



Seasonal Delights

Now that Easter has come and gone, it's time to reflect on the seasonal delights that captured our attention this year. As always, there was a flurry of limited-edition chocolate confectionery and the perennial favourite, hot cross buns, marking the festive period with indulgent treats. However, amidst the anticipation, there was a noticeable decrease in the number of launches compared to previous years, prompting speculation about whether fluctuating cocoa prices impacted NPD.

Despite this, certain flavours emerged as clear winners, with classic hazelnut and praline maintaining their popularity, while newer additions with caramelised flavours and orange gained attention among consumers.

- 628 seasonal chocolate launches in March 2024 globally. (Mintel GNPD, 2024)
- Caramel/Caramellic and Orange flavours are more popular than last year. (Mintel GNPD, 2024)
- Seasonal Chocolate launches in Q1 2024 is down 5.2% compared to Q1 2023. (Mintel GNPD, 2024)
- 108 Bakery products launched this year globally carry key word 'Easter'. Down versus last year with 134 launches. (Mintel GNPD, 2024)

On the Shelves



Darrell Lea has partnered with Ovarian Cancer Research Foundation to launch a Milk Chocolate Egg made from sustainably sourced cocoa. (AU)



Brach's brunch-inspired Easter jelly beans come in six flavours including maple pancake, mimosa, caramel cold brew & berry smoothie. (US)



Whittakers has unveiled a limited-edition Choc Cross Bun flavour combining the aromatic essence of the spiced bun with chocolate. (NZ)



Woolworths has added Indulgent Hot Cross Buns filled with Biscoff which adds a cinnamon-sweet spice flavour. (ANZ)



On the Menu



Coles Easter Arnott's Shapes Original Pizza Inspired Hot Cross Bun. (AU)



Welch's Fruit 'n' Yogurt Eggs feature chewy, bite-sized pieces of real fruit covered in creamy yoghurt and are a great alternative to chocolate. (US)



Moustache Easter Cookie Pie Pack featured Caramilk Hot Cross Bun & Creme Egg Cookie Pies. (NZ)



Hot Cross Raspberry Marshmallow Buns from Bennetts Chocolate. (NZ)

Despite challenges, the spirit of innovation and creativity prevailed, ensuring there was something delightful for everyone to enjoy.

One stand out trend was the viral sensation sparked by Woolworths Biscoff hot cross buns, which took social media platforms like TikTok by storm. Unconventional options like Shapes Pizza inspired hot cross buns took their shot at catering to diverse palates. Beyond traditional Easter treats, the US market introduced alternative treats, including 'Easter brunch-inspired' jelly beans and fruity yoghurt eggs, reflecting a growing demand for novelty and variety.



HW Hawkins Watts Offerings

- ✓ Cocoa (NZ only)
- ✓ Natural Flavours
- ✓ Natural Colours
- ✓ Hydrocolloids & Emulsifiers

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