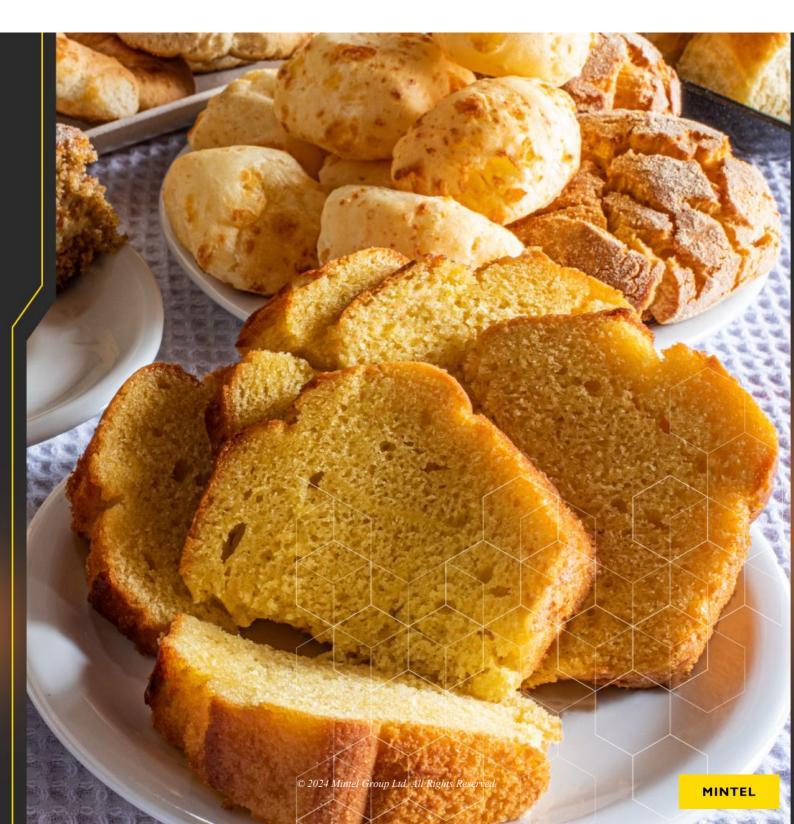
THE FUTURE OF BREAD, BAKERY AND CAKES: 2023

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





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

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent (See Research Methodology for more information).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at http://www.mintel.com/terms

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

UK	+44 (0)20 7778 7155
us	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850