



WATTSUP
TREND WATCH

Next Gen Gluten-Free Bakery

There are two distinct camps of consumers in this category - the people who choose to limit their gluten intake in the pursuit of a healthy lifestyle, and those who have gluten intolerances or coeliac disease. However, one thing that most of these consumers agree on is that gluten-free products need to improve their sensory profile. This is particularly important in the bakery space, where taste is the primary purchase driver.

Recently there has been a rise in demand for gluten-free goods, but consumers aren't convinced that the existing options stack up against conventional products. Upgrading gluten-free baked goods by focusing on improving their taste, aroma and texture will help to ensure their success.

46% of US gluten avoiders eliminate gluten/wheat as part of a healthy lifestyle (Mintel, 2021).

China leads patents related to gluten-free products (Mintel, 2021).

21% of UK consumers still think of gluten-free foods as unappealing (Mintel, 2021).

Gluten-free products are increasingly making claims around 'vegan' and 'free from artificial flavourings' (ANZ, Mintel GNPD, 2022).



On the Shelves



Low Carb Life, Lemonlicious Slice Keto Bake Mix. Said to be gluten-free, 99% sugar-free and suitable for a keto diet. Uses almond meal, lupin flour and coconut flour. (AU, 2022)



Stacks of Goodness, Double Choc Protein Pancake Mix. Described as a vegan, gluten-free product that is quick and easy to make. Uses brown rice flour, tapioca flour and buckwheat flour. (UK, 2022)



Sue's Gluten Free Kitchen, Apple Crumble. Free from gluten, egg, wheat, soy and dairy. Features a rich crumble topping made with a blend of rice, potato, tapioca, maize and buckwheat flour. (UK, 2022)



Wicked Kitchen, Gold Shimmer Bakewell Slices. Delicious gluten-free pastry slices with layers of raspberry conserve, almond frangipane and almond slices. (UK, 2022)



Dining Out and Social Media



Wholegreen Bakery, Sydney. Hazelnut and orange gluten-free scroll with flaky pastry, hazelnut creme patissiere, roasted hazelnuts and orange zest. (AU, 2022)



Boulangerie Chamballand, Paris. Lemon meringue with a buckwheat and rice flour base. (France, 2022)



Klear Labs, London. Vegan and gluten-free raspberry cheesecake with fresh raspberries and viola petals on an almond base. (UK, 2022)



Choices Gluten Free, Australia wide. Chocolate gluten-free brownies with walnuts and caramel sauce. (AU, 2022)

Gluten-free baked goods fits into the broader 'allergen friendly' trend that we've been seeing take off over the past several years. From patisserie goodies to store bought cakes, muffins and bakery kits, gluten-free products are making a splash around the globe.

However, to ensure their continuing success manufacturers need to make sure they're providing consumers with a great taste experience - gluten or no gluten! Currently, many consumers perceive gluten-free baked goods as being less tasty, less indulgent and less exciting than regular bakery items. Manufacturers will also need to address consumer concerns around the long ingredient lists present in many gluten-free products. As well as this, there is some interest in improving the nutritional profile of gluten-free foods, but in the context of the taste-driven bakery category this isn't as critical.

Brands working in the gluten-free bakery space may also want to consider exploring other popular trends such as vegan and reduced sugar. These claims are gaining traction, and are increasingly being seen paired with gluten-free claims.



Hawkins Watts Offerings

- Gluten-free Starch
- Hydrocolloids & Texture Solutions
- Sugar Replacement Solutions
- Complementary Flavours & Colours



Images courtesy of Mintel, TFP and brand websites/socials.

Please contact Hawkins Watts for more information.

Hawkins Watts Australia
P +61 3 9561 3710
E sales@hawkinswatts.com.au

Hawkins Watts New Zealand
P +64 9 622 2720
E sales@hawkinswatts.com