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**

![Baked Goods Chart]

**SUGAR FREE**

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

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

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

**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

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