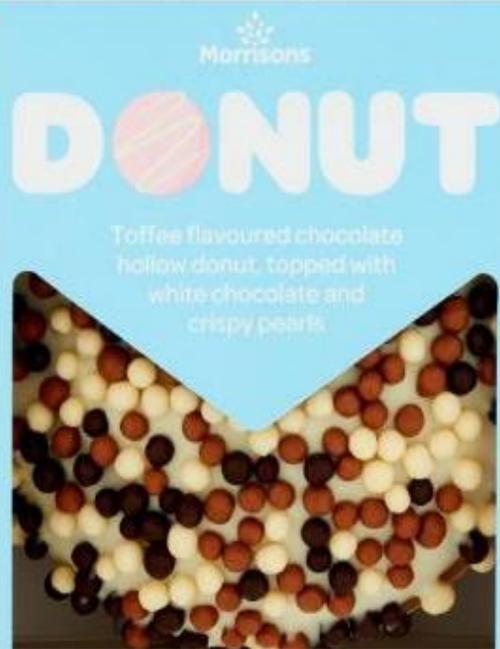


What's Happening?

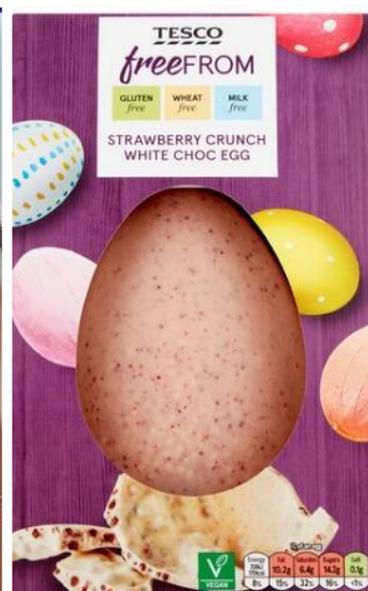
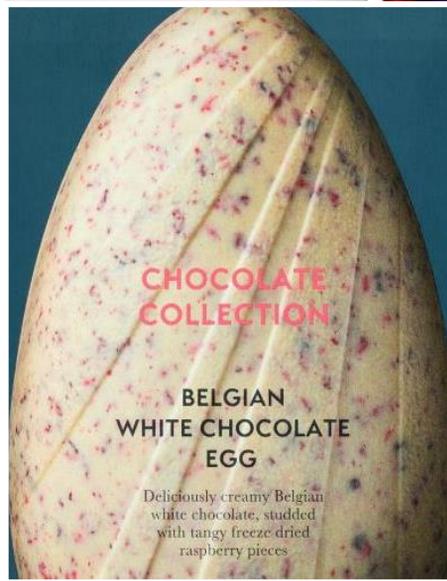
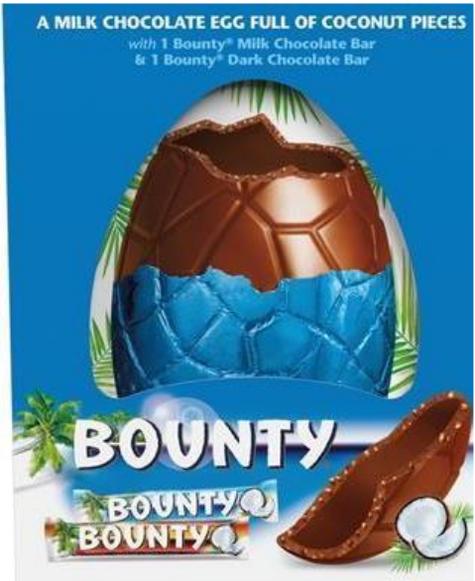


Easter 2022



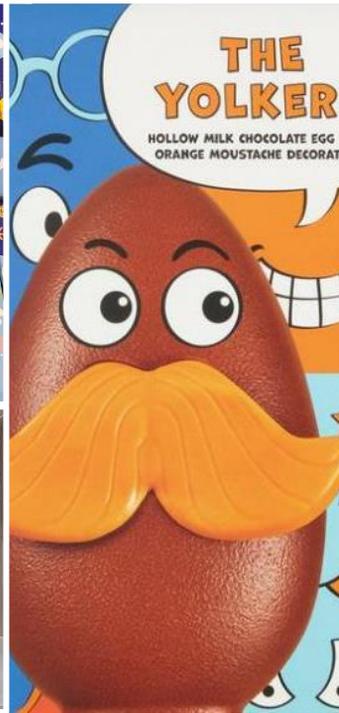
Is it...?

A doughnut, a burger bun, a sandwich, an ice cream? The answer is, it is most probably chocolate! The illusion trend seems to be sweeping the nation, with retailers following suit this Easter. We expect to see much more of the illusion trend in 2022!



The crunch factor

With 'multi sensory' being one of the big predicted food and drink trends for 2022/23, it is no surprise we are seeing an increased presence of inclusions and textures in chocolate this Easter. The added textures not only give a different mouthfeel, but they also give a distinctive appearance, setting them apart from 'normal' eggs.



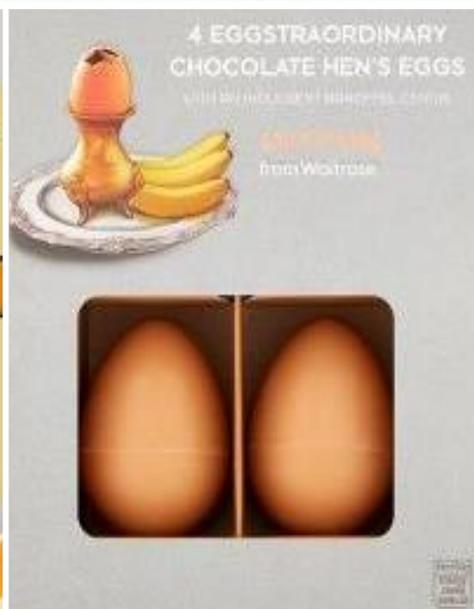
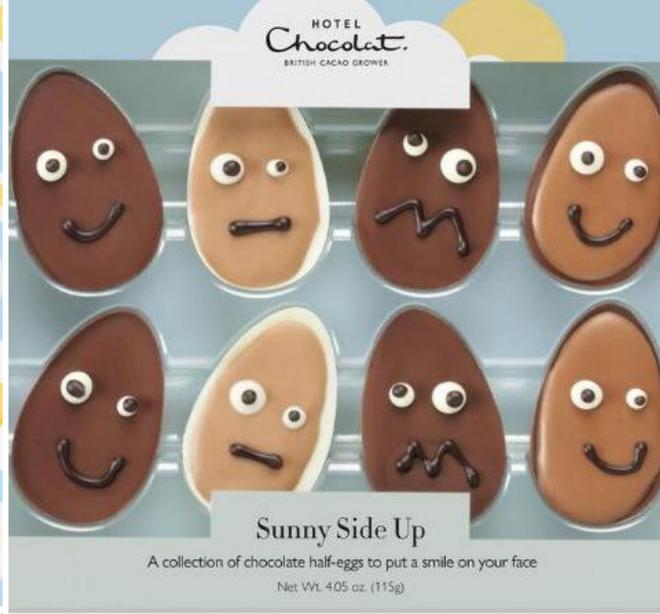
Family favourites

We all know Percy Pig, but this year M&S have added more characters to the Easter range: Bella, Alfie, Harn & Inky to name a few. M&S are not on their own. Lots of retailers and brands have introduced loveable characters to make Easter even more fun!



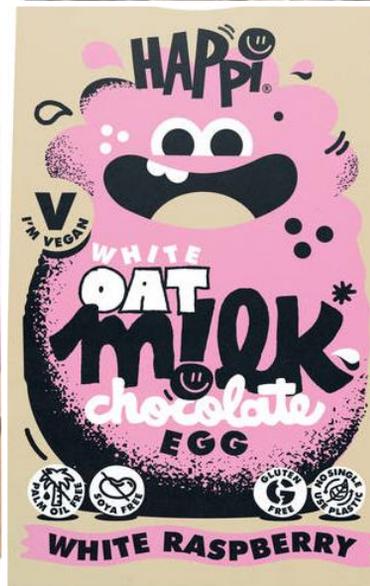
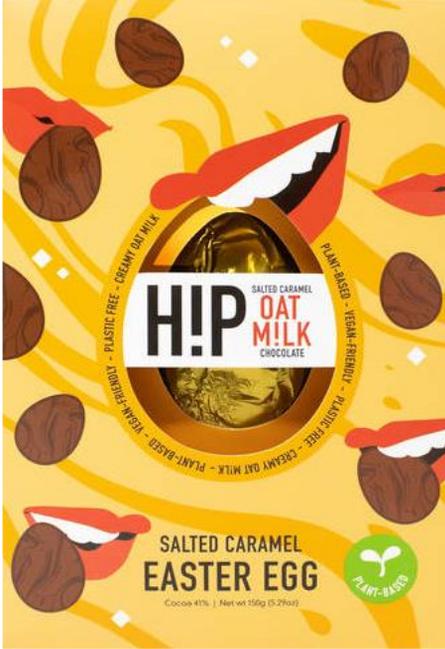
Merry Easter

From wreaths and trees, to gingerbread and crackers, Easter seems to be getting an even bigger 'festive' make over this year. The trend for Christmas style decorations and traditions at Easter seems to be increasingly popular. We have even spotted a few Easter gonks on our travels too!



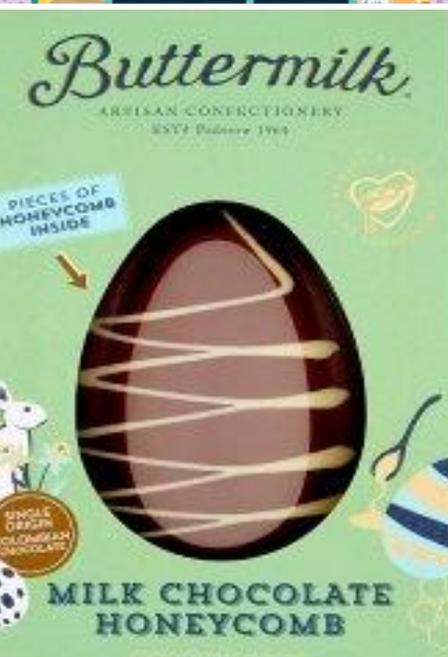
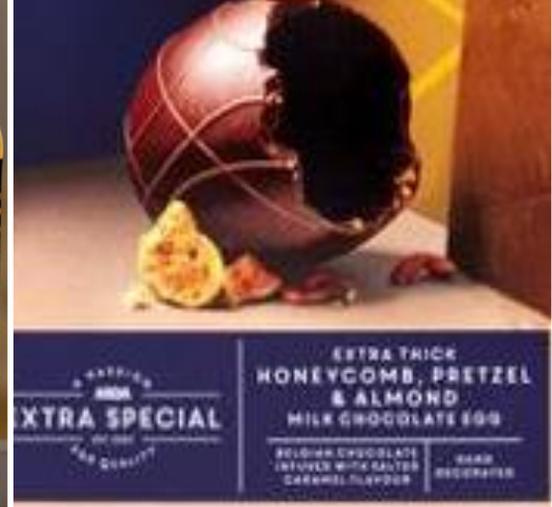
How do you like your eggs?

Whether it's sunny side up, dippy, with soldiers, or fried, this Easter has it covered! Again, tapping loosely into the illusion trend, chocolate based eggs imitating the typical breakfast delicacy are on trend this Easter. Hotel Chocolat seem to be leading the way, with many other retailers also having an offering.



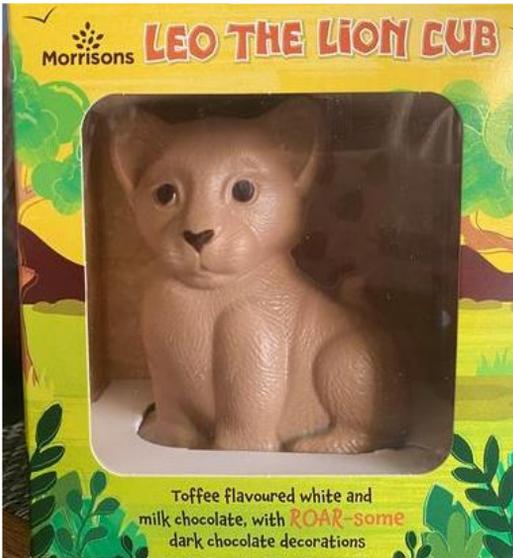
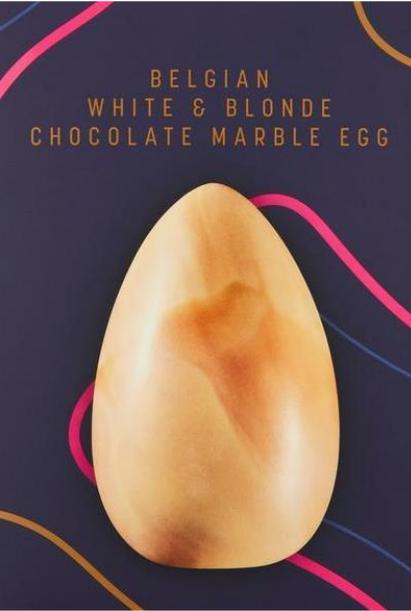
Vegan blooms

Plant based innovation continues to go from strength to strength. If we think back even a couple of years ago, there was a very limited offering in the easter egg market. Now there are many flavours, textures and shapes.



Bee tasty this Easter

Honeycomb seems to be climbing up the flavour charts this Easter, especially amongst the plant based offerings. Whether it is chocolate with a honeycomb flavouring, or pieces of honeycomb embedded within the egg, it seems to be a popular flavour profile in NPD launches.



Blonde is best

Caramelised white chocolate has also been rising up the flavour charts for some time, and this Easter is no exception. It is appearing in many NPD launches, particularly in the egg market. It is often paired with caramel, milk chocolate and nuts.

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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