

A YEAR OF INNOVATION IN CAKES, PASTRIES AND SWEET GOODS, 2023

Innovation is focused on premium-quality recipes and smaller-sized formats, and brands are flagging up added-value attributes on pack.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: premium cakes are positioned as affordable treats

- Consumers regard premium cakes and sweet baked goods as affordable treats
- Premium and seasonal cakes can encourage consumers to trade up in their purchasing decisions
 - Graph 1: launches of cakes, pastries & sweet goods, by share of seasonal and premium claims, 2019-23
- Seasonal launches celebrate premium cues

Europe: innovation focuses on smaller-sized formats

- Consumers look for cakes in varying sizes
- Smaller cakes and sweet baked goods target different consumption occasions

The Middle East & Africa (MEA)

- A flavour twist on traditional sweet pastries and baked goods

ASIA PACIFIC (APAC)

Asia: sweet bakery brands target the breakfast occasion

- Asian consumers mostly eat sweet bakery at breakfast
- Sweet bakery products that target breakfast promote convenience, health and indulgence

Asia: added value attributes take centre-stage in product innovation

- Consumers demand clear value-for-money qualities
- Provenance, naturalness and exciting flavours help brands enhance their value proposition
- Brand renovation/innovation: Open Secret launches 'un-junked brownies'

Australia & New Zealand

- Australian doughnut makers innovate around intriguing formats and flavours

THE AMERICAS

North America: ethical claims are growing among launches of cakes, pastries and sweet goods

- Corporate social responsibility is high on consumers' radars

A year of innovation in cakes, pastries and sweet goods, 2023

- Cake and sweet good brands are placing a greater focus on ethical claims
 - Graph 2: launches of cakes, pastries & sweet goods, by share of ethical claims, 2019-23
- Brands celebrate their ethical commitments on-pack

North America: consumers' evolving dietary needs are shaping innovation

- Sweet bakery brands acknowledge the diversity of consumers' dietary needs
- 'Suitable for' claims have largely stagnated in sweet bakery
 - Graph 3: launches of cakes, pastries & sweet goods, by select 'suitable for' claims, 2021-23
- Brands are meeting consumer demand for plant-based, keto and allergen-free options

Latin America

- Sweet bakery producers expand frozen offerings
- Frozen sweet bakery products highlight great taste and convenient preparation methods

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