

Whether buying or baking, this is the season of sweets.

# JOY to the SWEET TOOTH

When it comes to baked goods, the holidays are the busiest time of the year. In fact, 73% of Americans are more excited about baking during the holiday season than any other time of the year.\* For many time-starved shoppers, this means a trip to the local bakery and in return, increased foot traffic and extended hours for bakers.

## 'TIS THE SEASON TO BAKE OR BUY.

70%

of people will either make or buy up to 5 baked goods this holiday season

44%

of women vs 25% of men are more likely to bake vs buy

55%

of those with kids at home under 18 are more likely to say they don't have time to bake than those without children at home



Dawn, one of the world's leading bakery ingredients manufacturers and suppliers, is committed to partnering with bakers by providing quality products, services and insights, especially during the busiest times of the year. Last year alone, Dawn shipped over 130 million pounds of ingredients to help its bakery customers fulfill holiday baking orders. Now that's a lot of sweet treats!



## DELICIOUS WISHES

Top 3 baked goods during the holiday season (baking & buying):

PIES • COOKIES • CAKES



## FAVORITE HOLIDAY FLAVOR BY REGION



MIDWEST  
& WEST:  
PUMPKIN



NORTHEAST:  
APPLE



SOUTH: PECAN

## GENERATIONAL TASTES

Baby Boomers are **77%** more likely to buy baked goods from a grocery store than Millennials

Only **4 in 10** Gen Xers (ages 35-54) will bake their own holiday goods

Appearance matters! Baby Boomers are **46%** more likely than Millennials or Gen Z to choose baked goods based on appearance

Gen Z and Millennials prefer CINNAMON, while Gen X and Baby Boomers prefer PUMPKIN



# Dawn®