

Transforming Consumer Trends Into Baking Innovations

Nihan Ergen, Head of Marketing

31.08.2023







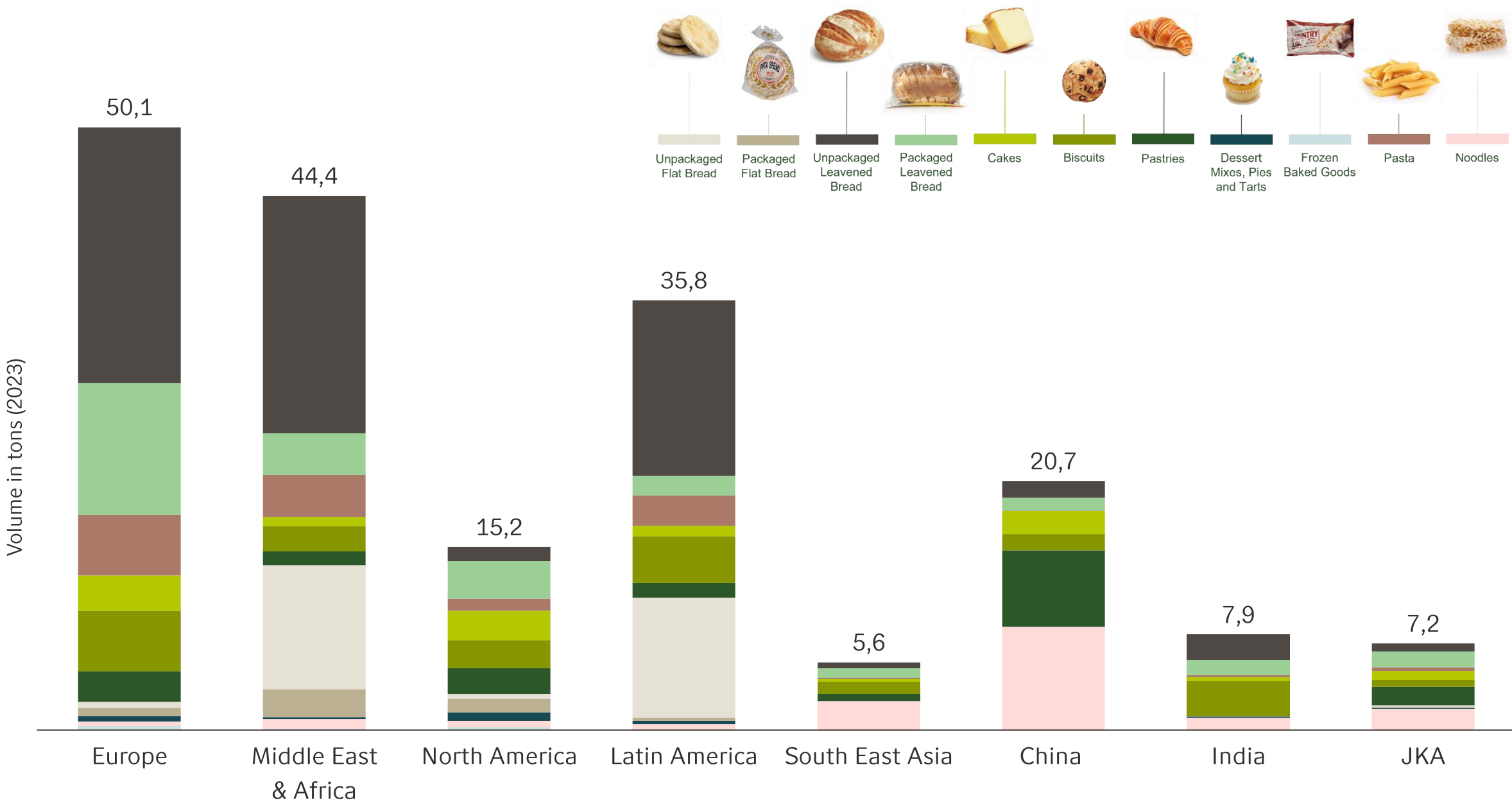
1st
Wheat flour exporter

2nd
Pasta exporter

1st
Bread consumer

In Top 10
Biscuit exporter

Baked goods consumption across the world



Source: Euromonitor 2023

Smartests shoppers ever

%50

Increasing the number of supermarkets

%47

Shifting to affordable brands

%45

Not ordering foods



Pursuit of happiness



73%
squeeze bread before
buying


84%
pay attention to texture of
the bread

Rise of health consciousness

50%
of new launches
have a healthy
claim

67%
want products
natural

60%
consider the
ingredient list

A young child with curly hair is holding a sandwich in a kitchen. The child is wearing a white t-shirt with a green dinosaur graphic and dark blue sleeves. The background shows kitchen cabinets and a countertop with various items.

Striving to waste less food

>30%
Food waste

>61%
are interested
in reducing food waste

Call out for sustainable lifestyle

A young child is sitting on a sandy beach, playing in the shallow water. The child is splashing water, and the scene is captured during sunset, with a warm, golden light. The background shows a blurred beach with other people and the ocean.

42%
Sustainability more important than 2 years ago.

55%
Consider sustainability very important.

Great change starts small, microscopic even, when we create a biosolution at a global scale for better business and for you and the planet.



Summary of trends and how they fit our portfolio



Sensory experience

Fresh-keeping
Appealing appearance



Sustainability

Fresh-keeping
Appealing appearance
Dough strengthening



Healthy Baking

Improved quality & texture
Acrylamide reduction
SMS replacement



Affordability & Flexibility

Dough strengthening
Gluten strengthening
Flour correction
Dough conditioning
Gluten weakening

A man and a child are walking away from the camera on a wooden boardwalk in a forest. The man is on the right, wearing a dark jacket, blue jeans, and a backpack. The child is on the left, wearing a blue hooded jacket. The sun is low in the sky, creating a warm, golden glow and long shadows. The trees are silhouetted against the bright light. The word "Together" is written in large white letters on the left side of the image.

Together



novozymes[®]



Rethink Tomorrow