



Bakery & Snacks

Editorial Calendar
2024 & 2025

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Yearly Overview 2024

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SPECIAL EDITION

EDITORIAL WEBINAR

Yearly Overview 2025

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2024

JANUARY

26

HEALTHY SNACKING

A guilt-free convenient indulgence that's better-for-you – that's what is forecast to be one of the biggest drivers of NPDs in the snacks and bakery sector in 2024. Free from is mainstream; fortification is the new norm; sugar, salt and fats are the big no-no; and more traction is being given to clean labels. We take a look at the leading trend shaping the bakery and snacks market.

FEBRUARY

29

BAKERY & SNACKS PREDICTIONS FOR 2024

As the popularity of snacking continues - almost 50% of global consumers have three or more snacks a day, driven by teens and people in their 40s - consumers are more aware of the importance of balancing health with indulgence. However, while they have expressed a desire for snacks that are better-for-you, the majority will absolutely not sacrifice taste. There is a growing audience for sustainable snacks that come with a story. Consumers are asking producers to place more emphasis on strategies to tackle food waste, reduce carbon emissions, be more water-aware, eradicate hunger and weigh in on the dichotomous burden of malnutrition and obesity. What are the biggest trends predicted to influence the sectors in 2024?

MARCH

28

IS CLEAN LABEL STILL TRENDING?

Clean label today is the expectation, not the exception. Seen as a mark of good quality, one in three global consumers consider natural ingredients to be one of the most important aspects of healthier bakery and snack options. Artificial or chemical ingredients are the main undesirables, while there is also interest in excluding ingredients that consumers may perceive to be unnecessary. In addition, consumers are more keenly aware of the ethical and environmental aspects of a product, with ingredients with strong sustainability credentials – for example, RSPO-certified palm oil – ticking the clean label box. We explore the concept of making use of as few ingredients as possible that consumers recognise as wholesome and natural and the trends associated with clean label, such as free from, organic, whole grain and better-for-you.



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APRIL

25

THE ROLE OF REGENERATIVE AGRICULTURE IN BAKERY AND SNACKS

Sustainability is a key issue for the food industry, especially in the lead up towards the UN Sustainability Development Goals' deadline of 2030. This is not merely a PR call and companies and brands will be increasingly taken to task over 'doing the right thing' and being 'environmental' and 'ethical.' There is a huge emphasis on shifting meat-centric diets toward less resource-intensive foods - putting pressure on farmers to be more responsible and producers to source their ingredients responsibly. Sustainable practices can reduce environmental impacts in a number of ways including through reduced energy usage, water usage, greenhouse gas emissions, waste and increased transport efficiency – which, in turn, reduces costs for the producer. We've seen a rise in new product launches with claims like 'working to advance regenerative Zgriculture', 'save water by snacking' and 'help fight climate change with every box', while established brands are quickly realising the benefits of certifications such as Climate Neutral and Climate Friendly. But what does it all mean? We also examine the strategies adopted by producers aiming to hit the neutral-net zero-positive sweet spot.

MAY

30

FORTIFIED AND FUNCTIONAL

Consumers are taking a more proactive approach to their health. As the older demographic increases and live longer, their need for functional foods is inevitably growing, while the younger generations have wholeheartedly embraced the concept of healthy ageing. Functional foods are very much on trend: Think natural remedy ingredients like turmeric, enhancement ingredients like collagen, and cannabis (CBD) for mental wellness and relaxation. Snacking has also moved from a once-in-a-while treat to a meal replacement in many cases. As such, consumers are searching for treats that are good sources of vitamins, protein, good fats, probiotics - anything that provides real, measurable benefits in addition to calories. Gut health is a hot topic - think fibre - and has opened a raft of opportunities for bakery and snack producers to fortify their products with whole grains, fibre and probiotics.



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JUNE

28

HEALTHY SNACKING 2024

Today, consumers have veered away from the three-meals-a-day tradition to all-day grazing, a trend termed ‘snackification’. This is driving the demand for better-for-you (BFY) snacks that offer functional benefits to boost energy and moods, aid digestion and gut health, and get fortification from fibre, protein, vitamins, minerals and probiotics, among others. It’s conscious snacking that helps meet nutritional needs with the benefits of functional ingredients but still provides guilt-free pleasure and indulgence. It’s also means fulfilling the desire for better practices to protect the planet and society, in general, along with the demand for enhanced sensory experiences.

Is there such a snack?

AUGUST

29

GENERATIONAL SNACKING

While snacks appeal to consumers of all ages, the generations differ in needs, wants and desires. The world’s population is rapidly aging. In 2040, 31% of the global population will be aged 50 or older, according to Euromonitor International. While products targeting ageing consumers are still niche, more attention is being paid to this demographic. Increasing interest in healthier snacking leans towards fulfilling the needs of this cohort, as does the fact that boundaries are blurring between supplements and snacks with functional benefits. Snacking smart can provide a two-in-one solution: snacking for enjoyment while supporting health.

SEPTEMBER

26

ADVANCES IN BAKERY AND SNACK PROCESSING

Advances in technology continue to influence how people choose, connect and consume their favourite foods. Consumers are becoming more aware of near field communication technologies, QR codes, augmented reality and blockchain. The present day bakery industry has also gone through a sea change in production methods: From mixing technology to forming equipment, baking and drying processing technology to validating ingredients, testing and producing market samples for testing. We explore the latest innovations in bakery processing, including equipment that is now fully automated from start to finish and flexible enough to change lines quickly. In addition, we take a look at packaging trends, especially those things producers are looking for from Active and Intelligent Packaging (A&IP) practitioners, such as RFID and NFC tags, Printed Electronics (PE), Augmented and Virtual Reality and QR codes for promotional opportunities, tracking and consumer engagement.



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OCTOBER

25

THE FINE BALANCE OF REFORMULATION

Too many people are consuming large amounts of foods high in fat, sugars and sodium (HFSS) and this is causing 8 million premature deaths globally every year, according to the World Health Organization. This has caused policymakers and governments to ramp up action to make the food environment healthier - placing the onus on the shoulders of the food industry - producers, foodservice and retailers - to help consumers eat smartly. Food reformulation is the process of altering the processing or composition of a product to improve its nutritional profile. It usually takes place through gradual, unobtrusive changes to recipes to, for example, to remove allergens, adjust ingredients, or to reduce 'harmful' nutrients such as salt, saturates and sugar. However, it's a process that requires more than just eliminating or swapping out an ingredient and poses many technical challenges for manufacturers. One of the biggest challenges, too, is the relatively poor understanding of how to change behaviour for the good and in the long term. It's a concept that no producer can afford to ignore - but what is all the fuss?

NOVEMBER

28

UNLOCKING THE POWER OF FREE-FROM

What once began as a niche 'gluten-free' sector – borne from the medical needs of celiac sufferers – gluten-free has now evolved into mainstream. Today, though, it's much more than just that, and the free from aisle is exploding with offerings that are free from dairy, eggs, nuts, soy, added sugars, allergens and more. Driving this growth are continual developments in reformulations, and the increased availability and variety of such goods. What is driving the trends and will they have legs? Which businesses are already tapping demand for free-from snacks and bakery products? We examine the ingredients and offerings driving the sectors. Also, a peak into the manufacturing challenges in creating snacks and baking in the free-from category.



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2025

JANUARY

30

THE HOTTEST TRENDS FOR 2025

TBC

FEBRUARY

28

THE BASKET OF NEW INGREDIENTS

TBC

MARCH

27

GOING BEYOND: INCLUSIONS, TOPPERS AND TRICKS

TBC