

 **BAKELS**

TRENDS IMPACTING BAKERY

— IN 2024 —

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



44%

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

Shopping everywhere & all at once



3+

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

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

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:

+32%
Chamomile

+21%
Honeysuckle

+13%
Rose



1 in 3 have looked for more floral flavours

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



"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



Discover more trends at

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BAKERY INGREDIENTS SINCE 1904