Bakery is a daily essential, but consumer preferences are constantly changing. Discover our trends forecast for 2024, identifying key consumer behaviours for informed decision making.
THE CONSUMER

Trading down & splurging selectively

around the world plan to splurge on experimental items which provide instant gratification

44%

Shopping everywhere & all at once

New shopping channels consumers are increasingly adopting, stemming from those first tried during pandemic

3+

Finding comfort in familiarity & exploring brand promiscuity

1 in 3

While big brands dominate, 1 in 3 consumers are trying new brands. Gen Zers especially susceptible to brand switching

Demanding sustainability & affordability

85%

of consumers say sustainability is a very important factor in purchase decisions
WHOLESALE ENJOYMENT OF PRODUCTS WITH HEALTH BENEFITS

Escalating uncertainty means consumers are increasingly looking for ways to feel in control.

Fuelling personalised wellness routines, including in their diet.
61% of global consumers say everyday moments of happiness is the most common form of treat.

Fruit flavours choice plays a role in meeting mood needs:

- Cheerful, stimulated, energized & refreshed: Tropical
- Healthy: Berries, summer & orchard
- Comforted: Citrus
FLAVOUR EXPLORATION

FLORAL FANTASY

1 in 3 have looked for more floral flavours

Fastest-growing floral flavours in global food & beverage:

+32% Chamomile
+21% Honeysuckle
+13% Rose

INDULGE IN IMAGINATION

Fastest-growing fantasy flavours globally

+141% Rainbow
+20% Cosmic
+18% Dream

1 in 3 Gen Z and millennials looking for new/unique flavours
FLAVOUR EXPLORATION

INDULGE IN IMAGINATION

Fastest-growing fantasy flavours globally

- Rainbow +141%
- Cosmic +20%
- Dream +18%

“NEWSTALGIC”

44% agree that traditional/nostalgic flavours most influence their choice

1 IN 3

Gen Z and millennials looking for new/unique flavours
FLAVOUR EXPLORATION

LOCAL DELIGHTS

2 in 3 open to trying new global cuisines

50% seeking street food flavour-inspired products

Think vanilla bean waffles inspired by Belgian style street food
EATING TO ENJOY SPECIAL MOMENTS

Top sources of pleasure & reward:

#1 Close connections and family & partners

#2 "Me" time
Sweet treats and other bakery items are central to the moments consumers find special
EATING TO STAY WELL FOR LONGER

Proper nutrition plays a pivotal role in maintaining overall health as we age.

Gen X are pioneering new approach to healthy ageing that includes products that will help them thrive in their diverse lifestyles now and for decades to come.