



## Sweet Goods

Bakery & desserts



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.

Foodservice and retail outlets reported a drop in sales of sweet bakery items at the end of 2023. With financial pressures continuing into 2024 and beyond, desserts and baked goods will be attempting to win over consumers with luxurious and indulgent flavours at an affordable price point.

## What we expect to see in 2025 and beyond

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



## Flavour inspiration

### Watch List

Honeycomb  
Butterscotch  
Coffee

### Growing

Salted caramel  
Belgian chocolate  
Blonde chocolate  
Brown butter  
White chocolate

### Mainstream

Salted caramel  
Dark chocolate  
Almond  
Toffee  
Lemon curd

# 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 and beyond

- 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

Toasted marshmallow  
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

# 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 and beyond

- 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 visual appeal of baked goods and desserts has always been important but 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 traditional bakery 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 and beyond

- 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

#### 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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