



Baked SWEET GOODS

Consumers are looking for *convenience* and *comfort* when it comes to baked sweet goods.

UNATTENDED RETAIL PASTRY / COOKIE CATEGORY

Revenue Gains

64%

OVER \$1.8 BILLION IN SALES



2022

CONVENIENCE STORES SALES OF SWEET SNACKS

+17.6%

DID YOU KNOW...

LITTLE DEBBIE IS
AMERICA'S
FAVORITE
Snack Cake

(TOTAL US - CONVENIENCE RANKINGS)*



NUTTY BUDDY
#1 ITEM
8.1% SHARE
OF COOKIES



DOUBLE DECKER
OATMEAL CREME PIE
#2 ITEM
7.7% SHARE
OF COOKIES



COSMIC BROWNIE 4.0 OZ
#1 ITEM
53.1% SHARE
OF BROWNIES

BREAKFAST | LUNCH | DINNER | SNACK TIME

Baked
SWEET SNACKS
ARE BEING CONSUMED
ALL DAY!



PERFECT SNACKS FOR:

✓
Enjoying
AT THEIR DESK

✓
ON-THE-GO
Lifestyles

✓
Sweet Treat
DURING A STRESSFUL DAY

SOURCES

The Nielsen Company, SCANTRACK, Total US - Convenience, 52 Weeks Ending 12/31/22. Baked Sweet Goods Category, Cookie, Brownie and Breakfast Cake segments, ranked on unit sales Montano, N. (June/July 2022). Annual Report State of the Industry-2021 A Year of Rapid Recovery. Automatic Merchandiser. https://cdn.baseplatform.io/files/base/cygnus/vmw/document/2022/06/autm_SOL_NoAds.62b3896290401.pdf