## DAWN GLOBAL BAKERY TRENDS 2023

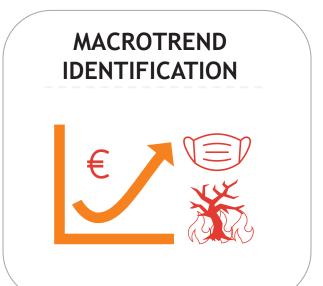
**BSB Autumn Conference** 

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#### **OUR METHODOLOGY**





#### DAWN GLOBAL BAKERY SURVEY

**3,727** consumers of sweet bakery products

**3** regions (LATAM, N. America, Europe)

**6** European countries (UK, France, Spain, Germany, Netherlands, Poland)









Technology has forever changed the consumer eating experience, transforming how we choose, receive and consume our favorite foods both in and out of home. From online ordering to social sharing before, during and after the meal, there's now a digital component to virtually every food occasion.



#### TECHNOLOGY HAS TRANSFORMED THE ENTIRE EATING EXPERIENCE

PepsiCo developed a innovative **touchless menu** for food and drink ordering



#### Food Service

I am willing to purchase sweet baked goods online (from a supermarket, bakery, restaurant, etc.).

7 in 10
UK consumers



#### **Out-of-home**



Aldi has opened its first checkout-free supermarket where people can shop without having to scan a product

#### Retail



At-home

Asda has announced the launch of a new delivery trial where customers can communicate directly with a 'personal shopper' whilst in store and get their big shop brought to them in as little as an hour.



#### **EXPLORE THE POWER OF SOCIAL MEDIA**



Social media can influence

50% of UK consumers'

likelihood to purchase a sweet baked good

#### **EATING WITH YOUR EYES**









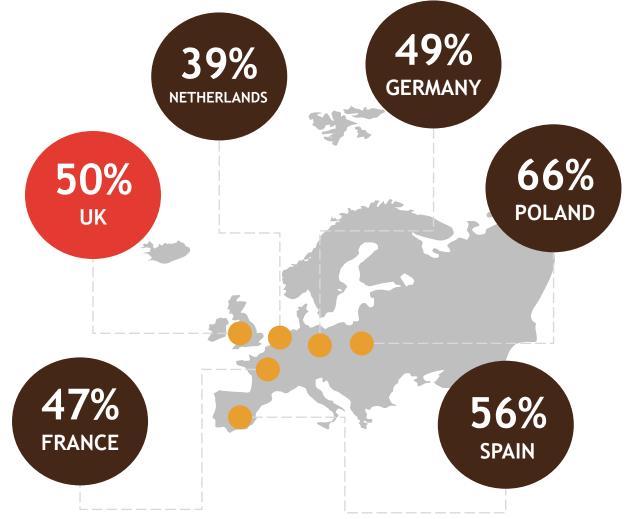
## BRINGING VIRAL CULINARY CREATIONS TO FANS

**TikTok** is taking on Deliveroo with a new food delivery service called TikTok Kitchen that has menu items based on viral videos



#### STRONG INFLUENCE OF SOCIAL MEDIA ACROSS EUROPE

"Social media can influence my likelihood to purchase a sweet baked good"





Picture perfect bakes



# Experience Exploration

Everything old is new again. Consumers frequently turn to familiar foods for comfort in times of stress. This has been especially true in the past few years. However, today's consumers—especially younger generations—are approaching tradition with a twist.



# CLASSIC SWEET BAKES WITH A TWIST PROVIDE 'STEPPING STONE' TO FURTHER EXPLORATION

Creating sweet bakes for the consumer who is...

TRADITIONAL ADVENTUROUS





"I enjoy sweet baked goods that put a new spin on a traditional item"

74% of UK consumers





#### TRAVELLING THE WORLD THROUGH SWEET BAKERY



7 in 10

UK consumers try different types of sweet baked goods because it can be a gateway to experiencing different cultures

## CONSUMER DESIRE FOR ADVENTURE IS STRONGER THAN EVER





## BAKERS INNOVATE WITH NEW TASTES AND TEXTURES FROM ASIA



UK consumers experience of **Asian** sweet baked goods...

**51%** Have tried it

**76%**Who have tried it, **liked it** 



#### GEN Z TARGET NEW EATING EXPERIENCES



Indulgent, on-trend experiences appear to be particularly important, with Gen Zs demonstrating an excitement to all things new

More than 4 in 5 claims to like to try new food and food experiences

#### PUSHING BAKERY BOUNDARIES TO DELIVER ON-TREND PRODUCTS...

Limited editions



Cross-category innovation



New formats



Creative collaborations







#### FOOD CAN PLAY AN IMPORTANT ROLE IN CONSUMERS MENTAL HEALTH



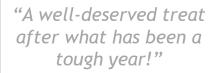
"Food can play a positive role in my mental health"

4 in 5

**UK** consumers

#### RISE IN BRANDS ADDRESSING MENTAL HEALTH







Doritos promotes a free online mental health service





Uplifting quotes added to Cadbury Dairy Milk



#### CONSUMERS SEEK COMFORT FROM THEIR FAVORITE SWEET BAKES

#### CONSUMERS SEEK COMFORT IN UNCERTAIN TIMES

How do consumers value pastries?



"It can be seen as a reward you offer to yourself. But there is pleasure in offering them too"

"Having a treat that I enjoy like cake is a comfort for me and helps to relax and debrief from work"

## BAKERY BRANDS ARE BUILDING ON THIS DEMAND

Pick yourself up with our luxuriously layered Tiramisu, a wonderfully fine balance of coffee, chocolate & alcohol notes



Sweet baked goods have become a more frequent part of my routine over the past year

1 in 2
UK consumers

Mini Chocolate Cupcakes are the perfect mid-afternoon pick me up.



#### **BITE-SIZE OPTIONS BECOME A MENU MUST-HAVE**

Small, indulgent sweet baked goods are a good way to treat yourself

88%

of UK consumers















#### REACHING THE CONSCIOUS CONSUMER

#### WHAT IS A MINDFUL CONSUMER?



#### WHO IS DRIVING THIS TREND?

As younger, more digitally connected consumers enter the market, conscious consumerism is on this rise



### 7 in 10

gen z and millennial UK consumers are willing to pay a slight price premium for more sustainable sweet baked goods



#### GROWING CONSUMER DEMAND FOR LOCALLY SOURCED INGREDIENTS

"I try to eat local as much as possible to support local businesses"

3 in 5

**UK consumers** 

#### DELIVER LOCAL RECIPES WITH LOCAL INGREDIENTS





## CONSUMERS ARE PUTTING MORE IMPORTANCE ON THEIR HEALTH AND WELLBEING



"I'm willing to try more sweet baked goods with claims like sugar-reduced, natural, gluten free, vegan, etc."

**55%** 

of UK consumers

#### OPPORTUNITY TO EXPAND BAKERY RANGE AND ATRRACT NEW CUSTOMERS

% of UK consumers who have tried the following sweet baked goods and LIKED IT...















#### THE POWER OF INTERCONNECTED TRENDS



#### All trends are interconnected!

We are now witnessing innovation and new product development in the bakery industry tapping in to all trends to strengthen it's success in the market.



Limited edition Christmas vegan chocolate mini desserts filled with local cherries

Picture perfect to share online and entice customers with their eyes



