

MARKET NEWSLETTER

ePakes

OCT 2023



YOUR MARKETS IN FIGURES

Find out about the health of your markets in figures and estimated projections.

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LAUNCHES IN MORE DETAIL

Find the detail of the launches of buttery dough in Europe.

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THE FLAVORS OF THE MARKET

What are the top flavors per type of product in Europe in the 1st semester?

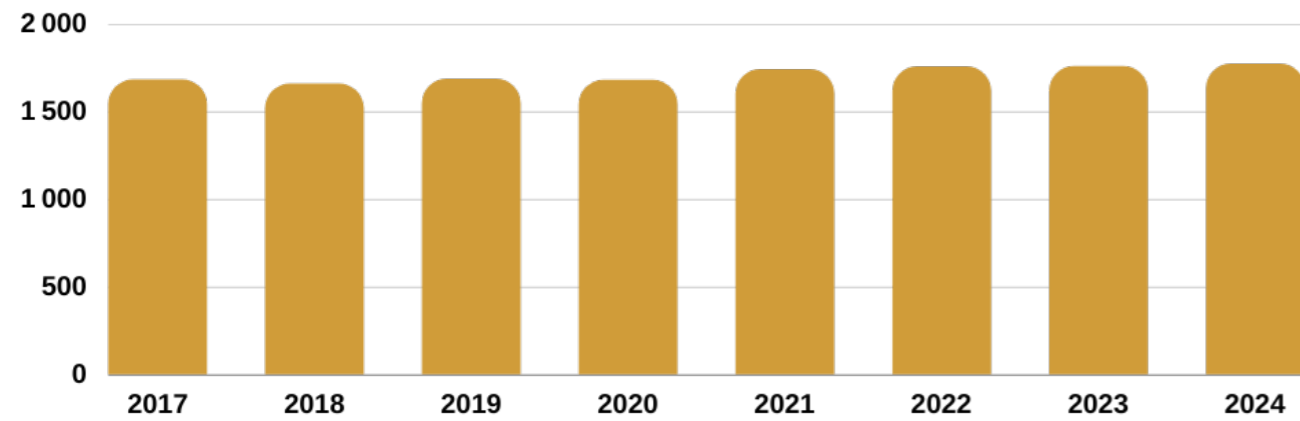
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YOUR MARKETS IN FIGURES

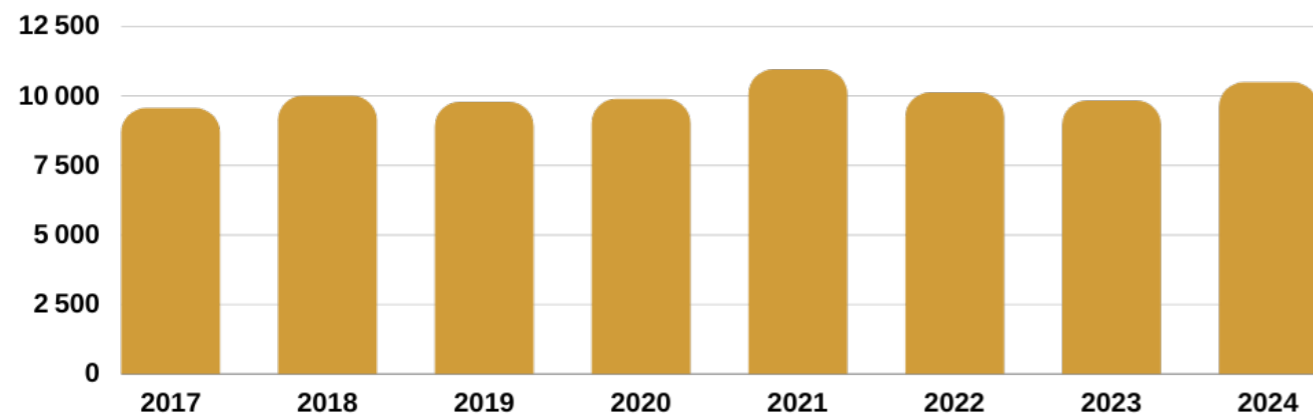
Retail markets by volume (in millions of tons)

	2017	2018	2019	2020	2021	2022	2023	2024
France	492	486	487	479	482	478	477	477
Germany	216	193	200	209	227	238	239	240
Europe*	1 682	1 658	1 686	1 680	1 742	1 758	1 760	1 773
World**	6 797	6 894	7 165	7 266	7 544	7 741	7 896	8 084



Retail markets by volume (in millions of \$US)

	2017	2018	2019	2020	2021	2022	2023	2024
France	2 941	3 102	2 953	2 975	3 128	2 746	2 624	2 727
Germany	1 185	1 113	1 117	1 205	1 400	1 335	1 312	1 373
Europe*	9 537	9 984	9 761	9 871	10 926	10 099	9 812	10 463
World**	42 195	44 034	45 312	46 518	50 817	50 086	50 287	54 859



*Europe is statistically analyzed over 5 countries of reference (France, Germany, UK, Italy, Spain)

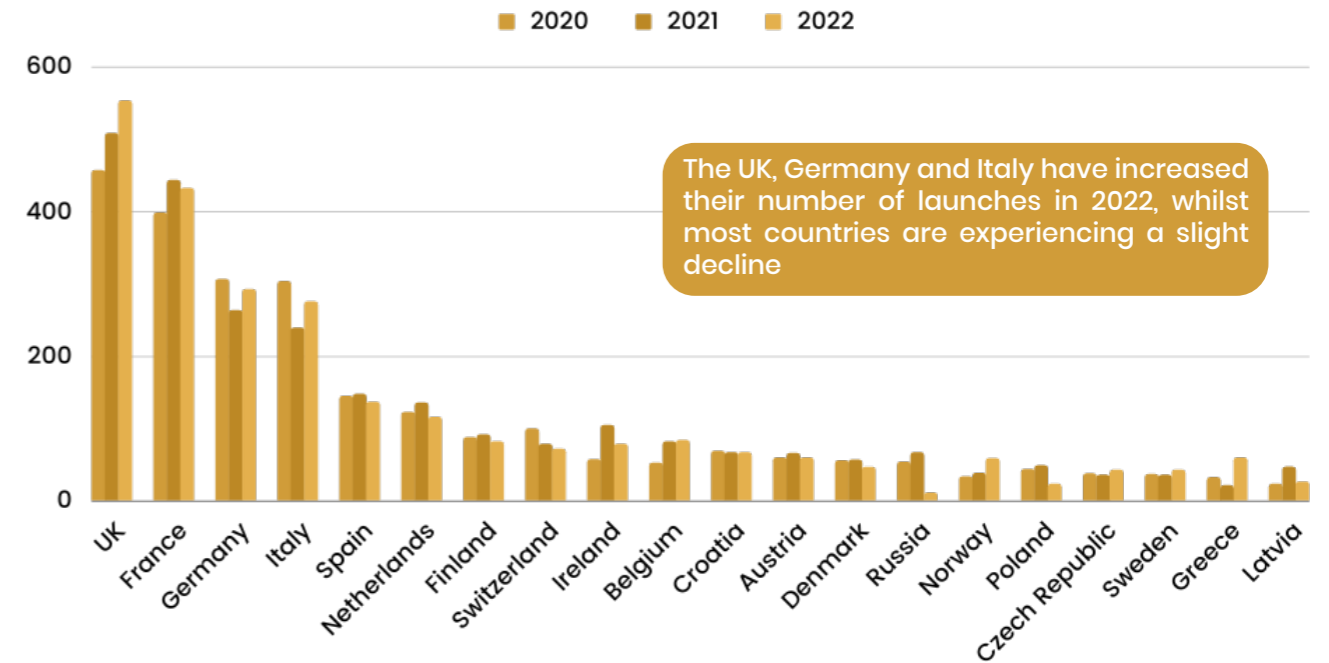
** the World is statistically analyzed for 16 countries of reference in 5 continents (list of countries on request from request to marketing@metarom.fr)

Source : Mintel Market Size 2023. Depending on the country and the year, some data are forecasts

LAUNCHES IN MORE DETAIL

The launches of cakes in Europe between 2020 and 2022

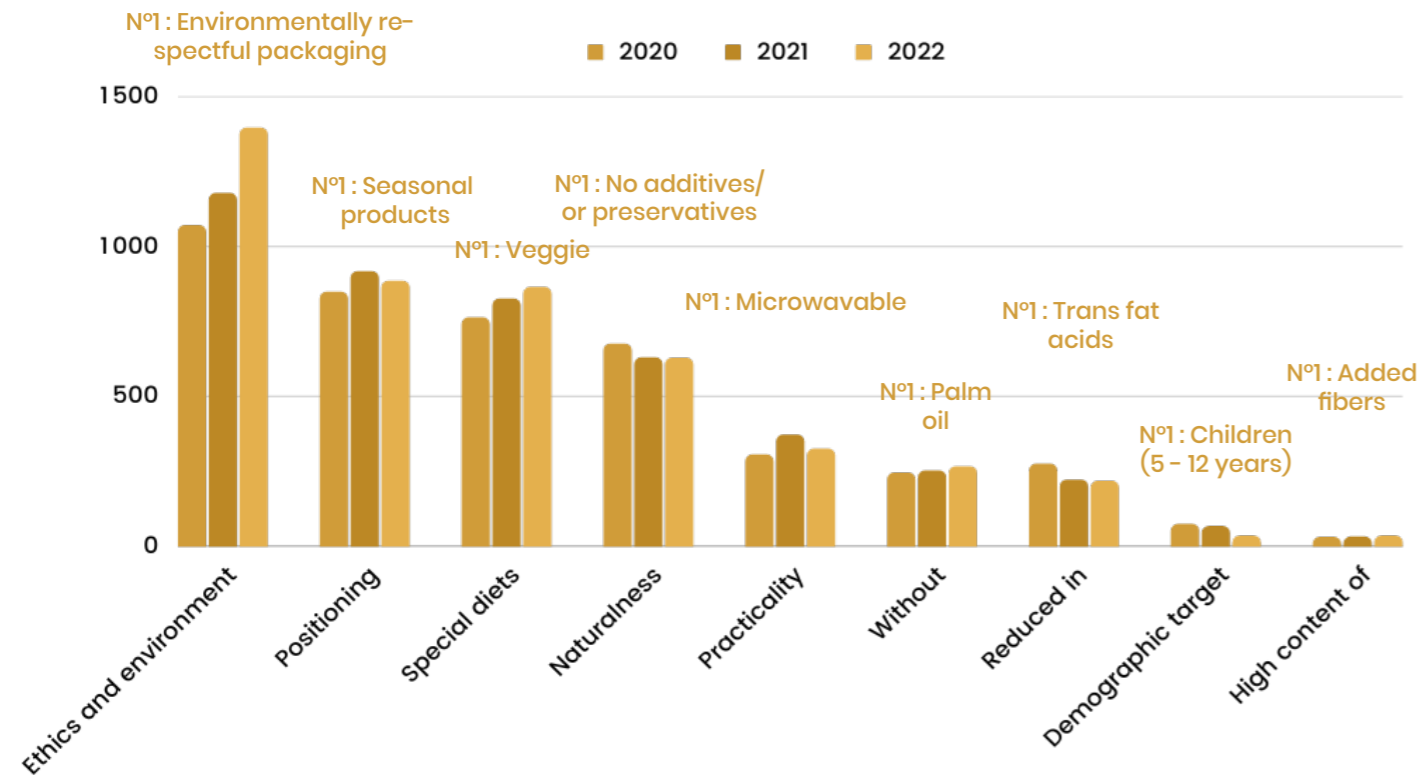
Dynamic per country (8 231 products launched)



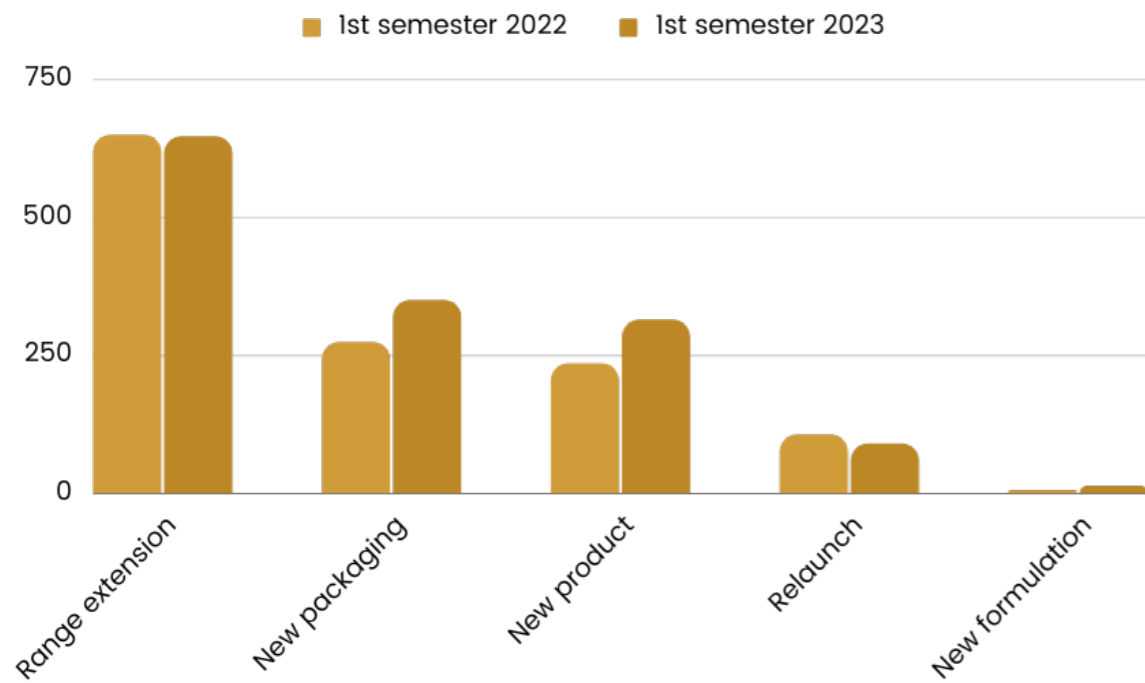
The UK, Germany and Italy have increased their number of launches in 2022, whilst most countries are experiencing a slight decline



The evolution of marketing claims in launches of cakes in Europe
Dynamics by claim category (8231 products launched)



Types of cake launches in S1 2022 vs 2023
(Europe - 4 376 products launched)



THE FLAVORS OF THE MARKET

Top 5 of flavors of cakes launched in Europe
(between January 2021 and June 2023)

TOP 5

Cakes

1. Chocolate
2. Cocoa
3. Brownie
4. Lemon
5. Vanilla

The flavors gaining popularity in 2023:
Fruits, Raisins

Had you identified them?



Company : Belgian Boys
Brand : Belgian Boys
March 2023 – USA

Pancake-shaped cereals, a vegetarian product



Company : United Biscuits
Brand : McVitie's Jaffa Donuts
March 2023 – UK

Donut with an orange filling and dark chocolate coating



Company : Power Foods
Brand : Power Waffles
Jan 2022 – New Zealand

Vanilla-flavored waffles



Company : Prozis
Brand : Prozis
Nov 2022 – Portugal

High-protein muffin with 86% less sugar than average



Company : Intermarché
Brand : Sélection Chabrior
Sept 2023 – France

Cocoa marble cake

Out-of-the-ordinary* flavors



Company : Pick n Pay
Brand : Crafted Collection by PnP
 March 2023 – South Africa

Carrot cake with grated carrots, yoghurt, chocolate chip, citrus peel and spices. Inspired by British baked goods



Company : Woolworths
Brand : Woolworths Food
 Jan 2023 – South Africa

Churros of Spanish and Portuguese origin are normally made from flour, oil and sugar. These churros are made with sweet potato



Company : Abdel Rahim Koueider
Brand : Abdel Rahim Koueider
 Feb 2023 – Egypt

Kunafah is a traditional Middle Eastern dessert made with cheese dough soaked in syrup. This kunafah includes Nutella

These products are not flavor-based but are designed to fuel inspiration for new flavors

The Nutri-Score opportunity for innovation

The Nutri-Score is a nutritional rating system designed to help consumers make dietary decisions. It classifies foods according to their overall nutritional quality. The Nutri-Score takes into account several nutritional factors, such as calories, saturated fat, added sugar, salt and fiber content. Consumers are becoming increasingly aware of the importance of healthy eating, and demand transparency on the products they consume. The development of nutritional rating applications is encouraging manufacturers to eliminate controversial ingredients and favor more balanced recipes.



Our flavoring solutions

The trend for old fashioned cakes has become increasingly popular in recent years. This trend combines nostalgia and comfort. For brioche lovers, they offer an emotionally-charged gourmet experience.

Our “old fashioned” concepts



A chocolate-marbled brioche with cocoa flavor



A French toast flavored brioche



A brown sugar-flavored brioche

The references

Flavors	References
Brown sugar (NF)	FAB 17 09 19 B
French toast (NF)	FAB 23 04 14 D
Cocoa (NXF)	PE P0116
Spicy vanilla (NF)	FAB 23 06 29 A
Almond (NXF)	FAB 23 05 04 E



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