



VEGETABLE INNOVATION IN BAKERY & PASTA

INSIGHTS BRIEFING

2017
Dec



Insights Briefing

SNAPSHOT INSIGHT OF KEY TRENDS AND HOT TOPICS

- Hot topics and salient innovation trends, from chia to 'clean label', distilled into clear and compelling insights.
- Gama's expert analysts get to the heart of the key topics of the day, allowing you to identify and capitalize on emerging opportunities.

Abstract

Strengthening consumer demand for convenience and nutrition, together with a growing aversion to conventional cereal grains, is leading to an increased role for vegetable ingredients in the bakery and pasta categories.

Insights Briefing: Vegetable Innovation In Bakery & Pasta explores the trends and consumer attitudes driving the growth in the use of vegetable ingredients in traditionally 'staple' cereal-based categories, including dried and fresh pasta, bread, crackers and cakes.

Supported by the latest insights and data from Gama Compass, Insights Briefing: Vegetable Innovation In Bakery & Pasta considers how the growth of 'free from', the rise of flavour and texture complexity and new approaches to vegetable intake are changing the nature of innovation in the bakery and pasta space.

KEY QUESTIONS ANSWERED

What is the **penetration rate** of vegetable ingredients in bakery, pasta and snacks NPD?

How are bakery and pasta firms making vegetables more **palatable and accessible**?

How are vegetable ingredients addressing the demand for low-carbohydrate foods?

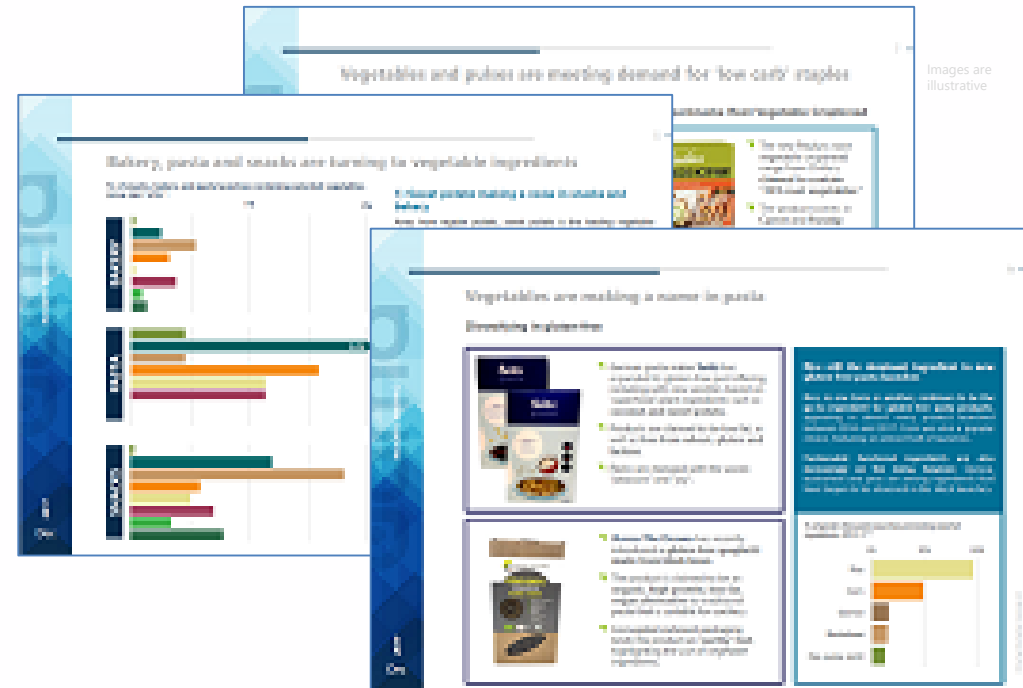
How is vegetable innovation in bakery & pasta aligned to the 'no gluten' and 'free from' trends?



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