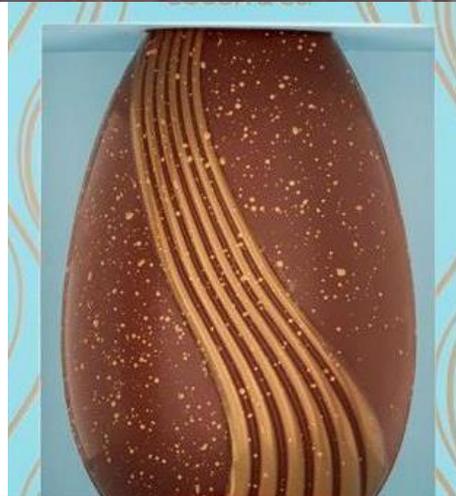
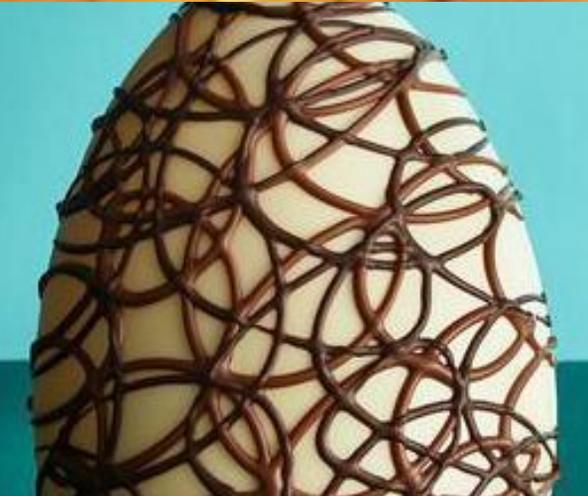


What's Happening?



Easter Review

EASTER EGGS



Elaborate Decoration

From painted eggs to lustres, chocolate art & edible decorations, Easter Eggs are more extravagant than ever this year.



3 in 1
From tasting selections to eggs within eggs: milk, dark & white chocolate in one pack are very much on trend this year.





j.a_3m Omg! Want 🤩🤩



Inclusions

Chocolate eggs with inclusions imbedded in the chocolate. From cookie & biscuit pieces, to popcorn & other chocolate, chocolate with a crunch is very much on trend.

HOT CROSS BUNS



aldiuk • Follow



aldiuk This season's hottest product! 🌟 You guessed it, Hot Cross Buns. What flavour do you have your eye on?

- 🌟 Chilli & Cheese
- 🌟 Luxury Fruited
- 🌟 Triple Berry
- 🌟 Raspberry & Belgian White Chocolate
- 🌟 Rhubarb & Custard
- 🌟 Honeycomb
- 🌟 Salted Caramel & Belgian Chocolate
- 🌟 Bramley Apple & Cinnamon

All in stores now!

#hotcrossbuns #easter #sweettreats #AldiAmazingEaster



1,648 likes

22 HOURS AGO

Flavours

The hot cross bun category is going from strength to strength every year. They are now available in sweet & savoury flavours. From chilli cheese to marmite, from strawberries & cream to mocha coffee, the market has launched a raft of innovative flavours to attract a wide range of consumers.



ESTD 1898
RENSHAW
THE PROFESSIONALS CHOICE





Hot Cross Bun Flavour

Innovation does not just stop at flavoured hot cross buns. From cheese & ice cream to confectionery & drinks, the hot cross bun flavour profile continues to appear in NPD launches across numerous categories.



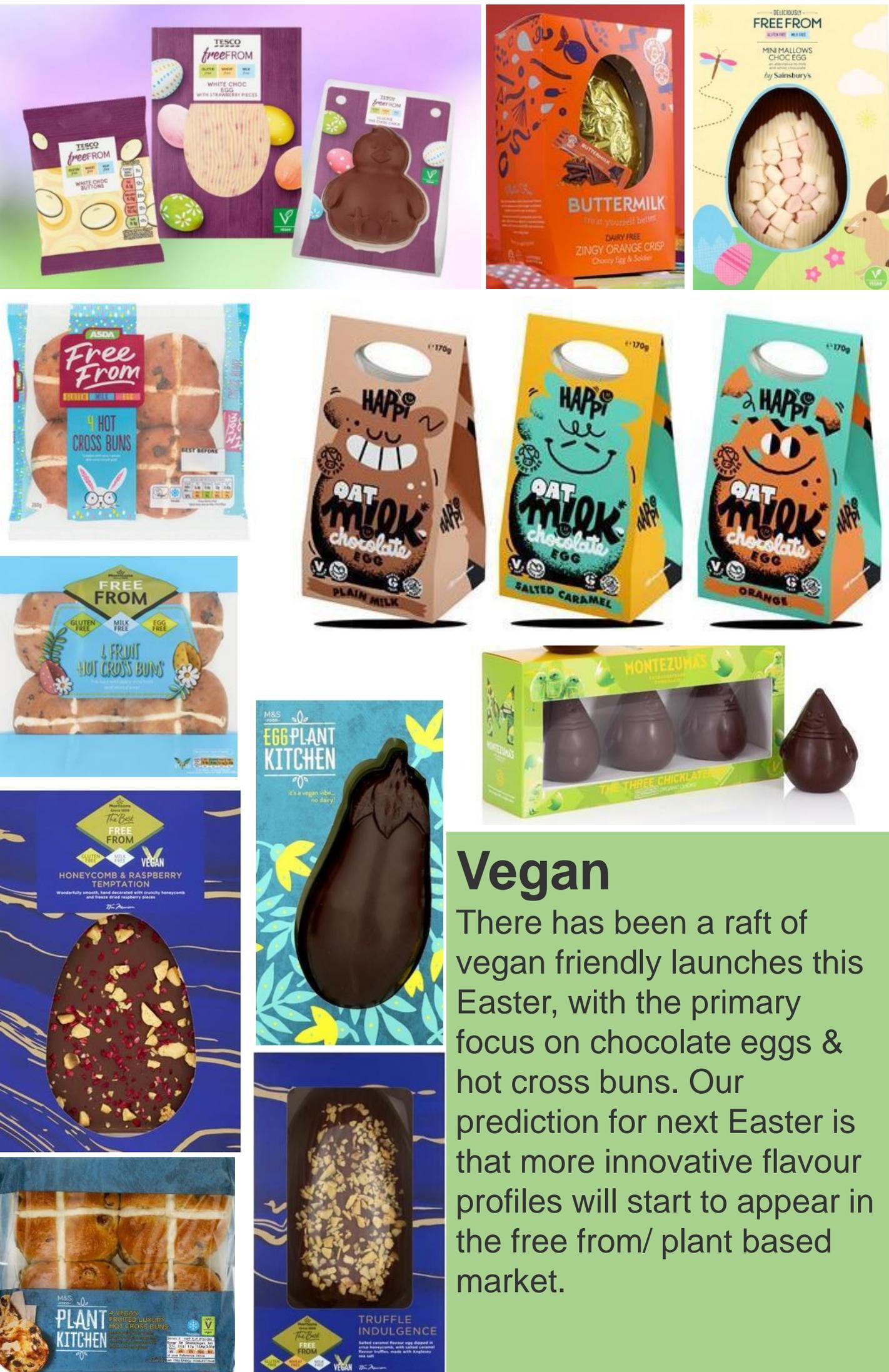
FLAVOUR TRENDS



- White Chocolate
- Blonde/ Caramelised White Chocolate
- White Chocolate & Fruit (mainly Strawberry/ Raspberry)
- Chocolate Orange
- Orange/ Clementine
- Chocolate & Caramel/ Salted Caramel
- Honeycomb
- Apple & Cinnamon
- Hot Cross Bun



PLANT BASED TRENDS



Vegan

There has been a raft of vegan friendly launches this Easter, with the primary focus on chocolate eggs & hot cross buns. Our prediction for next Easter is that more innovative flavour profiles will start to appear in the free from/ plant based market.

PERSONALISATION



**Limited Edition
EASTER CREATIONS KIT**

Have an Easter Egg-stravaganza with our new doughnut decorating kit! Includes two doughnuts with a kreme and yellow fondant filling, two irresistible Original Glazed ring doughnuts and a selection of icings & toppings. Perfect for a fun activity at home!

ORDER FOR NATIONWIDE DELIVERY



DIY Kits

Kits don't seem to have as big a focus in mainstream grocery retail as they did at Christmas, however, there are still many offerings online. Some kits are also designed as a personalised gift.



GIFTING



Hampers

From small online businesses to large retailers such as M&S, hampers are proving popular this year. They can be both a fantastic gift, and also a 'one stop shop' solution- getting all you need for a great Easter in one box.



ONLINE TRENDS



Chocolate Geodes

A popular 'lockdown' treat all year round, and a common staple in treat boxes. These are becoming popular online. They can be customised to Spring/Easter as chicks, rabbit heads and tails, and can be filled with mini eggs etc.



Chocolate Scotch Eggs

Round mini easter eggs such as Cadbury's Crème Egg are coated with a crumb mixed with frosting, or cookie dough. Breadcrumbs are replicated using biscuit crumb or sprinkles, and then decorated with additional toppings such as melted chocolate.

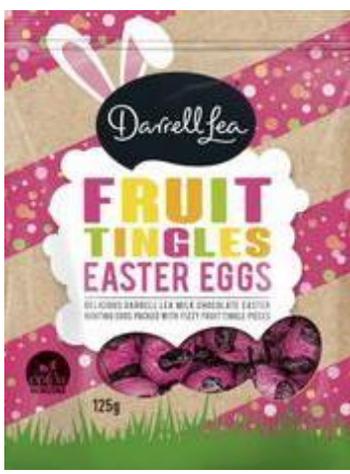




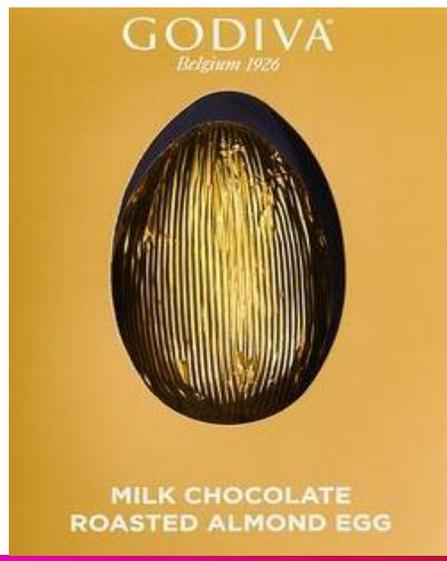
Buttercream Piping

With the huge popularity of Frosting, it is no surprise that colourful piping is trending online this Easter. An all year round trend that has a 'pastel' takeover during Easter/Spring, which includes bouquets, piped flowers, and coloured toppings with sprinkles/ sugarpaste toppers.

AUSTRALIAN TRENDS



- Trending flavours: salted caramel, honeycomb, cookies & cream, strawberries & cream, white chocolate & raspberry, coconut, experiential flavours & textures (popping candy, fruit tingles etc)
- “Better for you” trend is gaining momentum: dairy free, gluten free, nut free, sugar free, vegan, UTZ, fair trade etc.
- Premiumisation: mainly observed in eggs & gifting categories
- DIY/ Activity kits: gained popularity across several supermarket categories & events since COVID.
- Hot cross buns: Like the UK, now available in a multitude of sweet flavours, and savoury recipes too.



AMERICAN TRENDS



Top US trends:

- Focus on Easter candy to put in baskets (chocolate & sweets)
- Popular flavours: chocolate & nuts (peanuts, almonds, hazelnuts), cookies & cream, caramel, dark chocolate
- Filled centres (Oreo, Crème Egg etc)
- Gift baskets of candy
- Bunnies
- Plastic eggs to decorate & fill with candy



Next month...

What's Happening?



Cake Decorating Retail Market Update



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

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