

THE FUTURE OF BREAD, BAKERY AND CAKES: 2023

Simplicity, 'newstalgia' and uber-indulgence will be strong innovation themes for bread and bakery, while upcycling will become the next big sustainability trend.



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Report Content



- Meet Mintel's global bakery expert

WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

IN THE NEXT TWO YEARS

- Mintel's perspective

In stressful times, simplicity sells

- Firmly seated on the simplicity bandwagon, bread will continue to enjoy popularity amid the cost-of-living crisis
- The Thomas' bakery brand in the US encourages consumers to get creative with bread and bread products
- The 'less-but-better' approach

Newstalgia: tradition with a twist

- The blend of newness and nostalgia can be a winning strategy
- Nostalgic attributes create strong appeal and provide familiar comfort
- Giving a modern edge to familiar favourites is a growing opportunity
- Adapting traditional Chinese products with modern influences

The savoury breakfast movement

- The glucose revolution
- 'Low in sugar' continues to hold strong as a popular better-for-you attribute in bakery
- Meanwhile, less sugary and more savoury breakfast items already enjoy significant popularity
- A variety of approaches can be explored to offer less-sweet profiles and fewer sugar spikes

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Upcycling is the next big sustainability trend
- Both the upcycling of bread and upcycling in bread can become more popular as part of the solution to the bread waste issue
- Both the upcycling of and in bread can become more popular as part of the solution to the bread waste issue
- New wheat varieties can withstand climate change

The Future of Bread, Bakery and Cakes: 2023

- Beyond new wheat varieties, expect more visibility of cricket flour and fava beans in new bread and bakery launches across Europe
- Sweet bakery: a space for limitless experimentation
- Inspiration from the drink category

KEY TAKEAWAYS

- Key takeaways

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