

SIGEP
VISION

GLOBAL
BAKERY
TRENDS

Introduction

Shaping the future of bakery in foodservice

In 2025, the **bakery sector is evolving rapidly**, driven by a new balance between tradition and innovation. As shared during the talk *“Tradition and innovation: the winning mix in modern baking”*, held at SIGEP WORLD 2025 and organized by AIBI Assitol, **baking is no longer a background category in foodservice**.

It is becoming a strategic component of the **consumer experience**, with growing importance in menus across restaurants, cafés, and hospitality.

Multiple factors shaped this shift. Consumers are looking for more functional, sustainable and convenient products. Operators are navigating inflation, supply challenges and rising expectations. Plant-based options, protein-enriched recipes, gluten-free formats and natural sweeteners are entering the bakery offer more than ever before, and foodservice players are called to respond.

This whitepaper brings together the most relevant **data, regional insights** and **innovation** examples that are redefining the role of bakery in out-of-home consumption. It combines consumer research, market analysis and industry voices to provide a clear picture of where the sector is heading.



A close-up photograph of a hand sifting flour over several round dough balls. The flour is captured mid-air, creating a fine, misty cloud. The entire image is overlaid with a semi-transparent red filter. The text 'GLOBAL BAKERY MARKET OVERVIEW' is positioned in the lower-left area, with a thin white vertical line to its left.

GLOBAL BAKERY MARKET OVERVIEW

Global bakery market overview

The market landscape in 2025

The global bakery market continues to show **solid growth in 2025**, supported by rising demand for affordable indulgence, convenient solutions, and health-forward options.

According to industry data, the market is valued at over 480 billion USD in 2024 and is projected to reach over 730 billion USD by 2032, with a compound annual growth rate (CAGR) of approximately 5.5%.*

Within this growth, the foodservice channel plays a central role. From fast casual chains to premium restaurants, **bakery is an essential part of daily operations**: from breakfast offerings and sandwich carriers to desserts and bread baskets. Foodservice operators are increasingly relying on bakery to drive value and variety across dayparts.

The expansion is particularly noticeable in segments such as:

- **ready-to-bake and thaw-and-serve solutions**, which reduce prep time and labor
- **functional bakery**, including high-protein, low-sugar or gluten-free items
- **premium and artisanal products**, designed to elevate the dining experience



*Fortune Business Insights, 2024, Bakery products market size, share and forecast 2024–2032

Global bakery market overview

Growth drivers and challenges

Several **macro and micro trends** are contributing to the expansion of the bakery market in foodservice:

- **consumer interest in wellness** and balanced nutrition, leading to higher demand for clean-label, fibre-rich and protein-fortified options
- **inflationary pressure**, which pushes foodservice businesses to offer affordable yet appealing bakery choices
- **increased focus on speed and efficiency**, favoring pre-portioned and frozen bakery formats
- **global influence of flexitarian diets**, increasing the adoption of plant-based alternatives

At the same time, the sector faces some ongoing **challenges**:

- **supply chain volatility**, especially for eggs, dairy and specialty flours
- **labour shortages** in food preparation and service
- need for **differentiation** in an increasingly competitive market

The next sections will explore how these trends translate across different regions and how innovation in ingredients, formats and preparation methods is redefining what bakery means in the foodservice context.



The image shows a bakery display with several shelves of bread. The top shelf features large, round loaves of bread, some with a dark, seeded crust and others with a lighter, smoother crust. The middle shelf displays smaller, round loaves, some with a dark crust and others with a lighter crust. The bottom shelf shows more bread, including some with a dark crust and others with a lighter crust. The entire image is overlaid with a red gradient, and the text "INNOVATIONS IN BAKERY" is written in white, bold, sans-serif capital letters on the left side. A thin white vertical line is positioned to the left of the text.

INNOVATIONS IN BAKERY

2 Innovations in Bakery

Rethinking the bakery format: from shop to social space

As consumer expectations evolve, so do bakery formats. **A growing number of traditional bakeries are transforming into hybrid spaces**, offering not only baked goods but also breakfasts, lunches, aperitivo menus and coffee service throughout the day.

This evolution is giving rise to the **bakery bistrot model**, which combines the authenticity of artisanal baking with the flexibility and experience of casual dining. It reflects a response to changing lifestyles: **flexible working hours, fragmented meals** and a desire for **informal but high-quality** food moments.

key transformations

- **multifunctional spaces:** bakeries are increasingly designed as **welcoming environments** where people can sit, work or socialize while enjoying fresh baked goods.
- **daypart diversification:** bread is no longer a breakfast-exclusive item. It now appears in **sandwiches, snacks, and even in cocktail-hour pairings**, responding to modern consumption rhythms.
- **integration with digital and social media:** modern bakeries are adopting stronger **visual merchandising**, Instagrammable displays and active presence on delivery platforms and social networks to reach younger consumers.

This shift is not just aesthetic: it **redefines the role of the bakery in urban food culture**. By expanding from retail to foodservice logic, these businesses are tapping into new customer flows and creating broader revenue opportunities.

2 Innovations in Bakery

Functional Ingredients

Health and wellness have become essential innovation drivers in the bakery sector. Consumers are increasingly seeking products that not only satisfy taste and indulgence but also provide added nutritional value. This shift has opened up space for **ingredients such as added fibre, plant proteins, probiotics, and wholegrain flours.**



Natural sweeteners

Reducing sugar content remains a top priority for both consumers and brands. In 2025, the demand for baked goods that are low in sugar or use **alternative sweetening solutions** continues to grow, particularly in Asia and Latin America. These functional ingredients are also being applied to foodservice solutions, allowing operators to offer **better-for-you bakery without compromising on convenience or flavour.**



Gluten-free alternatives

The gluten-free segment continues to evolve beyond its origins in allergy or intolerance management. Today, **many consumers associate gluten-free bakery with digestive wellness**, clean labels and overall healthier eating. Notably, gluten-free products often incorporate nutrient-dense alternative flours, such as buckwheat, chickpea, rice or sorghum, which appeal to **fibre-conscious consumers.**





REGIONAL TRENDS

3 Regional Trends

Europe, Middle East and Africa (EMEA)

The EMEA region shows a strong appetite for practical, health-forward baking solutions.

A key trend is the growth of microwaveable and ready-to-bake formats, which respond to consumer demand for speed and energy efficiency, particularly in urban settings and institutional foodservice.

Alongside convenience, **high-protein baked goods are gaining visibility**.

While protein trends started in sports nutrition and meat categories, they are now influencing bakery products like desserts and sweet snacks.

This is especially relevant in markets like the UK and Poland, where consumers associate protein with satiety and energy, making it a desirable functional claim.

In the foodservice context, these trends are driving new menu opportunities such as **protein-enriched breads, quick-prep breakfast solutions and individually portioned items for on-the-go consumption**.



3 Regional Trends

Greggs

Founded in 1951, Greggs is one of the largest bakery chains in the UK, operating over 2,600 locations in 2025.

In January 2025, the brand relaunched its Spicy **Vegetable Curry Bake** in more than 2,000 outlets. This fully plant-based, ready-to-bake **product supports fast service and operational efficiency**, meeting consumer demand for warm, convenient bakery options without compromising **dietary preferences**.



Ph: Greggs.com
Spicy Vegetable Curry Bake

Glanbia Nutritionals

Glanbia Nutritionals is a global producer of functional and nutritional ingredients.

In 2024–2025, the company reported **a surge in demand for high-protein bakery** across *Europe*, leading to new partnerships with foodservice chains offering enriched muffins, protein bars, and sandwich bread tailored for menu integration.



Ph: Glanbianutritionals.com

3 Regional Trends

Asia-Pacific (APAC)

In **Asia**, the bakery sector is being reshaped by consumers' interest in wellness and natural formulations. **Gluten-free products are becoming more mainstream**, driven not only by dietary needs but by a broader health perception. **In China, 72% of consumers agree there should be more gluten-free bread, cakes and small pastries available on the market.**

Japan is seeing increased product development in this space, while alternative flours like buckwheat and chickpea are gaining popularity for their gut health benefits and higher fibre content.

At the same time, natural sweeteners are emerging as the preferred solution for sugar reduction. **Chinese and Thai consumers** show clear preferences for baked goods made **without artificial ingredients**.

In **India, 36% of cookie and biscuit buyers actively seek low- or sugar-free claims** when making purchase decisions.

Foodservice operators are beginning to incorporate these preferences by offering **lower-sugar items, desserts sweetened with fruit extracts and gluten-free bakery staples**.



3 Regional Trends

Cedele

Cedele is a well-established bakery café chain in Singapore, operating over 30 outlets across the city.

Known for its health-conscious positioning, Cedele launched **a new line of low-sugar baked goods in early 2025**, catering to the growing demand for wellness-oriented foodservice offerings.

This range includes **wholegrain breads, muffins and cakes made without refined sugar**, and was developed to appeal to health-aware consumers who still seek indulgent bakery options.



Ph: Cedele.com
Vegan Cashew Coconut Crumble Cheesecake



Angel Yeast

Angel Yeast **partnered with BakeMark to launch over 40 new bakery solutions** under the “BakeMark by Angel” label. The range includes wholegrain mixes, **sugar-free desserts, and clean-label fruit fillings with up to 70% real fruit.**

The collaboration targets the rising demand for healthier, natural bakery products in the **Chinese market.**

3 Regional Trends

Americas

In **North America**, bakery innovation is increasingly tied to seasonality, **plant-based diets and economic concerns**. Operators are tapping into the emotional and cultural role of bakery during holidays and special occasions, which remains a strong consumption driver.

Meanwhile, the shift towards flexitarian and plant-forward diets continues. **In the US, 24% of consumers now follow a plant-based or partially plant-based diet.**

This has made plant-based baking a relevant solution not only for ethical or lifestyle reasons but also as a **response to ingredient shortages such as eggs and dairy**. These shortages have pushed operators to look for **cost-effective, shelf-stable alternatives**.

In **Latin America**, inflation and cost-of-living challenges are leading many consumers to seek value through **private label bakery products**, which combine affordability and trust in local sourcing.



3 Regional Trends

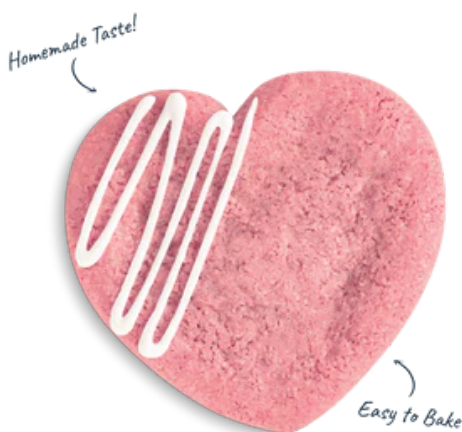
Cinnaholic

Cinnaholic, a growing bakery franchise across North America, offers 100% vegan cinnamon rolls with a wide variety of plant-based frostings and toppings.

This approach directly responds to rising consumer demand for plant-based baked goods and aligns with the broader shift toward flexitarian diets.



Ph: cinnaholic.com



Ph: sweetlorens.com

Sweet Loren's

In early 2025, Sweet Loren's, known for its allergen-free baked goods, partnered with Barbie to release limited-edition heart-shaped pink cookies.

These treats are plant-based and free from gluten, dairy, eggs, GMOs, and nuts, featuring natural beet-based coloring. The campaign also supports Girls with Impact, an organization empowering young women.



We hope this whitepaper has provided valuable insights and inspiration for your business in the evolving foodservice world.

To explore these trends firsthand and connect with industry leaders, we warmly invite you to join us at SIGEP 2026.

Don't miss this unique opportunity to experience cutting-edge innovations, attend expert-led workshops, and network with professionals from around the globe. Mark your calendar and be part of the future of the sweet and coffee foodservice industry.

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SIGEP Vision offers a fundamental opportunity to explore **what is trending in the Foodservice Industry**. Expressed across a rich program of initiatives, SIGEP Vision is both a concept and a physical space that provides participants with a privileged insight into the future of the entire sector.

Through collaboration with research institutes, SIGEP VISION serves as a **global observatory** of the Out-of-Home industry, providing **trends** and updated **data** throughout the year. SIGEP thus confirms itself as a true melting pot of know-how, technologies and innovation. What happens here is the key to tomorrow's winning concepts.

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