

A close-up photograph of an industrial filling machine. Three stainless steel nozzles with white plastic caps are dispensing a thick, dark red jam into several aluminum pie tins. The tins are arranged in rows, and the jam is being filled in a consistent, controlled manner. The background is slightly blurred, showing more of the machine and the production line.

GLOBAL FOOD AND BAKERY PRODUCTION TRENDS

A White Paper by Unifiller Systems Inc.



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The bakery industry is currently facing a shortage of available labor due to the unprecedented impact of the COVID-19 pandemic and due to long-term factors that include an aging workforce, fewer people entering the trade, a lack of trained candidates, and government policies that impact staff accessibility. While experiencing immense global opportunities for growth and market share through new trends, new government support initiatives, changing and evolving taste and health preferences and much more.

TREND 1: SOCIAL AND GOVERNMENT POLICIES TOWARDS EMPLOYEE HEALTH AND SAFETY

Inefficient processes, burnout and unsafe conditions are challenging factors leading to employee turnover and injury. Both injured and departing employees leave a gap that needs to be effectively & quickly filled without impacting quality or productivity. According to [360training](#), burnout is the reason for the food industry's annual turnover rate of 70% in the US. That's a lot of money being lost to hiring and replacing employees. Looking outside the context of the pandemic and at practical day-to-day business operations, automation also offers benefits that could help food and baking manufacturers meet their business goals:

- Enhance productivity. Automated systems create much higher output compared to human workers and can therefore assist with meeting increased product demand.
- Tighten quality control. Leveraging automated production lines and equipment would ensure high-quality products at a consistent rate.
- Reduce labor costs and fortify staffing shortages, as well as minimize the risk of employee strain or injury

TREND 2: REDUCED SUGAR

According to WHO, about [422 million people worldwide have diabetes](#), the majority living in low- and middle-income countries, and 1.5 million deaths are directly attributed to diabetes each year. Both the number of cases and the prevalence of diabetes have been steadily increasing over the past few decades. Reducing the amount of sugar in bakery products or offering sugar-free alternatives offers a unique step into an untapped market. Portioning automation ensures you meet labeling requirements as they pertain to sugar content, but also ensures production facilities are controlling ingredient costs through reduced product waste.

TREND 3: LONGER SHELF LIFE AND FROZEN BAKERY & FOOD PRODUCTS

According to the 2021 Credit Suisse ([CS](#)) Global Wealth Report, the global middle class, defined as adults whose assets amount to between \$10,000 to \$100,000, more than tripled to 1.7 billion in mid-2020 from just 507 million in 2000. The middle class will continue to grow and do so considerably over the current decade. Some forecasts put the global middle-class at 5.3 billion people by 2030. As the middle class grows, so does the demand for convenient food.

Combined with the worldwide pandemic, consumers are looking for quick and easy convenient food, food with longer shelf lives and the ability to quickly prepare meals, giving way to products that have a longer shelf life and can be frozen.

TREND 4: THE PLANT-BASED DIET

The global vegan meat market is also growing steadily. [Allied Market Research](#) estimates the market will reach \$7.5 billion by 2025. They expect Europe to dominate the market and Asia-Pacific will experience exponential growth. Consumers are increasingly moving towards plant-based and flexitarian diets, not only as a healthier option but also for sustainability efforts.

TREND 5: CREATING A FOOD SAFE CULTURE

Food safety protects consumers from dire health consequences such as food poisoning, allergic reactions, and food-borne illnesses. The World Health Organization records approximately 600 million cases of food-borne diseases and 420,000 deaths globally every year. These deadly numbers are the reason for strict food safety standards and laws. Outside of health consequences, following Food Safe best practices also protects businesses from penalties such as lawsuits, fines, and facility closures. This is where portioning automation can help - taking what was previously done by hand, and at-risk for floor or hand contamination, can be automated to reduce human interference.

TREND 6: INCORPORATING WORLDLY OR UNIQUE FLAVORS

Designer food, healthy options, higher quality nut & fruit fillings, savory and seasonal desserts and food (summer themed fruits - like pineapple) liquid flavored or exotic pastries - such as using Ube a Filipino yam, pastries drizzled with infused glazes or flavored powders, are great new trends that not

only excite interest but excite the palate. Consumer trends move toward a more global taste palate and the willingness to experience new flavors has opened the door to new markets for bakeries and food brands looking to carve out a niche for themselves.

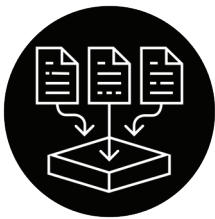
TREND 7: AUTOMATION FOR EVERYONE

Thanks to technological advancements, automation presents a unique solution that directly addresses challenges brought on by the pandemic. Such challenges may include physical distancing requirements among workers in a small workspace, contamination risks, a need to reduce labor costs due to budget cuts, and staff shortages. Automation re-imagines the traditional idea of labor in a food or bakery processing plant. Not only can automated machines easily fill in the gaps left by employees who were laid off due to budget cuts or quit out of health concerns, but they can also be well-suited for the repetitive and menial tasks human workers were once expected to do. Other benefits include:



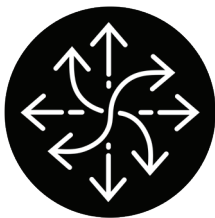
PRODUCTIVITY

The number one benefit of adopting automation is the increased level of productivity. Regarding processing lines, it's an obvious fact that automated systems create higher output compared to human workers.



ASSIST WITH DATA COLLECTION

Regulatory requirements make food traceability an important criterion for businesses to consider. Data collection becomes more precise and easier to track with computer technology, which would be helpful in the case of employee injury, product recalls, or any issues that may come up.



FLEXIBILITY AND VERSATILITY

Automated solutions are now available for any size of an organization, which makes it easier to optimize even a small production space. Site manufacturers would be able to move equipment around and fit more machines in an otherwise tight space. Automated machines are also highly adaptable, enabling them to be adjusted for different uses and products. A large number of Unifiller's customers are small to mid-sized bakeries and food manufacturers looking for a simple automated or semi-automated portioning solution to address throughput or staff shortages.

TREND 8: SOCIAL MEDIA MARKETING

Businesses, small and large, are finding that social media marketing can have a tremendous impact on their ability to promote their business and products. From Facebook, Instagram, TikTok to Twitter, businesses are posting their way to success. In most cases, automation can play a significant role, by showcasing exciting new behind-the-scenes technology that consumers may not have been aware of. According to [BAKE Magazine](#), a 2018 survey conducted by Visa and “a consortium of trade associations, technology providers, banks, and researchers” found that 52% of consumers search online and/or check the business website before visiting a new business and over 60% of consumers prefer to be contacted through a digital channel such as e-mail, social web [advertisements], or a business’s website. These considerable statistics show a reality: online channels are the best way to stay top-of-mind among consumers.

For more information about portioning automation, check out www.unifiller.com

Unifiller is a subsidiary of the Linxis Group of Companies consisting of leading global companies focusing on mixing technologies (Schaffer, Diosna and VMI), portioning technology (Unifiller) and ingredient dosing systems (Shick-Esteve).



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