



# Sweet Bakery Flavours without Borders

Consumers are seeking both comfort from familiar flavours and excitement from new flavours in 2026. As is usually the case, there is significant interest in novel flavours from the younger generations, while older generations often remain more committed to their tried-and-true favourites. However, across the generational divide, there is a definite interest in global flavours being included in sweet bakery launches and menu items.

Products using global flavours will resonate best when the novel flavours are a 'twist' on a classic flavour - think miso combined with caramel, black sesame with chocolate, or cookies with a mochi filling. Brands must walk the line of innovating in the flavour department without alienating customers who love traditional flavour combinations. Limited time offers (LTOs) are a perfect way to experiment with this and test out what your audience craves!

- 57% of Chinese consumers aged 25-29 are interested in new snacks with novel flavours. (Mintel, 2025)
- Bakery launches with matcha flavour grew by 40% between 2024 and 2025, and is projected to grow steeply in 2026. (Mintel GNPD, 2026) (US, Canada and UK markets)
- 60% of UK consumers would like to see more global baked goods or pastries on the shelves. (Mintel, 2025)
- Nostalgia is a powerful purchase driver in sweet bakery. (Mintel, 2026)

## On the Shelves



Asian Food Republic, Korean Twisted Doughnuts with Miso Caramel & Coconut Dust. A fun twist on classic doughnuts. (NZ)



Killer Brownie, Mexican Hot Chocolate Brownie with Caramel Filling. (USA)



Nomma, Italian Indulgent Pistachio Panettone. Traditionally baked with a 'dramatically delicious' filling. (UK)



Monetta, Sweet Strawberry Matcha Flavour Luxury Creme Wafer Rolls. These wafers significantly outperformed the category in 2025. (AU)



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE

## On the Menu



Jiababa, Black Sesame Dark Chocolate Bagels. Served with a chocolate hazelnut ganache, black sesame paste and a mochi filling. (Singapore)



Halaya, Ube Swiss Roll. Ube is one of the Philippines' most iconic and well-loved ingredients. (Melbourne, AU)

Photo via @halaya.melbourne



Bloomwood, Miso Banoffee Danish. Combines the classic Aussie flavour banoffee with trending miso. (Melbourne, AU)

Photo via @bloomwoodmelbourne



Liloh Cakery, Pistachio Basque Cheesecake. A new take on a well-loved favourite. (Auckland, NZ)

Nostalgia is a powerful purchase driver in this category. Brands should consider leveraging 'newstalgia' - blending retro elements and classic flavours with modern twists.

Global flavours in the sweet bakery category are undoubtedly becoming more mainstream in Australia and New Zealand. Just look at the many Japanese bakeries that have popped up in recent years. However, well-loved flavours like chocolate, caramel, strawberry and vanilla have timeless appeal, and will continue to be favourites. Finding ways to tap into these novel flavours by combining them with classic flavours is an ongoing opportunity for brands.

Beyond flavour, brands in ANZ will need to consider their approach to the upcoming changes to the Health Star Rating system. Small tweaks to sweetness, fibre content and more could make a significant difference.



## HW Hawkins Watts Offerings

- ✓ Natural flavours and colours.
- ✓ Speciality extracts including yeast extracts & dairy powders.
- ✓ Taste modulators and masking flavours.
- ✓ Natural sweeteners and sweetening systems.
- ✓ Textural solutions.
- ✓ Health & nutrition ingredients.

**Please contact Hawkins Watts for more information**  
**Australia**

+61 3 9561 3710      sales@hawkinswatts.com.au

**New Zealand**

+64 9 622 2720      sales@hawkinswatts.com

