

Dairy

Yogurts & ice cream



Affordable luxury



Comforting classics



Seasonal celebrations



Bright & Bold

Affordable Luxury

Trend Overview

Cost-of-living pressures are forcing consumers to make sacrifices on their everyday essentials and trade down on premium offerings and treat items.

With whole milk now making a comeback due to younger consumers recognising the health benefits and affordability, dairy products are now now being reappraised as an affordable nutritional choice. Now is the time for dairy to win over consumers with luxurious and indulgent flavours at an affordable price point.

What we expect to see in 2025-6

- Focus on indulgence with flavours and textures
- Strong focus on core flavours done well



Flavour inspiration

Watch List

Honeycomb
Butterscotch
Coffee
Blackberry & lemon

Growing

Salted caramel
Belgian chocolate
Blonde chocolate
Brown butter
White chocolate

Mainstream

Salted caramel
Peach & raspberry
Toffee
Lemon curd
Creamy vanilla

Comforting Classics



Trend Overview

Consumers are continuing to seek comfort from food amidst global uncertainty. Foods to make you smile are here to stay with a strong focus on classic flavour profiles and reimagining retro desserts with new formats and flavour twists.

For some consumers, this means tapping into their inner child with sweet shop inspired treats. On the other hand social media is helping consumers to lean into 'borrowed nostalgia' for comfort from further afield with American desserts continuing to inspire European consumers.

What we expect to see in 2025-6

- Retro desserts profiles
- Modern twists on classic recipes and formats
- Strong influence from American, British & Italian cuisines providing a source of comfort in familiarity



Flavour inspiration

Watch List

French toast
Zabaione (Eggnog)
Gianduja
Churros

Growing

Banana bread
Sticky toffee
Speculoos
Lemon meringue
Gingerbread
Pistachio
Panettone/Pandoro

Mainstream

Cherry Bakewell
Apple pie
Tiramisù
Strawberry & cream
Black Forest
Cheesecake
Ricotta

Seasonal celebrations

Trend Overview

Seasonal occasions are becoming a key driver for innovation across sweet bakery and desserts. Consumers are seeking joy in products that help them celebrate occasions throughout the year.

Around half of consumers globally say they look for new flavours they've never tried before.* Seasonal occasions are a great opportunity for consumers to try new flavour twists and trade-up on their everyday purchases. Global events can also be a source of inspiration, with the summer Olympics taking place in Paris in 2024 we would expect to see a rise in French Patisserie flavours and formats.

What we expect to see in 2025-6

- Rising interest and launch activity around seasonal occasions throughout the year
- Increase in limited edition launches
- Rise in seasonal flavour profiles



Flavour inspiration

Watch List

Hazelnut
Lavender
Blackberry
Gingerbread
Spiced plum

Growing

Pumpkin spice
Carrot cake
Orange
White chocolate
Maple
Passionfruit

Mainstream

Lemon curd
Vanilla
Raspberry
Caramel
Strawberry
Pineapple

Bright and bold



Trend Overview

The increasing influence of social media on food trends is exaggerating the need for brighter visuals and even bolder flavours. In fact, 1 in 4 consumers globally say they feel drawn to interesting and exotic flavour combinations and this is more prevalent in Gen Z and Millennial consumers.*

Drawing on inspiration from categories outside the dairy market can be a simple way to create engaging flavour combinations. The beverage market for example has often been a source of inspiration for flavour innovation with floral profiles originating from the popularity of gin and cocktails offering new ideas for flavour combinations. Sweet/savoury twists could also be expanded further with additions of bitter, sour and umami to bring excitement to sweet product categories.

What we expect to see in 2025-6

- Floral and botanical flavours back in the spotlight
- Bright colours paired with bold flavours
- Plays on sweet, sour, bitter and even savoury
- Cocktails & coffee profiles as a source of inspiration

Flavour inspiration

Watch List

Salted honey
Orange caramel
Rosemary
Rhubarb

Growing

Pistachio
Matcha green tea
Chai latte
Pineapple
Floral honey
Blackberry

Mainstream

Peach
Mocha
Irish cream
Elderflower
Mango
Blueberry

Feeling inspired?

At Synergy, we're passionate about turning insights into innovation. Using a blend of art, science and insight Synergy can help their customers to navigate the changing demands of the marketplace with products that stand out from the crowd.

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