

Flavours to Watch in Sweet Bakery 2026-27

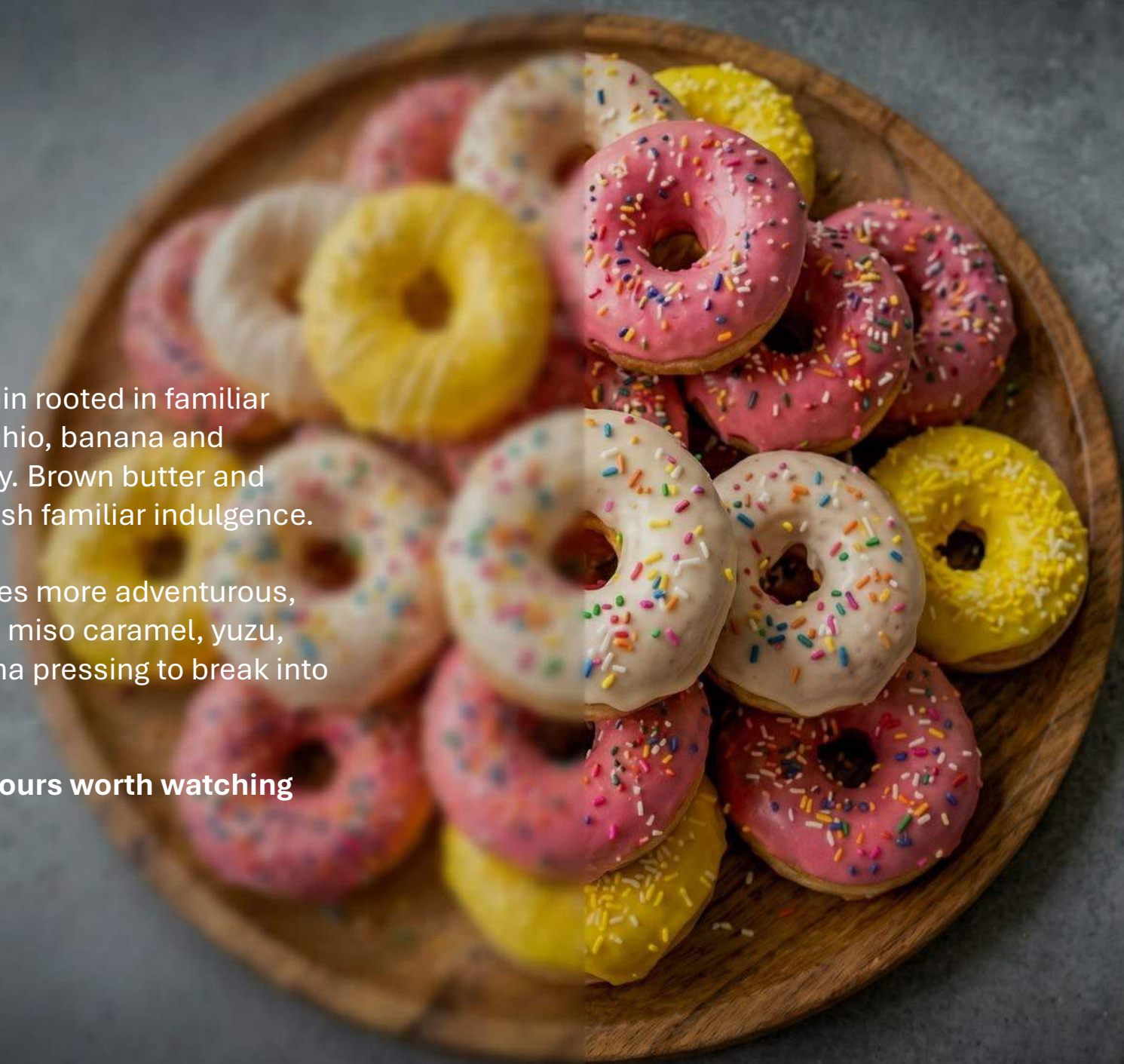
Sweet bakery trends for 2026–27 remain rooted in familiar favourites, with salted caramel, pistachio, banana and tiramisu continuing to perform strongly. Brown butter and salted maple offer newer ways to refresh familiar indulgence.

Looking into 2027, the outlook becomes more adventurous, with globally inspired flavours such as miso caramel, yuzu, black sesame, ube, pandan and hojicha pressing to break into the mainstream.

Our Flavourscape highlights the flavours worth watching over the next twelve months.



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Sweet Bakery Flavourscape 2026-27

July to December 2026

1. Salted Caramel
2. Cherry
3. Caramelised Biscuit
4. Pistachio
5. Banana
6. Tiramisù
7. Salted Maple
8. Brown Butter
9. Pumpkin Spice
10. Matcha

January to June 2027

1. Elderflower
2. Miso Caramel
3. Lychee
4. Olive Oil
5. Yuzu
6. Black Sesame
7. Sweet Corn
8. Ube
9. Pandan
10. Hojicha

Our flavour trend predictions come from trends across bakery and adjacent categories including desserts, confectionery, cereals, beverages, dairy, snacking and home furnishings.

Positioning is based on **prominence in online content**, **consumer approval ratings**, **Mintel data** and **cross-category prevalence**.



Salted Caramel

Modern Classic Still Driving Brown Flavours

Salted caramel remains one of the most transferable flavours in the market. It is not the newest idea, but it keeps renewing itself because brands can position it as both indulgent and broadly accessible across drinks, confectionery and fragrance.

Brown Flavour Dominance

Sweet bakery leans on brown flavours such as caramel, toffee, cookie and spice to deliver dependable indulgence.

In our consumer research, salted caramel has risen from a 31% approval rating in H1 of this year to 49% in H2.*

A Twist for 2026

Salted caramel will continue to evolve throughout 2026, with emerging variants including **sea salted caramel**, **smoked caramel**, and internationally inspired **miso caramel** offering fresh ways to modernise a classic favourite.

Bakels Sea Salted Billionaire's Caramel brings sweet-savoury balance to this caramel buttercream.



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Cherry

A classic flavour with fresh momentum.

Cherry is strengthening because it can flex from nostalgic soft drinks to dessert-led scenting without losing recognisability. In the UK it reads both playful and slightly premium, especially when paired with cola, chocolate or Bakewell cues, which helps it travel well beyond bakery.

38%

Of consumers say they look for cherry flavours in sweet bakery*.

Diet Coke Cherry

Coca-Cola brought Diet Coke Cherry back to UK supermarkets permanently in early 2026 after a successful limited Tesco return.

A Cherry for Everyone

Cherry is a flavour to be played with, we have dark cherry, red cherry, tart cherry and sour cherry. It can be a traditional English Bakewell tart, black forest indulgence or an Americana soft drink .

*BAKELS/VYPR | **Mintel

**Our Dark Cherry
Filling contains
70% real fruit
pieces.**



Caramelised Biscuit/Speculoos

Warm Biscuit Comfort with Mainstream Appeal

Caramelised biscuit has been trending for a few years now, currently enjoying a recent bump off the back of some high-profile brand collaborations. Its strength lies in brown sugar sweetness, light spice and biscuit nostalgia in a flavour consumers already understand.

39%

of consumers say they look for caramelised biscuit flavours in sweet bakery.*

Cross-Category Pull

The flavour is expanding beyond bakery into chocolate, biscuits, spreads and coffee pairings, reinforcing its everyday treat appeal.

Versatility in Bakery

A caramelised biscuit filling or crumb can turn familiar bakes into café-style treats, from doughnuts and muffins to cheesecakes, cookies and traybakes.

*BAKELS/VYPR

Speculoos spread and crumb make it easy to add caramelised biscuit flavour across a wide range of bakery products.



Pistachio

From Dubai Chocolate to Green Desserts

2025 was the year of pistachio, catalysed by the rise of Dubai Chocolate. Once niche, this nutty profile is now widespread across food and drink, limited only by the availability of pistachio nuts. Its premium, subtly sweet character plays into wellness cues and modern indulgence.

33%

Of consumers still see pistachio as the flavour they look for in sweet bakery 2026.*

Pistachio for Wellness

Pistachio is seen as a subtle, nostalgic taste that offers a “quiet indulgence.”**

*BAKELS/VYPR | **Mintel

Pistachio Evolution

Pistachio has moved beyond Dubai Chocolate, now positioned as both a premium ingredient and a “green flavour” alongside matcha. Its eye-catching desserts are driving social media buzz, with supermarkets expanding into pistachio creams, spreads and patisserie-style formats.**

Pistachio Chocolate Mousse

Made with Bakels Chocolate and White Vanilla Mousses



Banana

Comfort Classic with Breakfast Bakery Appeal

Banana is quietly building momentum through protein shakes, snack bars, pancakes and breakfast-style treats. While it is not a new flavour, its familiarity gives it strong consumer permission in sweet bakery, especially when paired with indulgent brown flavours such as caramel, custard and brown butter.

30%

Of consumers say they look for banana flavours in sweet bakery.*

Cross Category Growth

Banana has visibility in protein drinks, bars, pancakes, yoghurts, cereals, porridge and smoothies.

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Built for Pairings

Banana lends itself to being used as a base for richer, more indulgent bakery concepts. Banoffee, banana and brown butter, caramelised banana, banana custard, all help make the flavour feel warmer, more premium and more bakery-led.

Banana becomes more trend-led when paired with caramel, custard or brown butter.



Tiramisù

Coffee-Driven Nostalgia

Tiramisù taps into coffee-driven nostalgia and delivers a rich, multi-sensory experience. The familiar combination of coffee, mascarpone and cocoa continues to resonate with consumers looking for indulgence with a comforting, retro feel.

26%

29% of consumers in our flavour survey rated tiramisù as a preferred flavour, underlining its growing relevance in sweet bakery and beyond.*

Cross Category

The flavour's versatility extends far beyond traditional dessert, inspiring everything from cheesecakes and filled doughnuts to biscuits and even crossing into other categories such as alcoholic beverages, scented candles and granola.



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Maple/Salted Maple

Nostalgic Warmth with Modern Appeal

Once tied to North American breakfasts and comfort food, maple is now a rising UK favourite. Its nostalgic warmth, versatility and ability to pair with spicy or indulgent flavours make it one to watch.

*Social media intrigue is bringing it to the UK, with Mintel designating it as an emerging flavour in sweet bakery.**

BIG IN AMERICA!

56% of US consumers say they would be interested in trying **spicy maple** in snacks, alongside salted maple and classic sugar maple.*

A Consumer Favourite

Salted maple was well-received with our consumer panel. When asked which sweet bakery flavours they would consider purchasing, **26% selected maple for 2026.****

Maple & Bacon Doughnuts

Maple flavour glaze paired with smoked bacon pieces.

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Brown Butter

Caramelised Richness with a Nutty Finish

Brown butter, sometimes known as burnt butter, is gaining attention as a distinctive sweet bakery flavour cue. Its caramelised, nutty richness helps everyday bakes feel more crafted and indulgent, while recent cookie, pancake, financier and tart launches show how easily it can travel across bakery formats.

Market Momentum

Mintel highlights brown butter in recent sweet bakery NPD, including ready-to-bake cookie dough, banana bread pancake and waffle mix, financiers and single-serve tarts.

These launches typically use language around caramelised brown butter, nutty notes, real butter, simple ingredients and sweet-salty perfection.*

*Mintel

Premium Comfort

A brown butter glaze, filling or sponge can bring a richer, more crafted feel to familiar bakes such as cookies, blondies, muffins and loaf cakes.

Brown butter or burnt butter brings a crafted feel to bakery products



Pumpkin Spice

Autumn Nostalgia with Cult Status

A staple of autumn indulgence, pumpkin spice remains a seasonal favourite in 2026. Its cosy, nostalgic profile keeps it highly commercial across bakery, drinks and snacking, with retailers leaning further into autumn flavour rotations.

Seasonal Boost

Pumpkin spice continues to drive a major seasonal sales spike, now extending far beyond lattes into bakery, confectionery, snacking, ice cream, cereals, candles and home fragrance.

Consumer Pull

Its warm spice profile delivers comfort and “autumn nostalgia”, while new mash-ups in sweet bakery help it stay fresh. Pumpkin spice has almost cult-like status, becoming a yearly ritual for fans and driving strong repeat purchasing.*

*Mintel



Starbucks has sold more than **600 million** Pumpkin Spice Lattes worldwide since its 2003 launch*

Matcha

Blending Wellness with Indulgence

Matcha continues to accelerate due to its striking colour, natural caffeine appeal, and strong crossover from beverages into sweet bakery.

15%

of **25 to 34 year olds** say they're open to matcha bakery products, more than the general population (9%).*

Diverse Nutrition

Matcha brings vibrant colour, a distinctive tea-led flavour and strong crossover from wellness-oriented food and drink.

Matcha Chill

Mix matcha powder into Bakels White Vanilla Mousse Mix or Bakels Cheesecake Mix.



*BAKELS/VYPR