Bakery is a daily essential for almost everyone, but that essential doesn't stay the same and consumer preferences are constantly changing. Discover our trends forecast for 2024, which identify key consumer behaviours for more informed decision making.

**THE CONSUMER**

- **84%** of global consumers agree that traditional/nostalgic flavours most influence their choice.
- **61%** of global consumers say fruit flavours choice plays a role in meeting mood needs: cheerful, stimulated, energised & refreshed.
- **44%** of global consumers agree that healthy/better-for-you flavours most influence their choice.

**WHOLESOME ENJOYMENT OF PRODUCTS WITH HEALTH BENEFITS**

- **44%** of European consumers perceive branded products as having similar quality to private labels.
- **44%** around the world (60% of Gen Zers & millennials) plan to splurge on experimental items which provide instant gratification.
- **50%** of consumers say sustainability is a very important factor in purchase decisions.
- **85%** of consumers are unsure if they would pay a premium for these products.

**SIMPLE PLEASURES**

- **61%** of consumers say everyday moments of happiness is the most common form of treat.
- China, France, India, Indonesia: favour moments of happiness to experience over everyday treats.

**EATING TO ENJOY SPECIAL MOMENTS**

- #1: Sweet treats and other bakery items are central to the moments consumers find special.
- #2: “Me” time.

**EATING TO STAY WELL FOR LONGER**

- Proper nutrition plays a pivotal role in maintaining overall health as we age.
- Gen X are pioneering new approach to healthy ageing that includes products that will help them thrive in their diverse lifestyles now and for decades to come.

**TRENDS IMPACTING BAKERY IN 2024**

**FLAVOUR EXPLORATION**

- Consumers continually rediscovering comfort in familiar classic flavours with new twists.
- Say healthy/better-for-you flavours most influence their choice.
- 1 in 3 have looked for more floral flavours.

**FLORAL FANTASY**

- Fastest-growing floral flavours in global food & beverage:
  - Chamomile: +32%
  - Honeysuckle: +21%
  - Rose: +13%
  - Rainbow: +141%
  - Cosmic: +20%
  - Dream: +18%
- Gen Z and millennials looking for new/unique flavours.

**NEWSTALGIC**

- 2 in 3 open to trying new global cuisines seeking street food-flavour inspired products.
- Think vanilla bean waffles inspired by Belgian style street food.

**LOCAL DELIGHTS**

- Driven by cravings and curiosity, consumers are increasingly excited to try diverse flavours inspired by specific regions.

**DATA:**

- McKinsey & Company 2023 – The world of ‘ands’