

What's Happening?

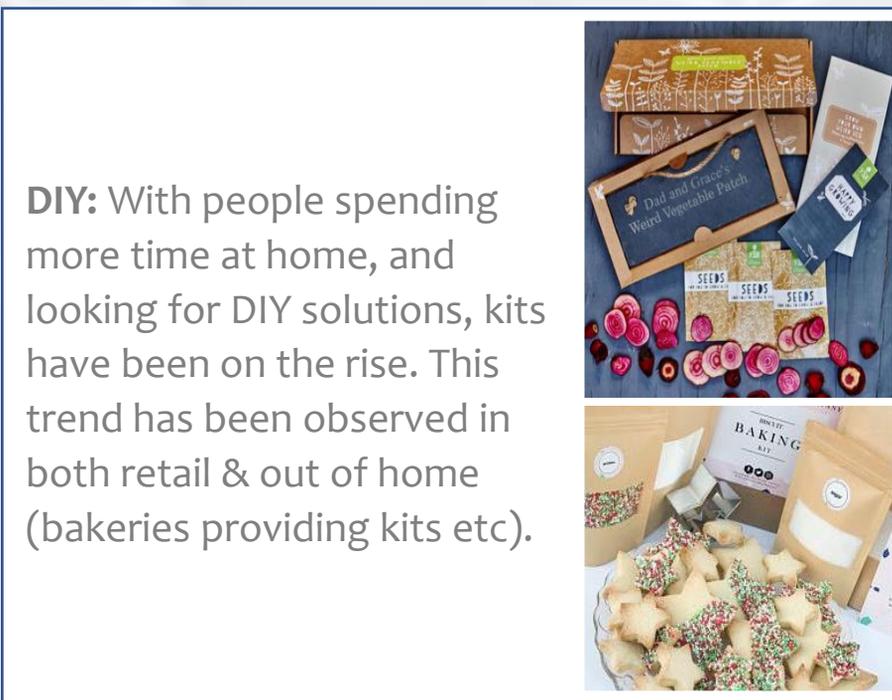


Christmas trends
2020

Our top 3 MACRO TRENDS



SUSTAINABILITY: Big focus this year, from recycled wrapping paper to presents that ‘give something back’.



DIY: With people spending more time at home, and looking for DIY solutions, kits have been on the rise. This trend has been observed in both retail & out of home (bakeries providing kits etc).



RAINBOWS: This colour trend has become more popular this year primarily due to our NHS heroes, and we have seen it extend into Christmas.

Our top 3 FOOD & DRINK TRENDS



VEGAN: Last year we saw the retail & out of home market starting to cater more for plant based diets. This year there has been more emphasis on sweet NPD and tailored meal solutions catering to vegan lifestyles.

SHIMMER & SPARKLE: From dustings on top of mince pies, to being added to drinks, shimmer & sparkle is back for another year in the retail & out of home market.



'Hot chocolate bombs' take over TikTok as the new quarantine drink trend



CHOCOLATE BOMBES: We highlighted this as a trend consumers were making at home last year, and with a huge surge in Cooking Chocolate, and people stating it as their favourite flavour*, it is no surprise that chocolate bombs are featuring in the mainstream this year.

*Source: Renshaw Big Trends Survey 2020

Our top 3 FLAVOUR TRENDS



CHOCOLATE ORANGE: Have a very Terry's Christmas! From confectionery & cakes, to drinks, spreads & even hotel room decoration, this year's biggest festive flavour, is Chocolate Orange.

GINGERBREAD: The gingerbread flavour profile has featured in lots of festive NPD, from cakes & confectionery, to cereal & drinks. Gingerbread houses & baking kits are still very much on trend.



CARAMEL: Caramel continues to feature heavily in retail & out of home NPD at Xmas. This year has seen caramel starting to evolve: smoked, spiced, pairing with other flavours (orange, pecan etc)

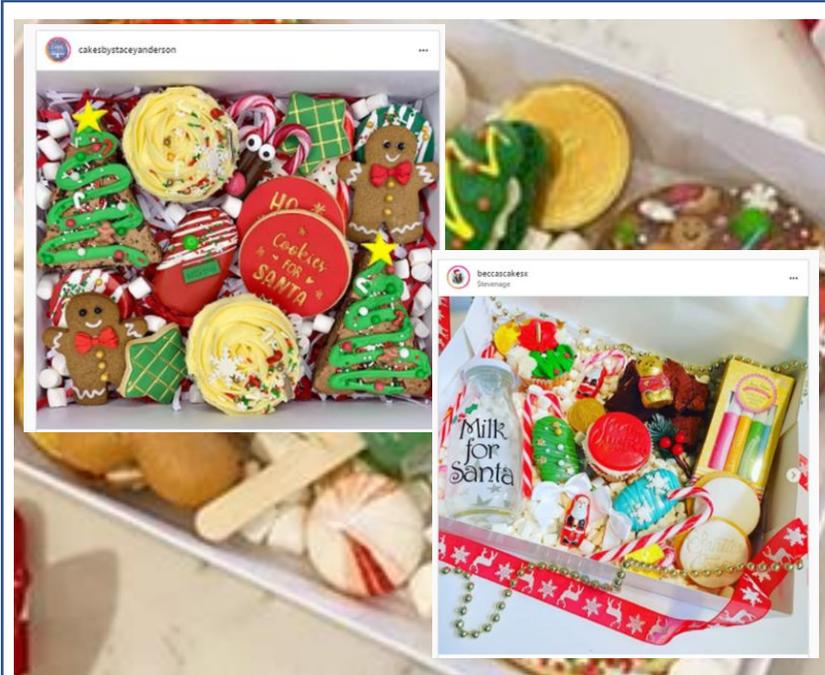


Our top 3 BAKING TRENDS



WREATH CAKES: DIY wreaths have been trending this year in home decor. This trend has also extended into cakes. Whether it is a cake in the shape of a wreath, a piped wreath cake, or a wreath decoration on a cake, this trend is becoming increasingly popular this year.

GONKS: Scandinavian 'Gonks', similar to garden gnomes have been increasing in popularity and the trend has made its way into cake decorating this year.



CHRISTMAS TREAT BOXES: DIY gifts have increased in popularity as people have had more time on their hands this year. Tapping into the personalisation trend, these boxes can be easily customised with colours & decorations: the perfect gift with a personal touch.

Our top 3 US TRENDS



COOKIES: Cookies & biscuits feature heavily in the US as part of Christmas celebrations. They are even consumed as desserts on the big day. Huge number of cookie baking kits available, often teamed with Frosting for decoration.

PEPPERMINT: Peppermint/ candy cane as a flavour profile continues to be on trend in the US. Many new launches feature this flavour, and is often paired with chocolate.



SPARKLES, SPRINKLES & FROSTINGS: are on trend in the US this year. Frostings are often used in Christmas cookie recipes, along with shimmer, sparkles & sprinkles. These products regularly feature in baking kits together. Frostings with inclusions also feature in the mainstream.

Our predictions for next year

Flavour pairings



Candy Canes & Rainbows



DIY



Chocolate Orange



Cinnamon



If you would like to see
our full Christmas review
for more trends & product
inspiration, please get in
touch...



Next month...

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Big Baking Trends Survey Results



If you would like more information on anything you have read, please get in touch:

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