

# A YEAR OF INNOVATION IN CAKES, PASTRIES AND SWEET GOODS, 2024

Indulgent experience remains the mainstay of this category, driven by taste and texture. Better-for-you claims are also inspiring innovations.



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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: sweet bakery producers expand frozen offerings

- Consumers turn to the frozen aisle
- Frozen formats are growing their share in cakes and sweet baked goods
  - Graph 1: launches of cakes, pastries and sweet baked goods, by share of storage types, 2020-24
- Frozen sweet bakery products deliver both taste and convenience

### Europe: brands continue to target seasonal celebrations

- Cakes and sweet baked goods play an important part in celebrations
- Seasonal and limited edition offerings continue to be prevalent
  - Graph 2: launches of cakes, pastries and sweet baked goods, by share of seasonal and limited edition claims, 2020-24
- Brands innovate around flavours, packaging and shapes in seasonal launches

## The Middle East & Africa (MEA)

- Brands highlight premium cues to elevate quality perceptions

## ASIA PACIFIC (APAC)

### Asia: innovation focuses on chewy textures

- Consumers are interested in chewy textures
- Sweet bakery launches with chewy textures are on the rise
  - Graph 3: launches of cakes, pastries and sweet baked goods, by share of select textures, 2020-24
- Brands are taking different routes to deliver chewy textures

### Asia: sweet bakery brands are blending Eastern and Western elements

- Consumers want to experiment with Eastern and Western fusion flavours
- When East meets West in cakes and sweet baked goods
- Brand renovation/innovation: Wholy launches wholegrain fudgy cake, boasting prebiotic fibre

## Australia & New Zealand

- Sweet bakery brands are placing a greater focus on ethical initiatives

## THE AMERICAS

### North America: brands put a stronger focus on naturalness

- Consumers are concerned about sweet bakery products being processed
- Free-from claims are on the rise
  - Graph 4: launches of cakes, pastries and sweet baked goods, by share of select natural claims, 2020-24
- Brands are removing the 'baddies' to resonate with health-conscious consumers

### North America: indulgent gluten-free options target a broader consumer base

- Gluten-free isn't just for those with intolerance
- Brands are expanding their gluten-free options
- Taste descriptors improve the appeal of gluten-free options
- Brand renovation/innovation: Post Consumer Brands releases Pebbles Waffles range

### Latin America

- Consumers seek value to cope with the high cost of living
  - Graph 5: launches of cakes, pastries and sweet baked goods, by share of branded and private label launches, 2020-24
- Value is communicated through different strategies

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