



TASTE/TOMORROW

From consumer insights to innovation

In collaboration with  InSites Consulting



Puratos
Reliable partners in innovation

HOW METHODOLOGY

At the end of 2011, Puratos undertook a worldwide quantitative and qualitative consumer study to better understand future consumer needs and trends in bakery, patisserie and chocolate. The results have been combined into eight Taste Tomorrow mega consumertrends.

ONLINE QUANTITATIVE RESEARCH

in **14 DIFFERENT COUNTRIES** **4 CONTINENTS**



6,400  CONSUMERS

QUALITATIVE RESEARCH

to understand their attitude and perceptions towards



47  CONSUMERS

in six trend-setting cities



THIS LEADS TO 8 MEGA CONSUMER TRENDS



Want to learn more? Visit www.tastetomorrow.com or contact your local representative

Follow us on:    



Trend 1

TRADITION or INNOVATION



Tradition is **FUTURE-PROOF** and gives a **SOLID BASE** for future **INNOVATION**.



THE PARADOX

TRADITION
/ INNOVATION

Familiar flavours?
Or new flavours?
New products?
Or traditional ones?

BEST of **BOTH** WORLDS



54%

of BELGIAN consumers PREFER
'GRANDMA'S CUISINE';
very attached to traditional
eating habits.



Patisserie: innovate on different levels

Decoration

*Glazes / Non Dairy Creams / Icings
Ganaches / Chocolates
Nut products*

Base or sweet dough

Cake / Puff pastry



Filling

*Fruit / Creams /
Chocolate / Pralinés*

Inclusion

*Chocolate /
Nut products*

Eclairs: classics with a twist



Fauchon, Paris



Christophe Michalak, Paris



Hugo & Victor, Paris



Christophe Adam, Paris



Profiterole: classics with a twist



Popelini, Paris



Meringue: classics with a twist







HYBRID concepts

 **TASTE/TOMORROW**
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SUGGESTION
Du
Chef

VARIATION is key



Trend 2

Overall QUALITY PERCEPTION,
STORYTELLING
& CITY BRANDING



49%

of Belgian consumers buy
products **BASED ON QUALITY**,
vs **28%** who buy based on price.





Total quality throughout the entire production process and transparency are key

Adding value to a product

STORYTELLING/
SELLING



More than **50%**
of the **BELGIAN** consumers like
STORYTELLING

The story of the product should
also emerge in the **WAY THE
PRODUCTS ARE PRESENTED**
in the retail space, not
just on its packaging.





PÂTISSERIE is perfect
for **STORYTELLING**

SOCIÉTÉ DE CONSOMMATION
48, Faubourg Saint-Antoine, 48

How to boost the **QUALITY PERCEPTION?**

Use **BRANDS**



CITY BRANDS

are a guarantee
for tradition,
quality and
know-how



City branding: NY Style Cheesecake



City branding: Macaron de Paris



City branding: Geraardsbergse Mattentaarten





Trend 3

HEALTH
versus PLEASURE



The **NUTRITIONAL VALUE** of food is a **KEY ASPECT** for the future.



THE PARADOX

HEALTH
/
PLEASURE

The consumer's **CHOICE** often depends on the **FREQUENCY** and **VOLUME** of consumption.



Counting **CALORIES**



Self-**INDULGING**

Smaller portions



Smaller portions



Starbucks 'Petites': from single portion to one bites



Birthday Cake Pop



Rocky Road Cake Pop



Tiramisu Cake Pop



Red Velvet Whoopie Pie



Carrot Cake Mini Cupcake



Peanut Butter Mini Cupcake



Lemon Sweet Square



Salted Caramel Sweet Square



Trend 4

That AUTHENTIC BAKERY FEELING





ARTISANAL experiences

Successful supermarkets
will have to create that
authentic bakery feeling.

the homemade look & feel
the fresh image
the human touch
the traditional approach
the passion for the product



SENSORY experiences

Smelling is Selling

Clear potential for
supermarkets to compete
with local bakeries if they
bake their products on site

82%

Of consumers agree that the
**SMELL OF FRESHLY BAKED
BREAD** would **TEMPT
THEM TO BUY BREAD.**





Trend 5

LOCAL vs GLOBAL



THE PARADOX

LOCAL
GLOBAL

Consumers look for the **BEST** of **BOTH** worlds!

local

global

64%

of the Belgian consumers
like future **PRODUCTS**
made with
LOCAL or
REGIONAL INGREDIENTS.









Trend 6

MEAL MOBILITY



THE PARADOX

PLEASURE OF EATING
EASE OF CONVENIENCE



CONSUMERS EAT
WHAT THEY WANT
WHEN THEY WANT
WHERE THEY WANT

75%

of **BELGIAN** consumers prefer
SLOW food



Pop-up Sticks



Cake Cups



Muffin



American Cookies



Cake waffle on a stick





Trend 7

SUPERSTARS



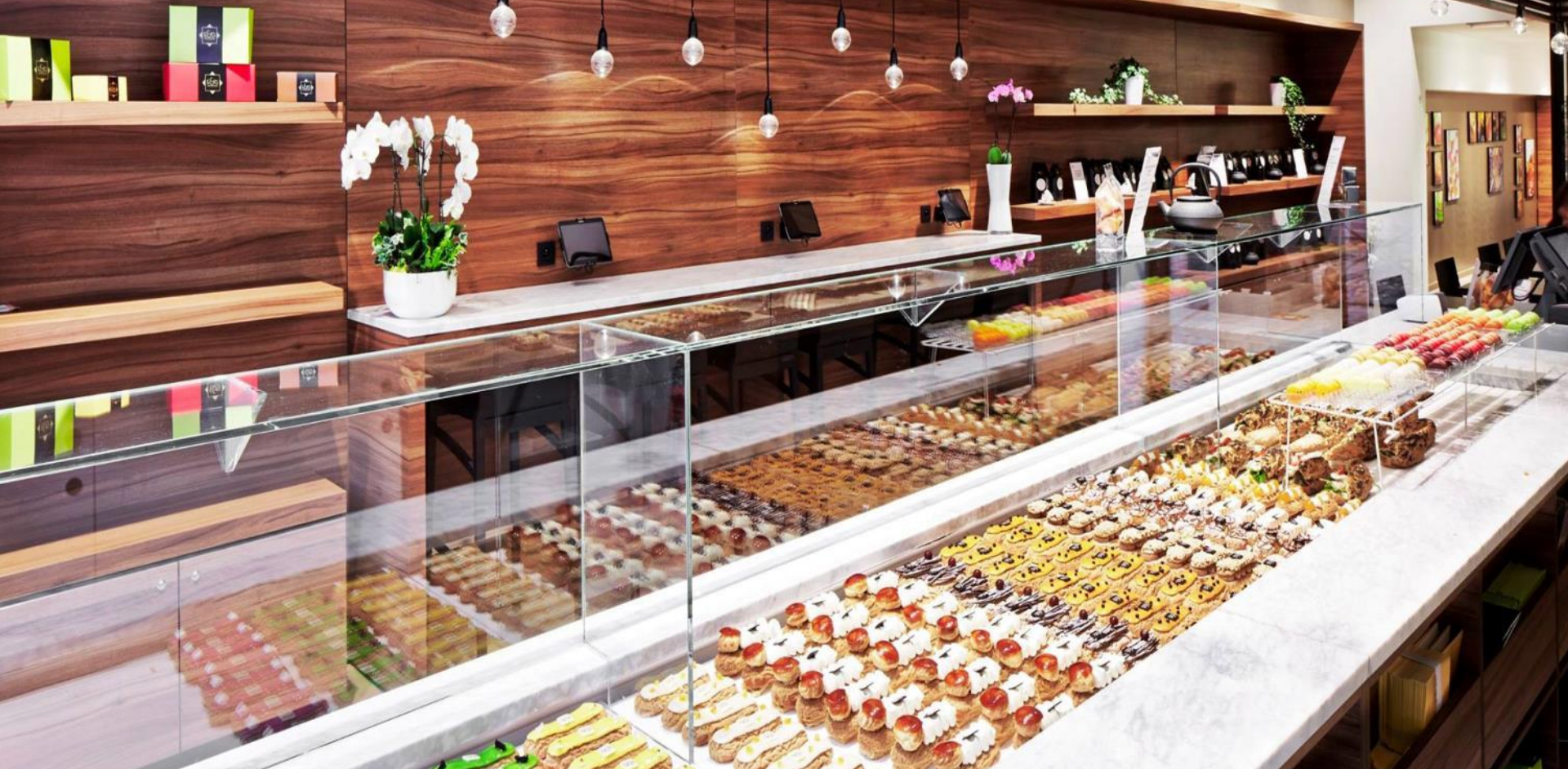
SUPERSTARS

SPECIALISE in a certain top selling product
or let customers **CUSTOMISE** particular products.

The larger **THE CHOICE** the more consumers feel
like they are buying a **UNIQUE, PERSONAL**
and **EXCLUSIVE** product.



ECLAIRS & GOURMANDISES





Chocolat
au lait
Confit fruit de la passion

Citron

Praliné



Trend 8

SUPER BAKERIES



SUPER BAKERIES

LOCAL SHOPS offering products that go beyond the **TRADITIONAL SELECTION.**

Like **MINIMARKETS** that offer a **RANGE** of heavy rotation grocery products.





HOT DRINKS
Organic Coffee 1.95
Cold or Luk. 1.95
Espresso 1.95
Cappuccino 2.15
Latte 2.15

COLD DRINKS
Iced Coffee 2.15
Iced Tea 2.15
Organic Juice 2.15
Organic Smoothie 2.15
Organic Kombucha 2.15
Organic Probiotic 2.15
Organic Kombucha 2.15
Organic Kombucha 2.15



Now for your **QUESTIONS ...**

