

Bakery ingredients used for quality, shelf life

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MATERIALS used in bakeries are known as bakery ingredients. They include bases (flours of various kinds), additives (emulsifying agents, sweeteners, etc.) and enhancers (garnishes, flavours, flavour enhancers, etc.). These ingredients improve protein content and aeration and help maintain the freshness of baked foods. Baked products include foods such as bread, biscuits, cookies, cakes, pizzas, pies, pastries, doughnuts, tarts and frozen baked products.

Bakery ingredients are used to enhance and improve the overall quality of baked products, to save time and to improve the shelf life of products. While baking, the use of good quality ingredients is imperative to create and maintain the texture and taste of products.

Bakery ingredients are of utmost importance as these are the core materials used to produce baked goods. A range of bakery ingredients are available as per consumers' preferences, which may differ region-wise. Factors such as easy access to global information and exposure to various types of bakery products have resulted in a surge in the demand for bakery ingredients.

Bakery ingredient market segmentation

The bakery ingredient market can be broadly segmented into two based on type and on end use.

1. Bakery ingredient market in the Middle East

Estimates pegged the global baking ingredients market at \$11.79 billion in 2015. This number is projected to hit \$15.19 billion by 2020, a compound annual growth rate (CAGR) of 5.2 per cent.

The market for bakery ingredients in the Middle East and Africa region was estimated at 10 per cent of the global market in 2015.

The growing population in the region and a high per capita consumption of bread and other baked products are expected to be significant factors driving the bakery ingredients market in the Middle East region.

The bakery ingredient market in the Middle East is experiencing a demand surge as con-

sumers are attempting to shift to healthier lifestyles, and hence are consuming baked products that would be healthy, tasty, convenient and prepared with quality ingredients. A growing number of restaurants and cafés, as well as the increasing demand for convenient, healthy foods that can support the pace of modern lifestyles, are factors boosting the bakery ingredients market in the Middle East.

Companies in the Middle East have started including healthy bakery ingredients in their product portfolios. These include flours of brown rice, buckwheat and quinoa, all of which are gluten-free substitutes for whole wheat flour that is high in calorie content. Companies also offer natural, fresh and seasonal bakery ingredients such as fruits or veg-

is driving growth in the bakery ingredient market in the kingdom. Elements such as cake decoration and icing, chocolate chips and morsels, and baking powder are consumed much (nearly 70 per cent) among bakery ingredients.

The market in KSA is anticipated to grow as consumer choice evolves with regard to food products, especially when seeking options for a healthy lifestyle. With the growth in health-conscious food consumption such as bakery products, there is greater demand for whole wheat, low-sugar, gluten-free bakery ingredients.

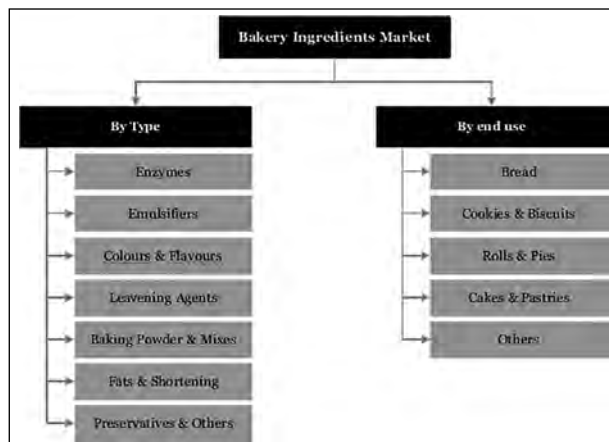
Factors such as a population of the age group 0-14 reaching over nine million by 2020, rising disposable incomes and aggressive promotions of healthy diets are expected

to bode well for the bakery ingredients market in KSA. The demand for bakery ingredients is anticipated to grow in line with the consumption of bakery products, estimated to be 14 per cent between 2016 and 2020. The primary distribution channels of bakery ingredients in KSA are hypermarkets and supermarkets, convenience stores, and food and drink specialty stores, among others.

Israel

Israel was estimated to be the second-largest market for bakery ingredients in the Middle East in 2015. Bread is widely consumed in Israel and is estimated to be the largest application of bakery ingredients in Israel, accounting for around 40 per cent of the total bakery products market in 2015. The high per capita consumption of bread is the major factor driving the market in the country. Baking powder, desiccated coconut and fruit pectin are the main ingredient types consumed in Israel.

Changing consumer lifestyles accompanied by an increased demand for low-carb, gluten-free and sugar-free bakery products are expected to drive the overall bakery ingredients market. The easy availability of bakery ingredients further spurs growth in this market. The distribution of bakery ingredients in Israel is via hypermarkets and supermarkets, convenience stores, and food and drink specialty stores. Hypermarkets and supermarkets account for nearly 60 per cent of the value of the bakery ingredients market in Israel.



ables in their products. These factors are responsible for the increased demand for bakery ingredients in the Middle East.

Bakery ingredient market in the Middle East: Country-Wise

The main consumers fuelling the demand for bakery ingredients in the Middle East market are Saudi Arabia, Israel, Turkey and the United Arab Emirates (UAE).

(Note: Others include Iran, Iraq, Yemen, Syria, Jordan, Palestine, Kuwait, Oman, Bahrain, Qatar, Lebanon and the African countries).

Saudi Arabia

The Kingdom of Saudi Arabia (KSA) was estimated to be the largest market for bakery ingredients in the Middle East in 2015. It was ranked 20th in the global bakery products market in 2015. The increasing consumption of biscuits, baked goods and breakfast cereals

Gluten-free, dairy-free, low-carb, sugar-free

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United Arab Emirates

The UAE was ranked 66th in the global bakery products market in 2015. The baking mix and powder segment is estimated to be the largest, accounting for nearly 25 per cent of the overall bakery ingredients market in the UAE in 2015. Baking powder, chocolate and non-chocolate chips and desiccated coconut are the key ingredients used for baking.

As consumers in the UAE are becoming increasingly health-conscious, products promising improved health are expected to assume greater importance and popularity. This would propel the demand for ingredients to make whole wheat, reduced-sugar and gluten-free baked products. The rising number of expatriates and tourists in the emirates are expected to fuel the demand for bakery ingredients market in the UAE. With the rapid growth and development of food and drink specialty shops and food and beverage services, bakery products have become essentials in offerings, thus resulting in increased consumption of bakery ingredients. With increasing instances of health problems such as diabetes and obesity due to excessive consumption of processed foods, consumers in the UAE are turning to baked goods. This trend spurs the demand for bakery ingredients in the UAE.

Turkey

Bread and cereals are the dominant application segments of bakery ingredients in Turkey, capturing over 82 per cent of the total bakery products market in 2015. Cocoa-baking and dry yeast are types of ingredients that are in high demand in Turkey.

Factors driving the growth of Turkey's bakery ingredients market are the expanding population of youngsters, growing urbanisation, and ad campaigns promoting healthy eating, which are slowly shifting the consumption patterns in the country. Additionally, as bread and cereals are staple foods in Turkey, their consumption thus results in a greater demand for bakery ingredients in the country.

1. Major challenges in Middle East bakery ingredients market

The bakery ingredients market in the Middle East faces major challenges such as

the demand for clean label products and increased scrutiny of ingredients in baked goods. Currently, consumers demand healthier bakery ingredients made with natural elements and containing fewer additives and preservatives. Industry players face challenges in capitalising a clean label as they have to make products by removing artificial ingredients or replacing these with natural alternatives and also maintain the cost-effectiveness, taste and long shelf life of products.

To overcome this challenge, players are developing new formulations incorporating gluten-free alternatives such as quinoa, corn, flax, soy, rice bran, millet, legume flour and others. As bakery products are susceptible to microbial spoilage, natural and clean-label-friendly preservatives and antioxidants such as cultured wheat, raisin paste and rosemary extract are used, among others, to prepare bakery products. In addition, companies are mandated to list the ingredients used in every baked product on the packaging, which has to be easy to read and understand for consumers, indicating fewer processed products.

2. Key trends in the Middle East bakery ingredients market

Bakery products are widely consumed in the Middle East for their comparatively high nutrient value and affordability. The rapid population expansion, growing foreign influence, changing eating habits of people and an increasing consumer preference for baked products contribute significantly to growth in the bakery ingredient market in the Middle East region.

Three key trends have impacted this market in the Middle East over the past few years. The first is the aggressive advertising by key bakery companies to promote packaged baked products, as consumers in the Middle East prefer freshly baked products. Companies are also investing to improve the packaging of bakery products. Second, a greater awareness about healthier eating is driving consumers towards baked products featuring gluten-free, sugar-free, whole-wheat-based ingredients. Third, the rapid rise of modern retail outlets such as bakery café chains, coffee shops, and pizza and burger joints has spurred the demand for bakery ingredients in the Middle East. Since the advent of multinational compa-

nies selling pizzas, burgers, coffee, cakes and other such fast consumables, consumers have been changing their tastes and eating habits. Today, with the establishment of retail outlets selling bakery products, the bakery ingredients market in the Middle East region is growing rapidly.

The rise of the bakery industry has powered new café formats such as bakery cafés, which reverse the traditional café concept by having bakery retailers offer complementary beverage products. A typical bakery café menu offers a range of breads made with ingredients such as wheat, five grains, multigrain, rye, flute, baguettes, cracked wheat, and ciabatta, and other baked products like brioches, muffins, pies, cakes, doughnuts, croissants, cookies, scones, and puffs. Industry participants are coming up with new healthier ingredients to support the changing lifestyle of consumers in the Middle East. There has been a surge in the demand for gluten-free, dairy-free, low-carb, and sugar-free baked goods. In addition, consumers are demanding bakery ingredients that could help control diabetes and obesity. Advances in packaging and product diversification in baked foods are other factors raising the demand for bakery ingredients in the Middle East region.

3. Conclusion

The current trend of snacking between meals offers a great opportunity for the bakery foods and ingredients market as consumers have less time and thus prefer foods that can be consumed conveniently. The average consumer in the Middle East now seems to prefer baked foods, driven by health concerns. This is a key growth driver of the bakery ingredients market in the Middle East region.

This market is further driven by factors such as the demand for gluten-free foods and improved, cost-effective baking ingredients such as modified starch, enzymes, emulsifiers, baking powders and mixes that can be used in a range of baked goods. A growing awareness about the ill effects of trans-fat consumption and an expanding population also contribute to growth in the baking ingredients market in the Middle East. ○

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