



Inside with Liz Jones

As Senior Product Manager at Novolex, I'm fascinated by how consumers are increasingly embracing bakery goods and how companies are responding. In fact, the U.S. has the largest bakery market in the world and household consumption is still rising.

With consumers seeking options that are both tasty and healthy, brands are rising to the challenge with inventive spins on classic favorites. Bakeries inside and outside grocery stores are unleashing their creativity as well.

The industry is beginning a flavorful revolution where innovation meets tradition. Whether it's an indulgent twist on breakfast or a sweet treat late at night, today's baked products are evolving into mouthwatering masterpieces.

Market Insights

Last month, we discussed lifestyle and healthy eating trends with 52% of consumers saying they will be healthier in the next five years than they are now. But that doesn't exclude bakery items from their diets! Consumers look for small indulgences as a reward for their efforts. According to Datassential, 34% of consumers say they treat themselves to an indulgent food treat a few times a week.



Baked goods have very **high permissibility** and consumers enjoy the occasional baked treat as part of everyday life.



Source: American Bakers Association, *Life through the Lens of Bakery* study

Key Industry Trends

- Consumers are increasingly indulging in sweet treats as a go-to reward during their busy days.
- Some 44% of global consumers choose bakery products primarily for their great taste and indulgent appeal, according to FMCG Gurus research cited by International Bakery.
- Many consumers, however, are also seeking options that align with their health-conscious lifestyles. Sugar-free, gluten-free and naturally made baked goods are on the rise, allowing consumers to enjoy their favorites with less guilt.
- Bakers and brands are embracing innovation to introduce exciting new flavors and textures. Sourdough, for instance, is experiencing a surge in popularity, inspiring the creation of crackers, croissants, brioche bread, and even pizza crusts — highlighting its versatility and artisanal appeal.
- Demand for sustainable packaging is rising as consumers and businesses become increasingly eco-conscious. Manufacturers are responding by introducing a wider variety of compostable and recyclable options for baked goods.

Source: The Freedonia Group, Euromonitor



From the Hill

Do you keep hearing the term EPR but don't fully understand what it means? Extended Producer Responsibility, or EPR, is a policy tool aimed at improving end-of-life management of packaging and paper through methods like recycling, composting, reuse, and disposal. As of 2024, five states—California, Oregon, Colorado, Maine, and Minnesota—will have passed laws to establish EPR systems for packaging.

Learn more about EPR and the requirements and deadlines that may impact you.

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