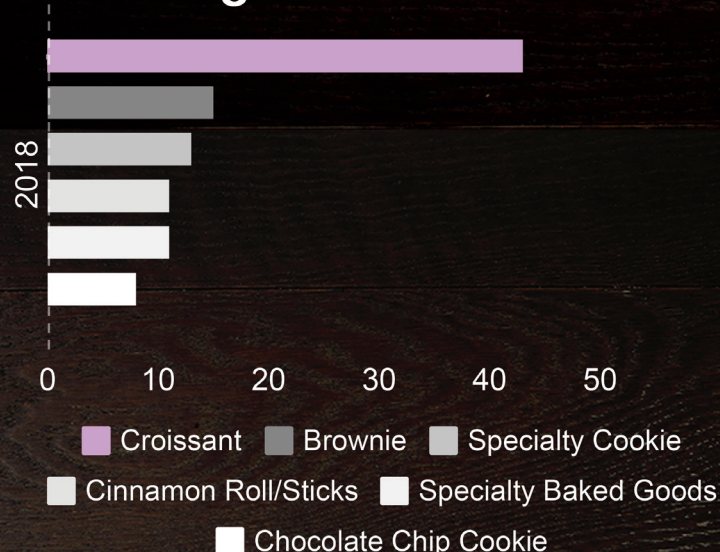
The In-Store Bakery segment has everyone asking. Check out the snacking trends surrounding all of your favorite sweet classics.

In-store bakeries in U.S. sales growth continues

at a steady climb, growing 3.5-4% annually

Cookies are the biggest driver in the In-Store Bakery sales dollars

Trending Baked Goods



SUGAR FREE

More than 29 Million Americans are living with Diabetes, and 25% of them don't know it.

Fresh bread and rolls did \$13 million out of overall bakery sales in 2018*

\$13M

TOP DISHES IN COOKIES

- Speciality Cookie
- Chocolate Chip Cookie
- Oatmeal Cookie
- Peanut Butter Cookie
- Sugar Cookie



TOP INGREDIENTS PAIRED WITH COOKIES

- Chocolate
- Chocolate Chip
- Butter
- Raisin



Total bread and baked good sales surpassed **\$59B**

Sources: C-store Decisions, March 2019; Bakery Sales Booming Statista, June 2018
2019 Technomic Ignite Data Menu
American Bakers Association; The Power of Bakery