

THE CONSUMER

Trading down & splurging selectively

84% 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

Shopping everywhere & all at once

3+ New shopping channels consumers are increasingly adopting, stemming from those first tried during pandemic

Finding comfort in familiarity & exploring brand promiscuity

1 IN 3 While big brands dominate, 1 in 3 consumers are trying new brands. Gen Zers especially susceptible to brand switching

Demand sustainability & affordability

85% of consumers say sustainability is a very important factor in purchase decisions

50% unsure if they would pay a premium for these products

WHOLESOME ENJOYMENT OF PRODUCTS WITH HEALTH BENEFITS



Escalating uncertainty means consumers are increasingly looking for ways to feel in control

Fuelling personalised wellness routines, including in their diet



SIMPLE PLEASURES

61%

of global 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

SOLUTION

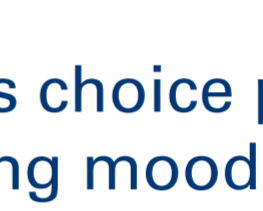
Boosting mood, driving connections and creating moments to remember



Germany: Favour everyday treats, so more engaged with consumption experience

SOLUTION

Sensory attributes like texture and flavour



Fruit flavours choice plays a role in meeting mood needs:

- ✓ **Cheerful, stimulated, energized & refreshed:** Tropical
- ✓ **Healthy:** Berries, summer & orchard
- ✓ **Comforted:** Citrus

FLAVOUR EXPLORATION

Bakery welcomes influence from wider food and beverage sector, so let's consider broader flavour trends

FLORAL FANTASY

48% say healthy/better-for-you flavours most influence their choice

1 in 3 have looked for more floral flavours

Fastest-growing floral flavours in global food & beverage:

+32% Chamomile **+21%** Honeysuckle **+13%** Rose



INDULGE IN IMAGINATION

Consumers crave enjoyment & playfulness, which can fuel demand for fantasy flavours

Fastest-growing fantasy flavours globally

+141% Rainbow **+20%** Cosmic **+18%** Dream

1 IN 3 Gen Z and millennials looking for new/unique flavours



'NEWSTALGIC'

Consumers continually rediscovering comfort in familiar classic flavours with new twists

44% agree that traditional/nostalgic flavours most influence their choice



LOCAL DELIGHTS

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

2 in 3 open to trying new global cuisines

50% seeking street food flavour-inspired products

Think vanilla bean waffles inspired by Belgian style street food

EATING TO ENJOY SPECIAL MOMENTS

Top sources of pleasure & reward:



#1

Close connections and family & partners



#2

"Me" time

Sweet treats and other bakery items are central to the moments consumers find special

EATING TO STAY WELL FOR LONGER

Proper nutrition plays a pivotal role in maintaining overall health as we age

GEN X 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

