

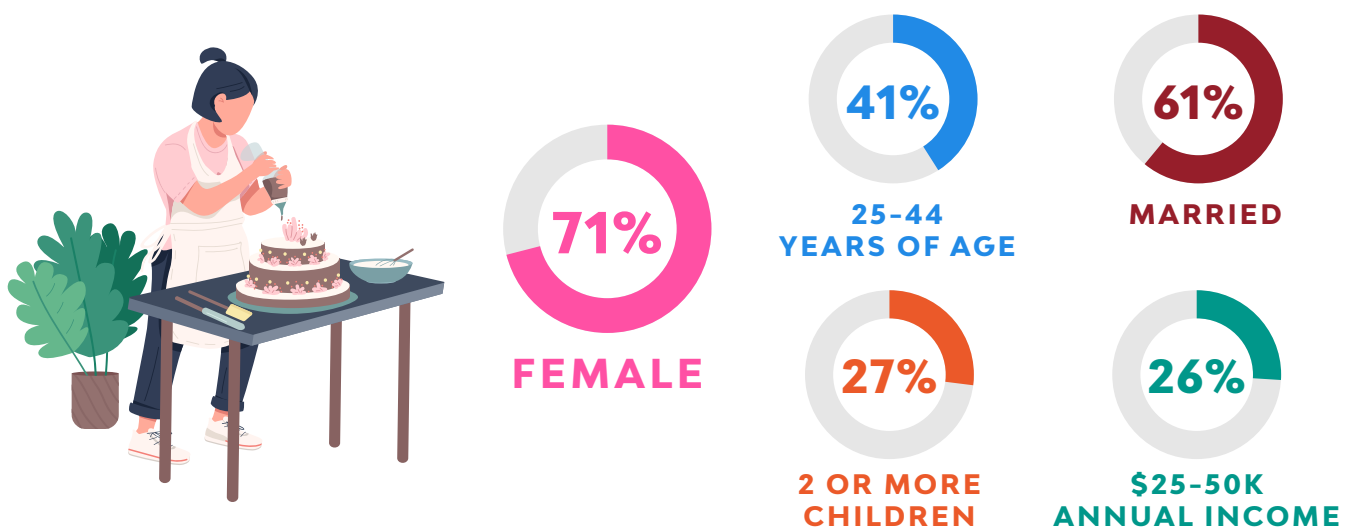


JINGLE SHELVES: HOW CAN CPG BAKING BRANDS CONNECT WITH CONSUMERS THIS HOLIDAY SEASON?

THE HOLIDAYS MAY LOOK DIFFERENT THIS YEAR, BUT THIS COULD BE GOOD NEWS FOR CPG BRANDS AS CONSUMERS STAY HOME AND SPEND TIME TOGETHER GATHERED 'ROUND THE KITCHEN.

COOKIES, CAKES AND PIES, OH MY! A LOOK AT CONSUMERS MOST LIKELY TO BAKE FOR THE HOLIDAYS

Who's most likely to bake for the holidays? We looked at those consumers who indicate that they specifically bake for holidays and what they value in their baking purchases and consumer preferences.



Holiday bakers are likely to have an optimistic outlook and value romantic love, as well as a life grounded in religion. They are more likely to prefer making their own meals (no surprise here!) and eat with their family at least four times a week.

Question: How can your CPG messaging and advertising connect with a family-driven consumer this holiday season?

This group is **82% more likely to prefer low carb foods**, **35% more likely to prefer low fat foods** and **30% more likely to cite cooking/baking as a top hobby**. Consider how you can balance the fun visuals of holiday cooking and CPG goods with a message that keeps in mind intentional eating.

While their consumption of television, radio and internet video is light, they are self-reported moderate users of the internet for activities like communicating with friends/family. On social media, they're most likely to respond to something on a friend's page or share something important on their own.

Nearly 60% spend at least half an hour on Facebook every day, while 19% spend the same time on Instagram daily.



THEY'RE 27% MORE LIKELY TO LIST PINTEREST AS THEIR TOP SOCIAL MEDIA PLATFORM

49% SPEND AT LEAST ONE HOUR A WEEK READING PHYSICAL MAGAZINES

If you're looking to reach holiday bakers looking to spark their seasonal creativity, you'll likely find them exactly where you would expect to: their top read magazines include Cooking Light and Good Housekeeping.

FINDING FESTIVE CHEER ON GROCERY AISLES

Holiday bakers buy products based on the best prices as well as convenient locations. Make sure your brand has prime placement on local grocery store shelves and endcaps, while also offering coupons and sales. **These holiday bakers are 26% more likely to buy processed foods because they're familiar, so consider emphasizing legacy brands that have a place in holiday baking over the newest, latest offering.**



26% MORE LIKELY TO BUY FAMILIAR BRANDS



WHAT'S BAKING THIS SEASON?

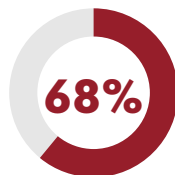
These holiday bakers aren't just tossing in a batch of break-and-bake on Christmas Eve for Santa. **They're 104% more likely to bake more than once a week and 67% more likely to bake as a creative outlet.**



However, **this group is also 24% more likely to buy processed foods that are produced sustainably and 18% more likely to buy processed foods that are healthy** – it may be worth considering how your offerings can be rebranded to include these attributes.

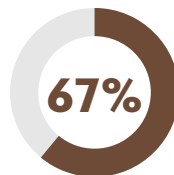


NEARLY 80% OF THIS GROUP IS LIKELY TO BAKE COOKIES, SO BRING ON THE GINGERBREAD MEN AND SUGAR COOKIES!



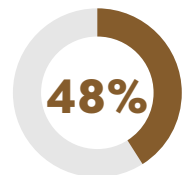
BAKE CAKES

CAKE BAKERS ARE DRIVEN BY ROMANTIC LOVE



BAKE BROWNIES

BROWNIE BAKERS ARE DRIVEN BY EARNING TRUST FROM OTHERS



BAKE MUFFINS

MUFFIN BAKERS ARE DRIVEN BY DEVOTION TO FAITH

FINDING YOUR SWEET SPOT WITH HOLIDAY BAKERS

When it comes to connecting with holiday bakers and building both brand loyalty and brand love that will last well past the holiday season, consider their values, their demographics, their preferences and their habits.

Resonate's 13,000+ attributes scaled to 200 million U.S. adults give you AI-driven insights into who, what, where, when and why consumers buy. And, from knowing that they sit down with their family at least four times a week for dinner to keeping in mind their preference for familiar, yet healthy, brands and their affinity for European chocolate, you have a 360-degree view to inform your product development, strategy, messaging, advertising and more. Find your sweet spot with holiday bakers. Request a demo today.



ABOUT RESONATE

Resonate is a pioneer in AI-driven consumer data & intelligence. The Resonate Ignite Platform seamlessly enriches any data with the deepest understanding of the U.S. consumer and then integrates into the marketing ecosystem to drive insights into action. Resonate Elements, our proprietary consumer data set, has more than 13,000 attributes, including the Human Element that describes why consumers choose, buy or support certain brands, products or causes. Hundreds of leading brands and agencies use Resonate to better understand their customers and prospects and power decision-making from strategy and execution to drive growth and revenue across the customer lifecycle.

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