

MINTEL

Mondelez
International

Mondelez's Blueprint for Growth

Turning Demand Signals into Winning Bets

July 2026

POWERED BY
BLACKSWAN DATA





Emily Matterson

Insights Director

MINTEL



Lisa Balban

Senior Director Insights
Savory

Mondelez
International



Maria Rondon

Senior Director Insights
Sweet Snacks

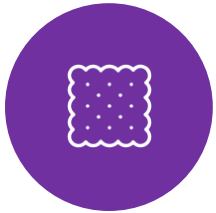
Mondelez
International



Mondelez: Snacking Made Right



150+ countries



#1 in Global Biscuits



90,000 colleagues



MINTEL

Our mission:

Fuel **consumer-centric innovation** across the Mondelez portfolio



6/10

global consumers snack
at least once a day



50%

of consumers are replacing
meals with snacks



4/10

are looking for healthier
options

Our innovation journey...*sound familiar?*

FROM

Lengthy process

Expensive

Trends already in market

Less relevant for younger cohorts

>

>

>

>

TO

Fast & dynamic

Cost effective & automated

Nascent trends

Gen Z/Alpha relevant

Driving predictive decision making for
communications, innovation and **packaging**



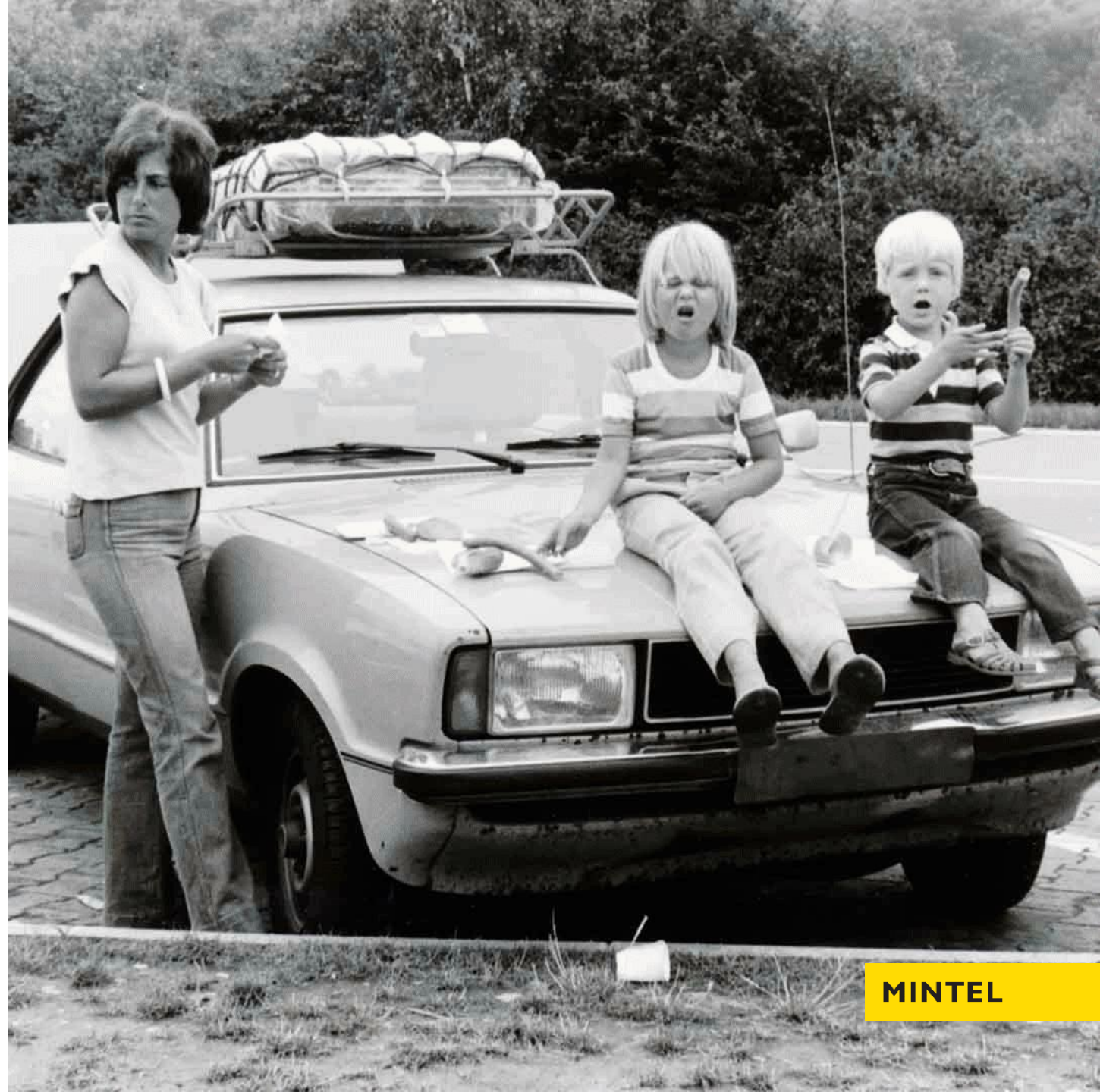
We are Mintel

“To show how markets have become what they are and where they are likely to go”

- Mintel Founders, 1972

Today, the world's leading brands rely on our experts, intelligence and AI to help solve their biggest growth challenges.

Next starts here.



MINTEL

Growth has never been harder

Change is accelerating

Categories are **blurring**

Needs are **fragmenting**

Challenger brands and private label are **stealing share**

Legacy methods and systems can't keep up

Too reliant on **lagging** data

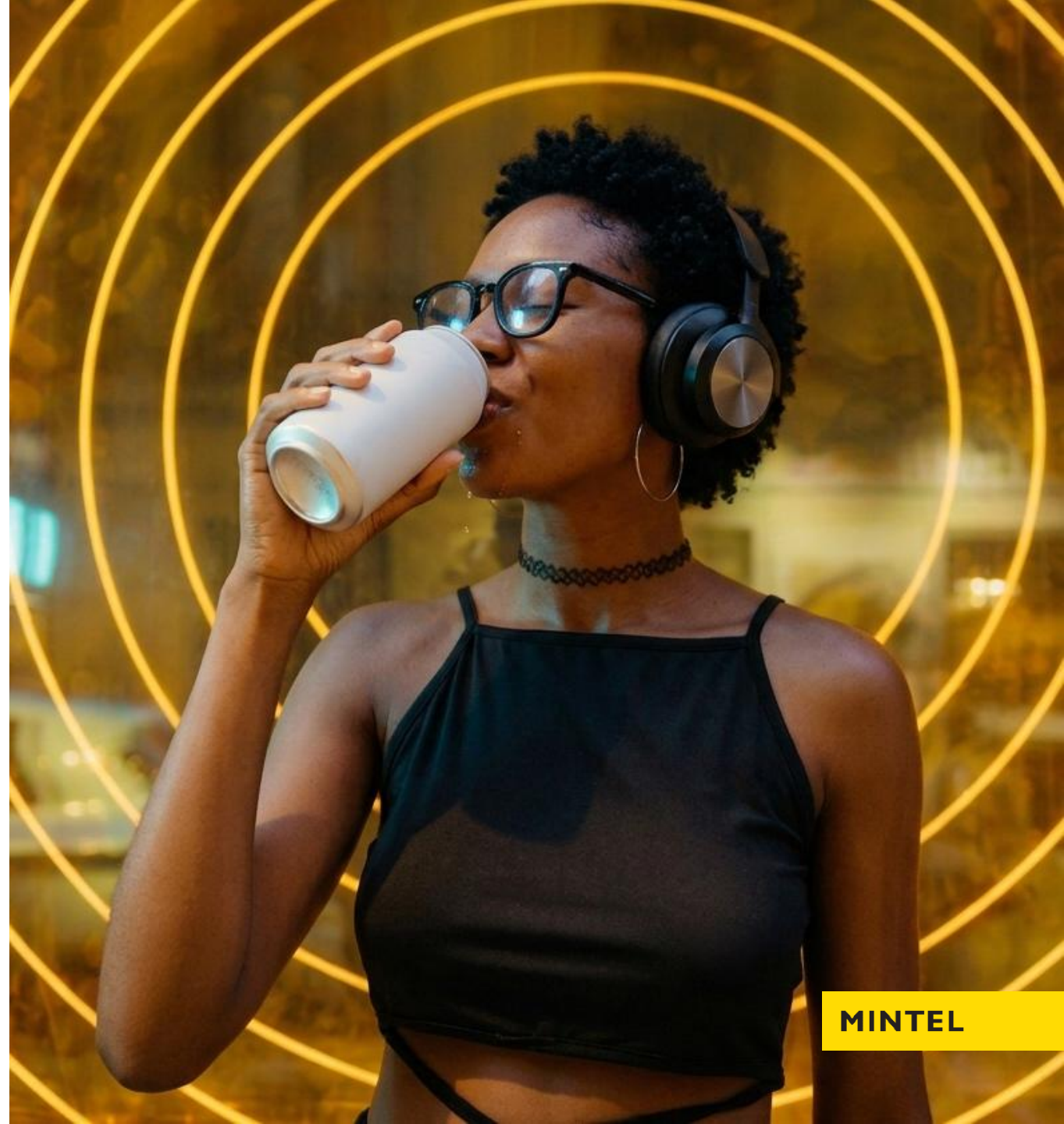
Intelligence trapped in **silos**

Opportunity **blindspots**



The challenge isn't more data.

It's **connecting intelligence** to make better growth decisions - earlier.



MINTEL

Connected Intelligence

Mintel + Black Swan Data



Social Prediction

POWERED BY
BLACKSWAN DATA

500k+ demand
signals from
millions of online
conversations
tracked monthly

Product Intelligence

MINTEL GNPD

44K+ new launches
added monthly.

80+ attributes
captured per
product

30 years of historic
data.

**360° view of
consumers
and markets**

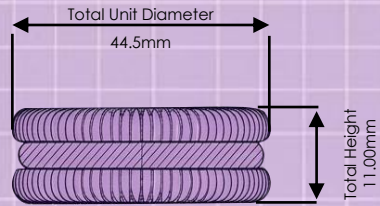
Consumer & Category Foresight

MINTEL Consumer research, Category insights. Market Forecasts

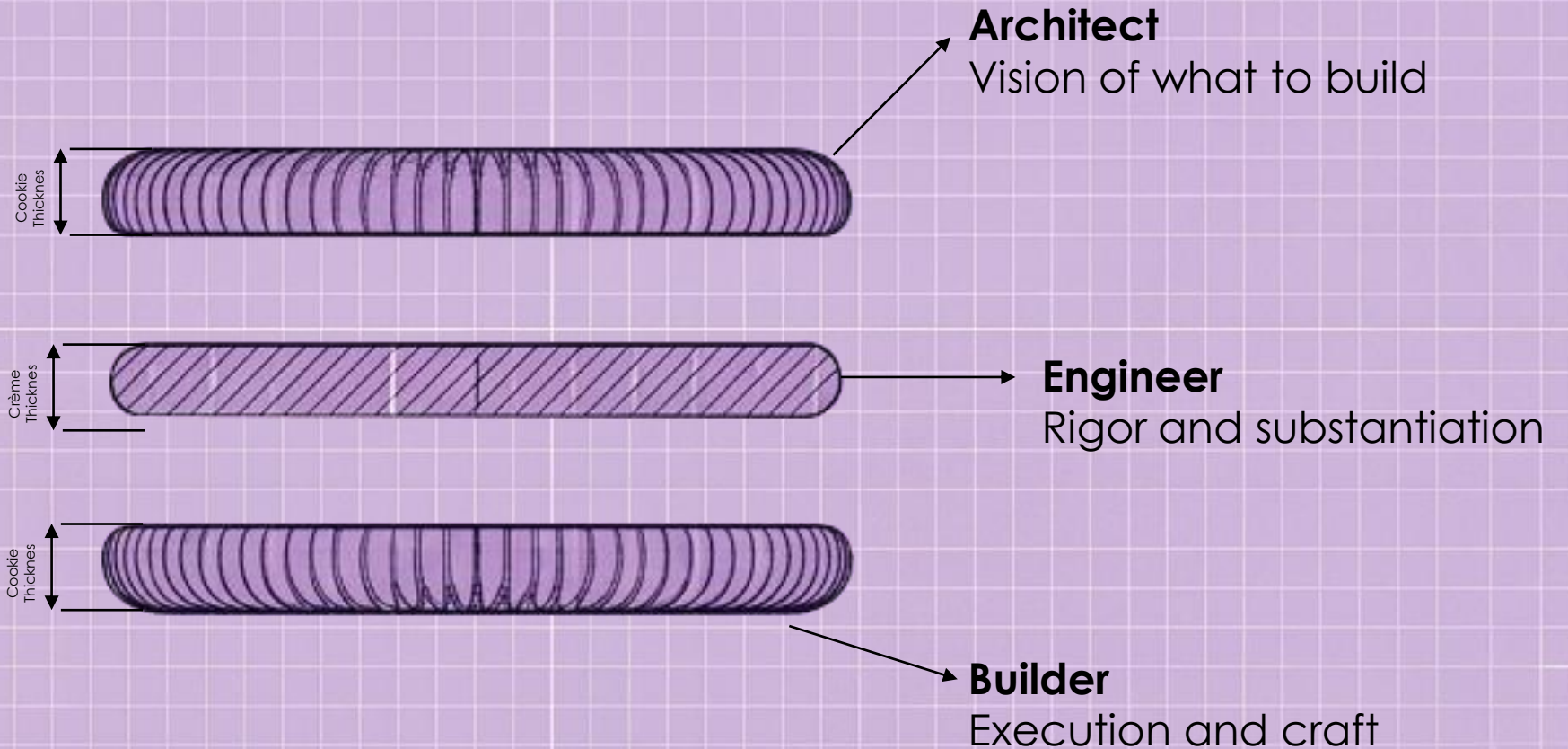
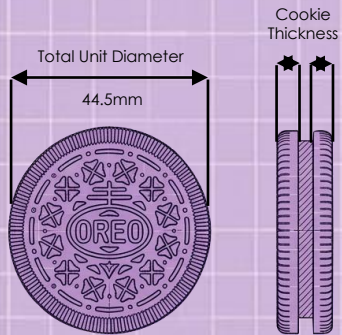
550k consumers. 1,250+ expert reports. Every year.

MINTEL

Every great build starts with a **blueprint**



Scale 2:1



Every great build starts with a **blueprint**

Architect

POWERED BY
BLACKSWAN DATA

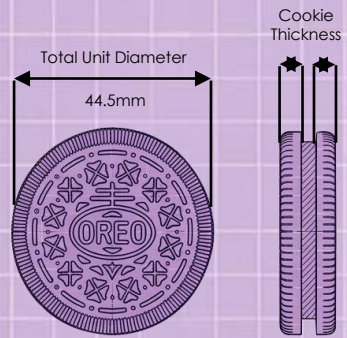
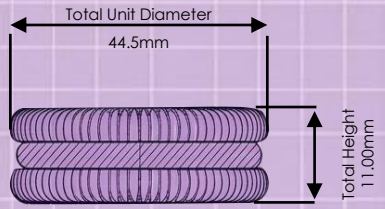
Engineer

MINTEL

Builder

Mondelēz
International

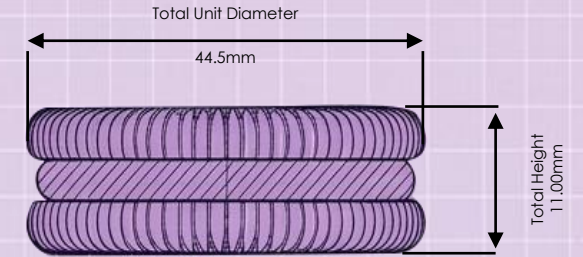
MINTEL



So what does this look like in **practice**?



Ritz Drizzled: The blueprint for driving relevance to new audiences



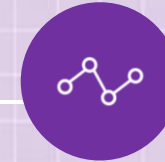
Vision and inputs

- Younger consumers seeking comfort from brands
- Enhanced texture and experience
- 'Swavory' flavours growing in relevance



Interrogate the specifics

- Context on the benefits, claims, ingredients and flavors
- Identify the gaps in the market



Joining the dots

- Tap into +30% growth in ritualized indulgence trend space
- Leverage Ritz's heritage and nostalgic appeal
- Create a small, multi-sensory, guilt-free treat

Ritz Drizzled



The results



Younger millennial families **recruited** into the cracker category



Drive **modernity & fun** perceptions for Ritz



\$15M sales since March - one of the best-selling innovations in crackers



#1 growth brand in crackers year to date!

MINTEL



TODAY'S STRENGTHS:

- | | | | | | | | |
|----|-------------------|----|--------------------|----|---------------------------|--------|------------------------|
| #1 | Unaided Awareness | #1 | HHP Sweet Snacking | #1 | Category Innovation Brand | Top 10 | Most Loved Gen Z Brand |
|----|-------------------|----|--------------------|----|---------------------------|--------|------------------------|



AMBITION:

THE #1 SWEET SNACK IN THE US

The Black & White Sandwich Cookie That Begs To Be Played With

FAMILY AFTERNOON

ADULT EVENING



Sandwich



Gluten Free



Cakesters



Minis



Zero Sugar

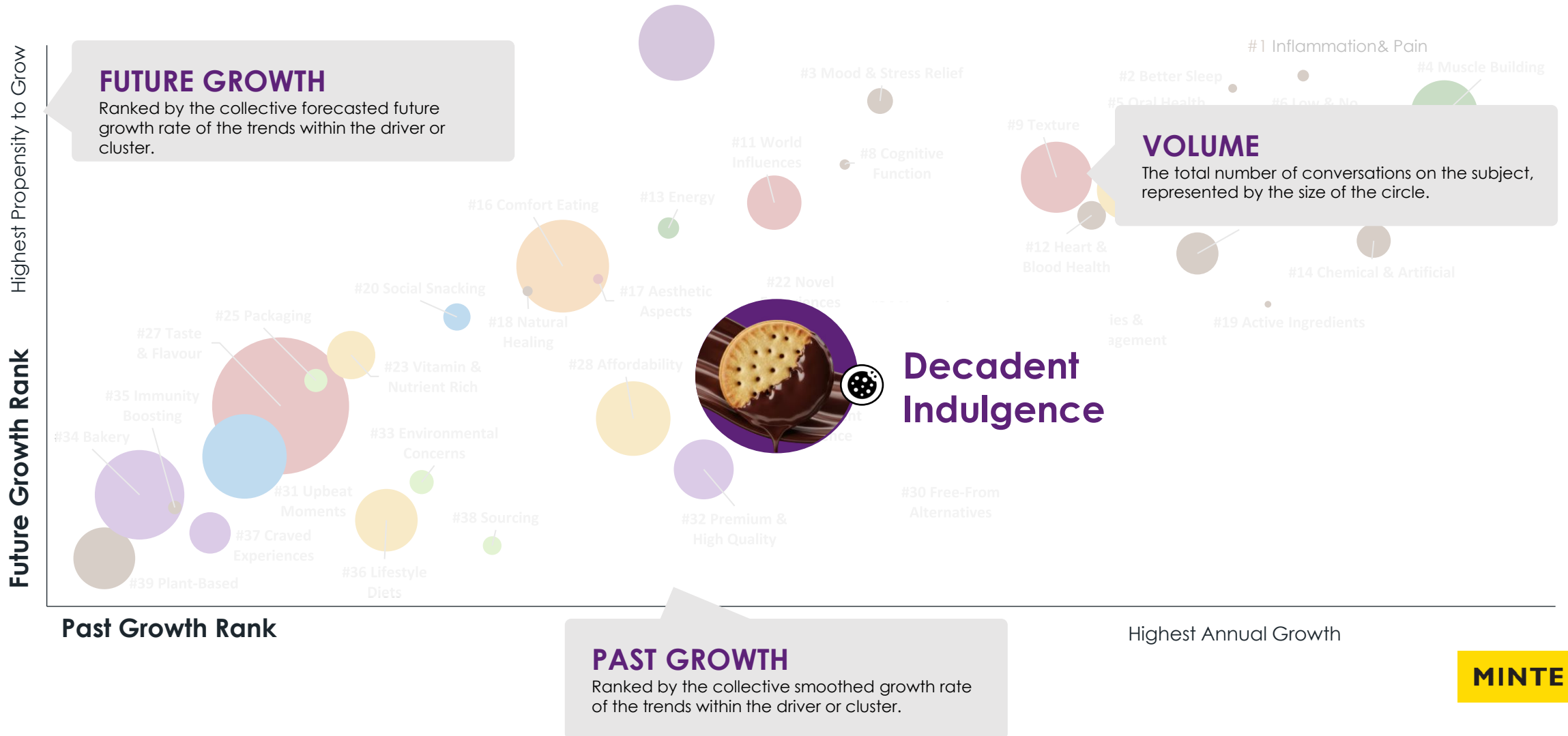


Thins

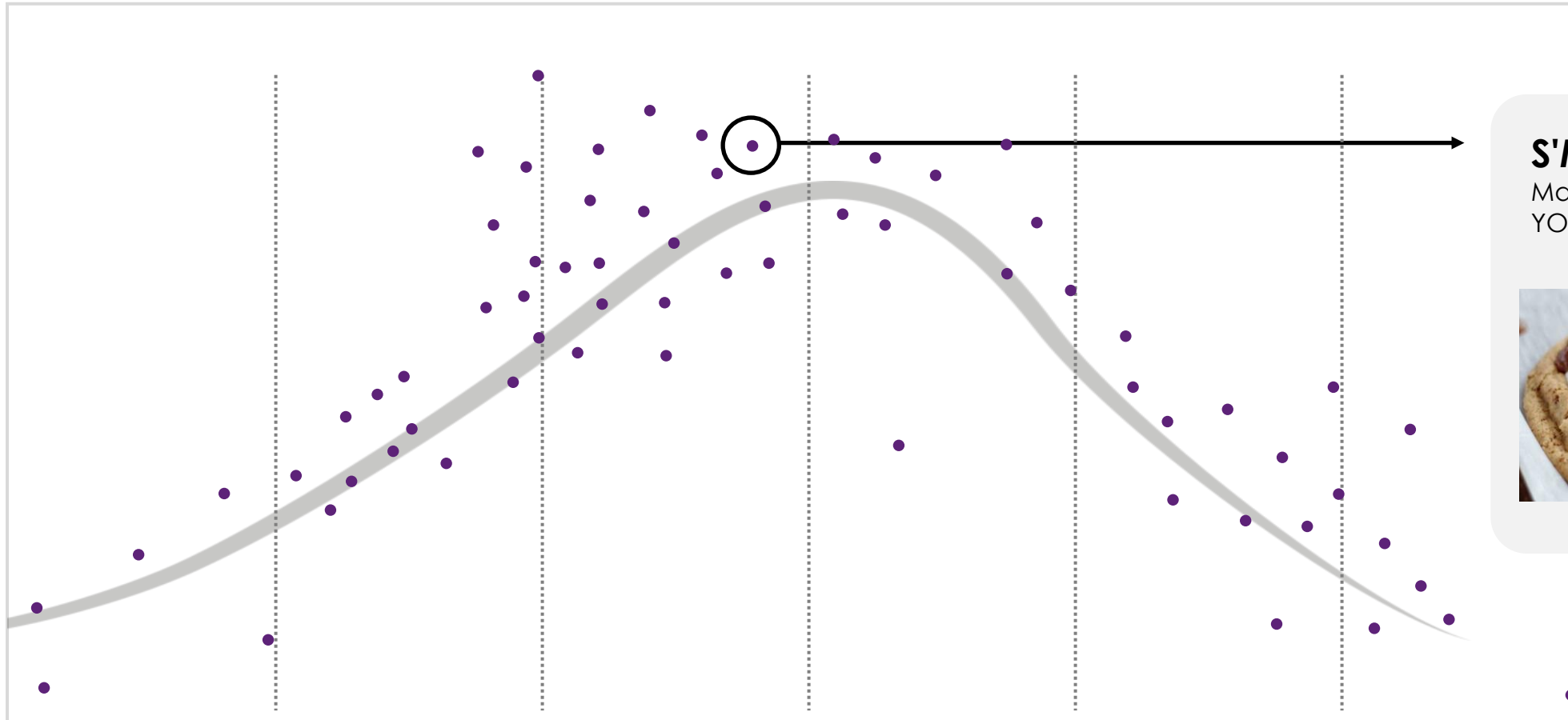
Expand Households

Unlock Occasions & Audiences by addressing breadth of sweet snacking needs

Mapping Consumer Drivers to reveal Cookies' footprint



Pinpointing the most **relevant trends** for innovation



DORMANT

Low volume with negligible rate of growth

EMERGING

Low volume with positive rate of growth

GROWING

High volume with positive rate of growth

MATURE

High volume with negligible rate of growth

DECLINING

High volume with negative rate of growth

FADING

Low volume with negative rate of growth

S'Mores Cookie

Maturity: GROWING
YOY Growth: +24%



1.5i



Consumers seek cookies that are overloaded sweet goodness.

Cookies stacked with chocolate elements, rich toppings and gooey layers set the standard for optimal indulgence.

Decadent cookies tend to feature an abundance of **chocolaty elements** and **layered textures** that create multi-sensory eating experiences.

Preferences for **unrestrained indulgence** are highly evident across **super-sized** cookie formats, **hybrid cookie creations** and products that incorporate a **variety of super-sweet inclusions**, like caramel, fudge and toffee, for maximized richness.

ASSOCIATED TRENDS:

Rich Cocoa

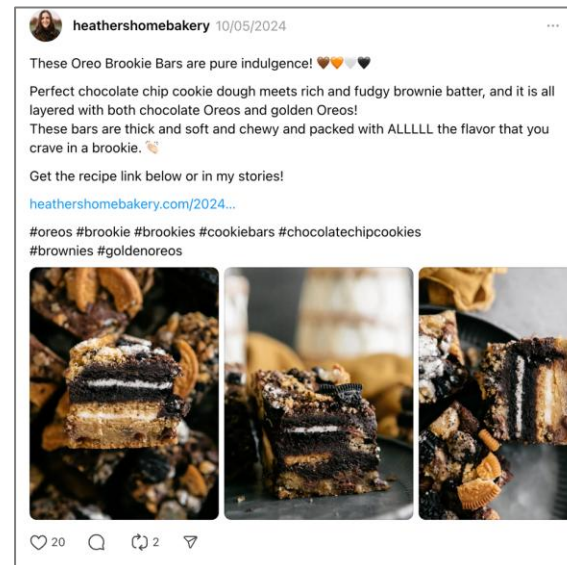
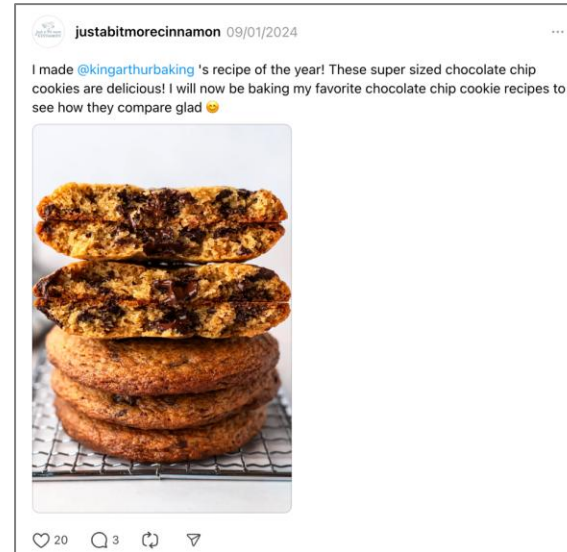
392 conv. | +251% growth

Super Sized

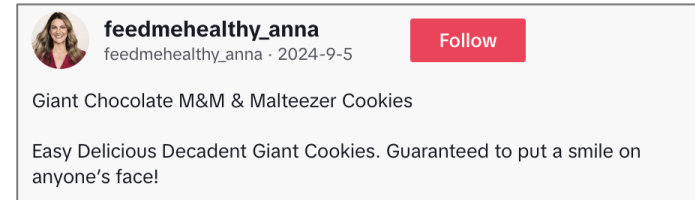
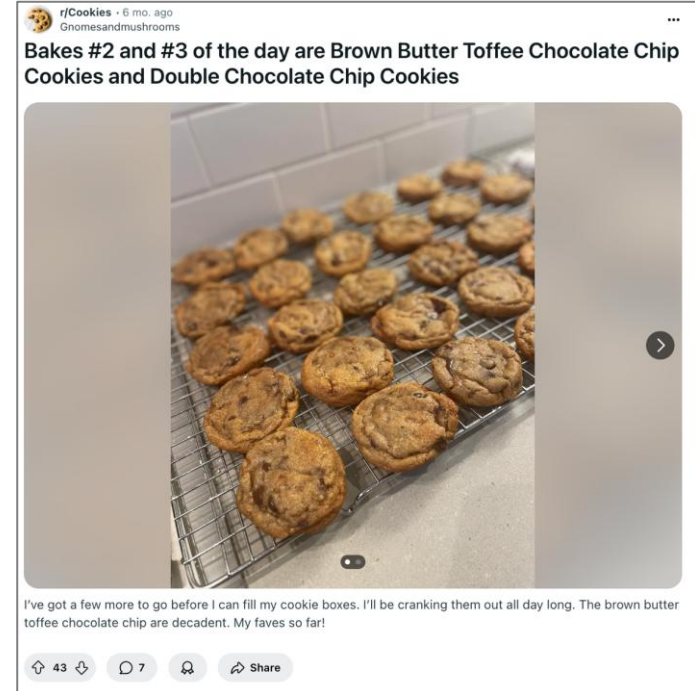
4,583 conv. | +409% growth

Layered

15,403 conv. | +349% growth



DECADENT INDULGENCE DRIVER



Key takeaways

1

Foundation

Build on **intelligence**,
not guesswork

2

Flexibility

A **toolbox** that
moves with us

3

Iteration

Refine fast, stay
consumer-first



Mintel powered by Black Swan supports your front-end innovation process

1

Category Futures



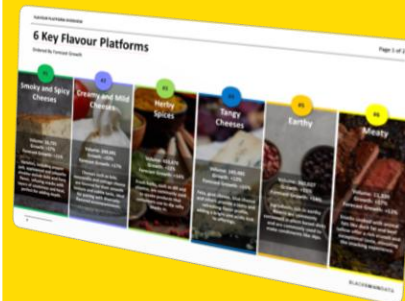
2

Opportunity Deep-Dive



3

Ingredient & Claim Tracking



4

Concept Development



5

Claims & Positioning



WHERE TO PLAY

Connected Innovation intelligence at every stage

HOW TO WIN

MINTEL

Introducing Demand & Supply

Identify where the next wave of growth opportunities will emerge – **and how to act on them.**

Reframe

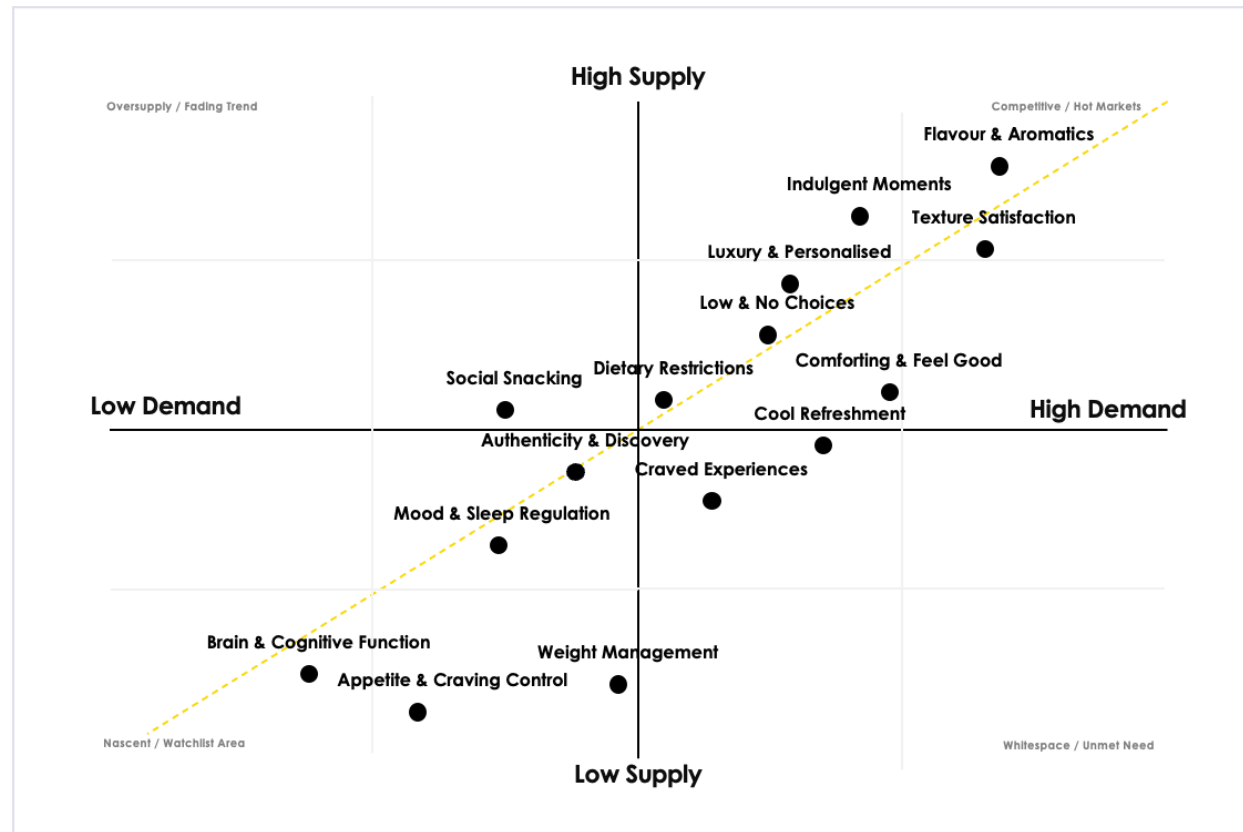
Saturated area under pressure.

Challenge: Should we defend, reinvent or deprioritise?

Monitor

Early-stage signals with future growth potential.

Challenge: Which emerging signals do we back early?



Source: **Mintel Demand & Supply**, Benefit Spaces in US Snacking, May 2026

Differentiate

Large and attractive but competitive.

Challenge: How do we create a meaningful advantage?

Whitespace

Clear unmet need with limited product launches.

Challenge: How do we move fast to own this space?

MINTEL



Emily Matterson

Insights Director

MINTEL



Lisa Balban

Senior Director Insights
Savory

Mondelez
International



Maria Rondon

Senior Director Insights
Sweet Snacks

Mondelez
International

THANK YOU

