

# THE CONSUMER

Trading down & splurging selectively



44%

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

Shopping everywhere & all at once



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

Finding comfort in familiarity & exploring brand promiscuity



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

Demanding sustainability & affordability



of consumers say sustainability is a very important factor in purchase decisions

# WHOLESOME 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



# SIMPLE PLEASURES

61%

of global consumers say everyday moments of happiness is the most common form of treat





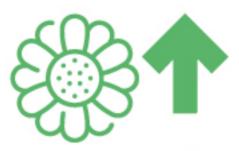
Fruit flavours choice plays a role in meeting mood needs:

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

# FLAVOUR EXPLORATION

#### **FLORAL FANTASY**





Fastest-growing floral flavours in global food & beverage:

Chamomile:

+32% : +21% : +13% Honeysuckle

**Rose** 

#### **INDULGE IN IMAGINATION**

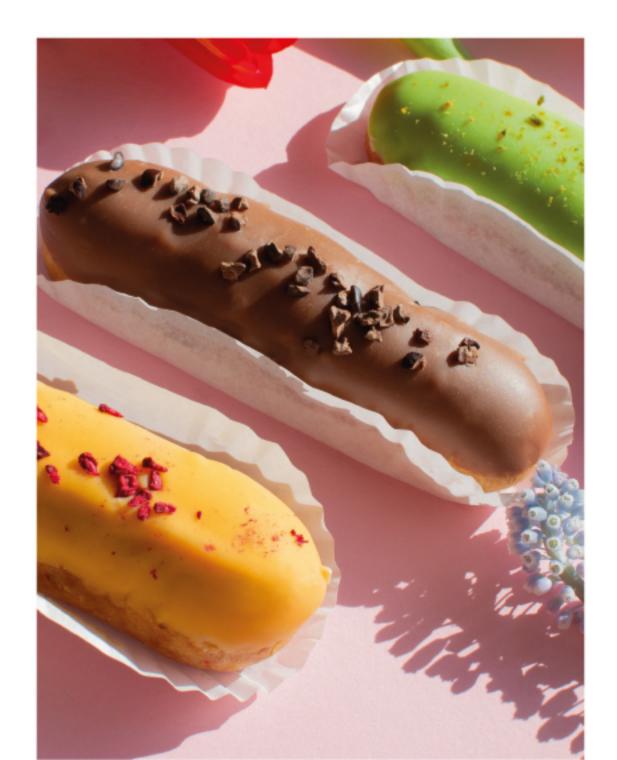
Fastest-growing fantasy flavours globally

+141% Rainbow

+20% Cosmic

+18% **Dream** 

Gen Z and millennials looking for new/unique flavours



# FLAVOUR EXPLORATION

#### **INDULGE IN IMAGINATION**

Fastest-growing fantasy flavours globally

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

"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:



Close connections and family & partners



Sweet treats and other bakery items are central to the moments consumers find special

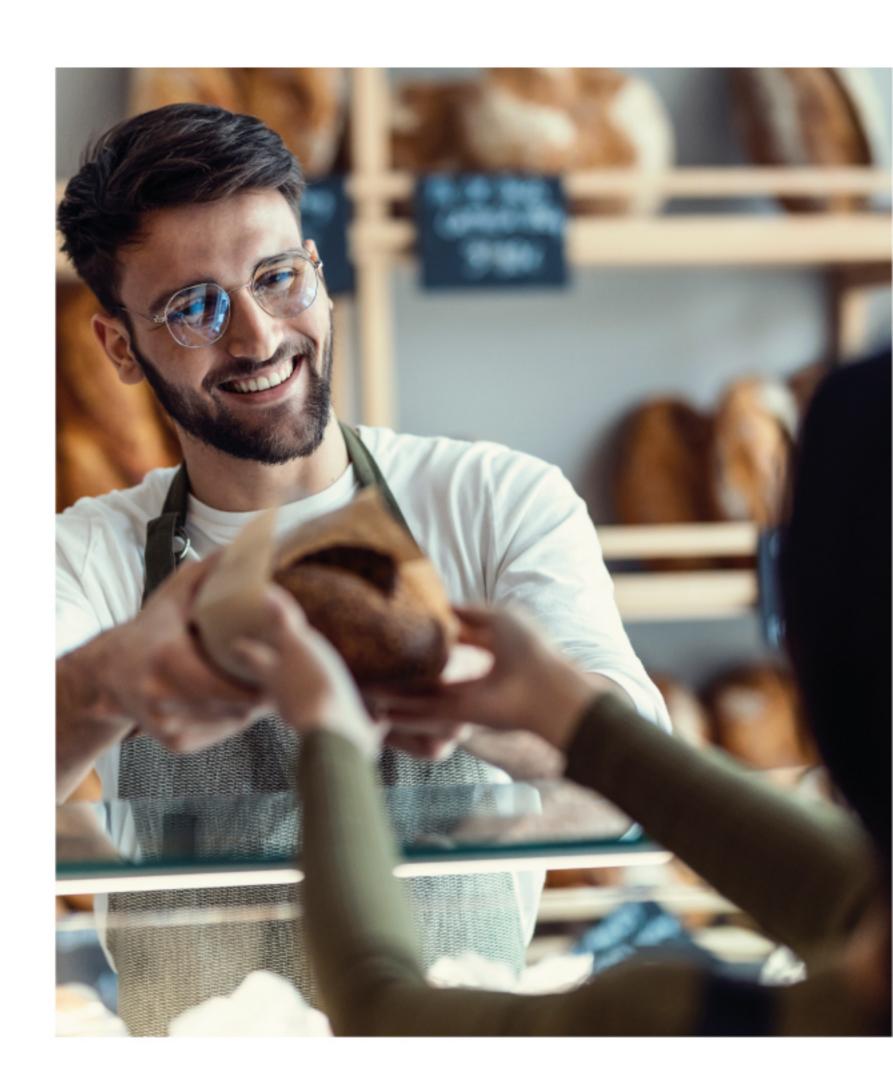
# EATING TO STAY WELL FOR LONGER



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



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