

MSU Product Center

For Agriculture and Natural Resources

Funding: USDA Rural Development Cooperative Service Market Advisor: The Hale Group

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Wheat: Cookies – Selective opportunities

Market drivers that provide selective opportunities

- There are **selective** opportunities for cookie products that appeal to the demand driver of **ethnicity**.

Specific opportunities

- In one survey 79 percent of households consumed cookies. Cookies have a fairly high level of penetration in terms of consumption.
- Some ethnic groups on average have larger families than the overall U.S. average. Larger family size implies more children. Children are major consumers of cookies.
- Further evidence of the growth of the ethnic market is the fact that U.S. imports of cookie products from Mexico, Brazil and Columbia have increased.
- One way to appeal to ethnic consumers is to use flavors that they prefer, and to use labels that are in more than one language.
- Alternative distribution channels such as direct sales and sales to smaller ethnic food stores may provide opportunities.

New product examples

- From 2002 through the first quarter of 2004, there were 1,371 new cookie products introduced in North America.
- Productos Gabi, Gabi Galletas Finas Strawberry and Pineapple Sweet Tarts.
- Agrimex Argentinean Alfajores are claimed to be delicious treats made of two chocolate cookies filled with cream caramel and covered with frosted sugar and chocolate.

Special issues

- In order to be successful a good understanding of the tastes and preferences of the targeted group needs to be considered.
- Finding shelf space in supermarkets may be difficult. Supermarkets are increasingly offering their own cookie products through their own in-store bakeries. However, there may be opportunities in offering products to delis, gourmet stores etc., direct sales, or through local ethnic food stores.

Key to success

- Consider whether or not it would be possible to combine products attributes. Be able to cater to the preferences of the targeted ethnic group.

Sources

Mintel. Cookies.

_____. Global New Products Database.