



INGREDIENTS

BAKE IT FORWARD WITH CRANBERRIES

**Cranberries Make Baking
Better and Brighter**



CRANBERRIES IN EVERY BAKED BITE

- The global bakery products market was valued at \$248.8 billion in 2024 and is **estimated to grow at a CAGR of over 4.4%** from 2025 to 2034.¹
- The bakery market is **shifting towards healthier offerings** as consumers prioritize wellness.¹
- Global bakery new product development (NPD) with fruit has grown 2.5% CAGR² and global NPD with cranberries **has surged by 50%**.³
- Cookies, pastries and breads are the **top bakery categories** innovating with cranberry.³



Why Cranberries in Baking?

Add the mighty cranberry to your baked goods and reap the benefits:

- Distinctive sweet, tart flavor
- Appealing red color
- Health halo and nutritional benefits⁴
- Blendable and process tolerant
- Custom sizes and flavors
- Cost effective versus other dried fruits



CRANBERRIES MEET TODAY'S BAKING TRENDS

Eat with Your Eyes

- Globally, 56% of consumers say they like food to have bright and intense colors.⁵
- 84% of bakery and snack products with colors that were launched globally include natural colors.⁶

Healthy Indulgence

- 66% of global consumers are looking for food and beverages that offer healthy indulgent options.⁷
- 58% of consumers believe there is such a thing as better-for-you bakery treats/desserts.⁸

Cranberry Forward

- 60% of U.S. consumers preferred Sweetened Dried Cranberries over raisins as an ingredient for baking.⁹
- In the past 3 years, bakery NPDP with cranberry has +27% CAGR while bakery NPDP with raisin has -4% CAGR.¹⁰



Bold, Bright Cranberries for Better Baking

Ocean Spray® Ingredients cranberry portfolio offers a wide variety of cranberries to fit the needs of your baking application—from Dried Cranberries, BerryFusions® Fruits, Seeds, Frozen Cranberries and more!

SOFT AND MOIST

The standard Sweetened Dried Cranberry available in a variety of piece sizes

ORANGE BERRYFUSIONS® FRUITS

A topically coated Sweetened Dried Cranberry with natural orange flavor to enhance the finished good

BLUEBERRY BERRYFUSIONS® FRUITS

A Juice-Infused Sweetened Dried Cranberry and a cost-effective alternative to the dried blueberry

CRANBERRY SEEDS

Adds the perfect crunch and bright red color

CRANBERRY CONCENTRATE

Creates a delicious frosting or fruit filling

**CONTACT US TO LEARN MORE
ABOUT THE FULL PORTFOLIO!**



WHY OCEAN SPRAY® INGREDIENTS?

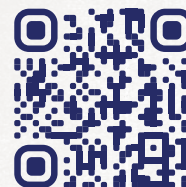
Choose Ocean Spray® Ingredients for your next baking creation. Bring our cranberry product expertise and consumer insights to your innovation funnel.

Ocean Spray® Ingredients is part of a vibrant agricultural cooperative built on the strength of roughly 700 family farmers in the U.S., Canada and Chile.

Ocean Spray is the first fruit co-op worldwide to be verified as sustainably grown.¹



**Contact Ocean Spray®
Ingredients for cranberry samples**



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Sources

¹ Global Market Insights, 2025, <https://www.gminsights.com/industry-analysis/bakery-products-market>

² Innova 2019-2024, Global Bakery NPD with Fruit as an Inclusion

³ Innova 2015-2024, Global Bakery NPD with Cranberry

⁴ <https://oceanspray.com/the-mighty-cranberry>

⁵ FMCG Gurus, Flavor, Color & Texture Trends Report

⁶ Mintel, 2022-2024 Snack and Bakery Launches

⁷ Food Navigator. 2023. The Rise and Rise of Healthy Indulgence: 'In Tough Times, Food Offers Opportunity for Delicious Escapism'

⁸ American Bakers Association Playbooks

⁹ 2023 Toluna SDC vs Raisin Assessment

¹⁰ Innova, 2021-2024 NPD with Cranberry vs Raisin

¹¹ Ocean Spray's Cooperative Sustainability Report and Strategy, based on a third-party audit of 9 randomly chosen representative set of Ocean Spray cranberry farms. <https://saipatform.org/fsa/>