HOTTEST TRENDS 2027

IN BAKERY PATISSERIE CHOCOLATE





tastetomorrow
by Puratos

WHAT WILL **SHAPE YOUR CUSTOMERS' CHOICES** IN 2027?

Consumer tastes move fast. New flavors and formats can go from niche to must-try in weeks, driven by social media and changing expectations. For bakery, patisserie and chocolate businesses, the harder question is what deserves attention. Not every viral moment lasts, and product development takes time. By launch, the hype may already have moved on.

Taste Tomorrow, world's largest consumer research program in bakery, patisserie and chocolate, separates passing buzz from shifts with the scale, momentum and trajectory to matter.

Our Always-On approach tracks millions of searches and conversations across 56 countries and 8 languages, combined with consumer research, sensory insights, trend spotting and academic collaboration.

The goal: see beyond what is hot today to what is building for tomorrow.

USE THIS 2027 HOTTEST TRENDS REPORT TO:

- Identify trends with the scale and trajectory to matter to your business
- Find inspiration for future products, concepts and experiences

Always On Consumer Insights

WHAT'S NEXT IN 2027?

Which trends will shape 2027, and which have enough momentum to deserve your attention?

Consumers want more from bakery, patisserie and chocolate: more flavor, texture, freshness, meaning and balance.

These nine trends were selected not for buzz alone, but for the scale, momentum and evolution that point beyond a passing hype.

Global consumer insight and real-world innovation show what is changing, why it matters and where opportunity is building.

01: BAKERY - BAKERY BEYOND TRADITIONAL BOUNDARIES

Bakery is stretching familiar formats, flavors and occasions into something new.

TREND 1 – SOURDOUGH INNOVATION
TREND 2 – CULINARY FUSION
TREND 3 – FRESH ON DEMAND

02: PATISSERIE - INDULGENCE IS BECOMING MORE MULTIDIMENSIONAL

Patisserie is getting more expressive: deeper indulgence, brighter contrast and treats that fit changing priorities.

TREND 1 – DECADENT FILLINGS
TREND 2 – TANGY TWISTS
TREND 3 – NUTRITIONAL BALANCE

03: CHOCOLATE - EXPECT MORE FROM EVERY BITE

Chocolate is being asked to deliver pleasure, fit nutritional priorities and show more clearly where its cocoa comes from.

TREND 1 – NUTRITIONAL BALANCE
TREND 2 – ETHICAL CHOCOLATE
TREND 3 – TEXTURE MASHUPS

BAKERY



The hottest bakery trends for **2027**: Sourdough Innovation, Culinary Fusion and Fresh On Demand

EXPANSION. DISCOVERY. FLEXIBILITY.

Bakery in 2027 stretches the familiar. Sourdough moves **beyond the loaf**, global flavors find **new homes in recognizable bakes**, and freshness gets **closer to the moment we eat**.

Sourdough Innovation, Culinary Fusion and Fresh On Demand expand bakery in three ways: format, inspiration and occasion. Together, they show a category becoming more fluid **without abandoning what consumers already know**.

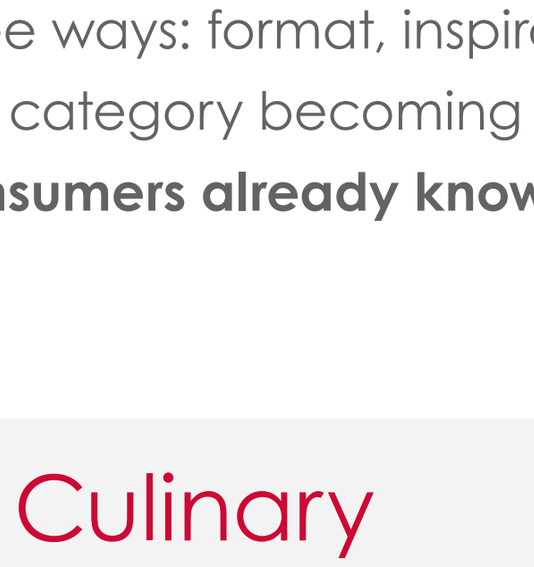
Sourdough Innovation

Expansion of format



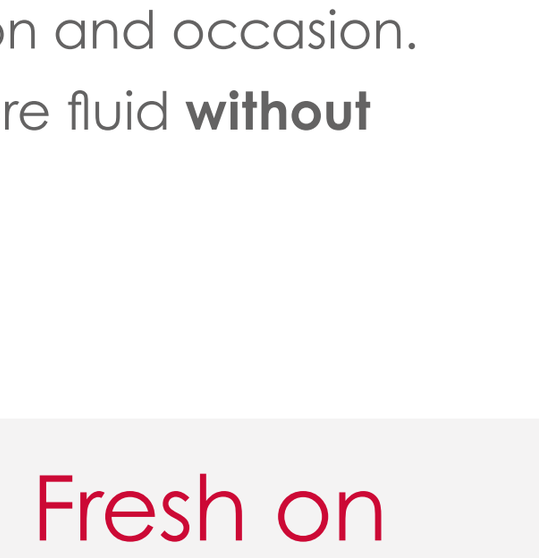
Culinary Fusion

Expansion of inspiration



Fresh on Demand

Expansion of occasion



TREND 1

Sourdough Innovation

Expansion of format

Evolution: From loaf to platform

Sourdough has earned its place. That is exactly why it can evolve. Its craft appeal and perceived benefits are moving beyond the classic loaf into new formats, flavors and consumer needs.

Think focaccia, pizza and bagels, but also cinnamon rolls, cookies, tortillas and pancakes, alongside whole grains, alternative flours and higher-protein choices.

One signal is especially telling: Sourdough Cinnamon Rolls attract 659.4K searches. Sourdough is moving into indulgent occasions, not just new bread formats, and becoming a **platform for sweet and savory bakery innovation**.



Pizza Base Bianca
Crosta & Mollica



100% Sourdough Brioche Cinnamon Rolls
bake.with.jamie



Pandan sourdough egg tarts
La Levain



Sweet & savory sourdough bombos
Fat Kid Bakery

A global trend with regional differences

Taste Tomorrow's social tracking records approximately 1.3 million online conversations about sourdough. It represents 2.3% of all bakery conversations globally, but 8.9% when China is excluded, with conversations growing 41.5% year over year outside China.

That gap matters. Sourdough ranks #1 in English-language bakery conversations, #3 in German, #4 in Turkish and #5 in Italian, showing that the trend is at different stages of maturity. **In established markets, the opportunity is innovation; elsewhere, it may still be broader adoption.**

Beyond the traditional loaf

Taste Tomorrow search signals

Sourdough Cinnamon Rolls	**659.4K**	**+17%**
Sourdough Focaccia Recipe	**421.4K**	**+46%**
Pizza Crust Sourdough	**372.2K**	**+19%**
Sourdough Bagel Recipe	**362.5K**	**+20%**
Sourdough Chocolate Chip Cookies	**274.8K**	**+13%**
Sourdough Pancakes	**212.3K**	**+14%**

Sourdough meets nutritional preferences

Sourdough is stretching into whole grains, alternative flours, high-protein and low-carb choices. That **connects it to Nutritional Balance:** familiar indulgence adapted to changing nutritional priorities.

Whole Grain Sourdough	**643.8K**	**+492%**
Wholemeal Sourdough Bread	**314K**	**+78%**
Spelt Sourdough Bread	**104K**	**+105%**
High Protein Bread Flour for Sourdough	**77.6K**	**+1,700%**
Low Carb Sourdough Bread	**41.4K**	**+53%**

Gluten-free is part of the same story: Gluten Free Sourdough Bread attracts 542.5K searches (+38%) and Gluten Free Sourdough Starter 308.1K (+51%). **One technique, more consumer needs.**

New flavors, new possibilities

Social analysis finds **ube, pumpkin spice, jalapeño, provolone and avocado in sourdough**, including ube-coconut with white chocolate and cheddar-jalapeño loaves.

WHAT WILL SOURDOUGH MEAN FOR BAKERY IN 2027?

For 2027, the opportunity is not simply more sourdough. It is to use an established technique as a flexible platform across new formats, indulgent occasions, flavors and nutritional needs.

TREND 2

Culinary Fusion

Expansion of inspiration

2.2M conversations

Evolution: From foreign flavor to familiar remix

The world is showing up in the bakery case. But the 2027 story is not novelty for novelty's sake. **The pattern is discovery, familiarity, remix:** consumers meet cuisines through restaurants, drinks, travel, social media and traditional dishes; once a flavor feels recognizable, bakery becomes a low-barrier way to explore it.

The sweet spot is a familiar format with culturally specific cues that feel new, but approachable.

Taste Tomorrow tracks approximately 2.2 million Culinary Fusion conversations, a 3.8% global share of voice. Excluding China, year-on-year growth is 2.2%, with stronger rankings in Portuguese- and Spanish-language conversations.



Warabi Mochi Matcha Cheesecake Croissant
Happy Sky Bakery



New bakery flavors
Starbucks



Pistachio Orange Blossom Croissant
Seedo's Levantine Bakery



Croissants Featuring Traditional Iranian Flavors
Banú Bakery

Local Classics: Cultural specificity matters

Taste Tomorrow's consumer survey ranks Local Classics #1 globally, as consumers explore their own heritage and traditions from other cultures. Authenticity and fusion can reinforce each other: familiarity gives creative remixing more meaning.

Matcha and mochi show the journey well. As Japanese flavors became familiar through drinks and traditional sweets, they moved naturally into bakery, patisserie and chocolate.The opportunity is specificity, not generic 'Asian' inspiration. Japanese, Thai, Chinese and Korean traditions each bring distinct cues. A gongcai bagel in China captures the idea: familiar format, regional Sichuan-Chongqing crunch, new discovery.

Fusion paves the way for innovation

Conversations span **hot honey, pistachio, espresso, piña colada, milk skin and Thai milk tea**. The bigger opportunity is how flavor, technique, texture and format cross culinary traditions. Examples include hot honey with Calabrian chili on pizza, Thai milk tea with pandan in waffles, and Inner Mongolian milk skin in cake.

Hibake Asian Fusion Bakery	**35.8K**	**+100%**
Colombian Fusion Bakery	**29.3K**	**+26%**
Unique Dessert Near Me	**17.4K**	**+26%**
Creative Dessert Ideas	**12.6K**	**+39%**
Umami Bakery	**9.7K**	**+82%**

Beyond flavor: texture joins the mix

Culinary Fusion is also about texture. Milk skin, for example, can add soft, sticky or crisp contrast to a familiar bake.

WHAT WILL CULINARY FUSION MEAN FOR BAKERY IN 2027?

For 2027, move beyond simply adding an international flavor. The opportunity is to remix culturally specific ingredients, techniques and textures through recognizable bakery formats, using familiarity as the bridge to discovery.



TREND 3

Fresh on Demand

Expansion of occasion

3.3M conversations

Evolution: From baking to finishing

Consumers want warm bread, crisp crusts and melting fillings, without always wanting the mixing, kneading, proofing and waiting. That creates space for partially baked products, pre-shaped dough, ready-made batters and quick methods that leave consumers the rewarding final step. **The brief: do the complicated part for me, but let the result still feel fresh and mine.**



Par-Baked Frozen Bagels
Zucker's Bagels



Air Fry & Oven Ready Croissants
ASEANIS



Ready-to-Bake With Toppings
Danerolles



Ready-to-Bake Frozen Cookie Dough
Bake Sale

TREND 3 - Fresh on Demand

The last mile of freshness

Fresh On Demand gives consumers the last mile of freshness: less prep, same just-baked payoff.

Taste Tomorrow tracks approximately 3.3 million Fresh On Demand conversations, a 5.6% global share of voice. Excluding China, year-on-year growth is 28.7%. The trend ranks #1 in French-language conversations and #3 in English, Portuguese and Spanish.

Searches for ready-to-bake dough, pastry sheets, breakfast pastries and breadsticks point the same way.

Airfryer Rolls	**85.2K**	**+151%**
Filo Dough Frozen	**69.3K**	**+839%**
Frozen Bread Sticks	**62.8K**	**+206%**
Puff Pastry Frozen Sheets	**48.7K**	**+141%**
Frozen Rhodes Bread Dough	**30.8K**	**+121%**
Frozen Toaster Pastries	**28.9K**	**+6,500%**
Frozen Breakfast Pastries	**15.1K**	**+721%**

From planned baking to spontaneous enjoyment

Air fryers make fresh baking easier to improvise: one or two portions, a few minutes, no full-size oven. Freshness becomes an everyday option rather than a planned baking session. Airfryer Rolls attract 85.2K searches, up 151%.

WHAT WILL FRESH ON DEMAND MEAN FOR BAKERY IN 2027?

For 2027, the opportunity is to give consumers more control over the final fresh step, across frozen bakery, partially baked goods, pre-shaped dough and ready-made batters. That shifts bakery from preparation to finishing: the producer does the complicated work, while the consumer chooses when the product comes to life.



Summary:
Bakery in 2027

Bakery in 2027 is less about inventing from scratch than letting familiar things travel: sourdough across formats, culinary traditions across recognizable bakes, and the final baking step closer to the consumer. Expansion of format, inspiration and occasion makes the category more fluid.



PASSER À L'ACTION



Hottest patisserie trends 2027:

Decadent Fillings, Tangy Twists and Nutritional Balance

INTENSITY. CONTRAST. BALANCE.

Patisserie in 2027 thrives on contrast: spectacular fillings, brighter tang and treats that fit more health-conscious lifestyles. Decadent Fillings, Tangy Twists and Nutritional Balance show how these desires can coexist.

Decadent Fillings

Indulgence from within



Tangy Twists

Acidity as a counter-balance



Nutritional Balance

Every bite has to deliver more



Decadent Fillings make the inside the star. Tangy Twists cut through richness with brighter acidity.

Nutritional Balance adds another tension: smaller portions and more protein or fiber, without giving up taste, texture or the emotional payoff of a treat.

These are not opposites. Together they reveal the 2027 logic of patisserie: intensity, contrast and balance can live in the same experience.

How the three **trends connect**

Decadent Fillings × Tangy Twists

Richness loves contrast. Acidity keeps cream, chocolate, praline and nut fillings lively.

Tangy Twists × Nutritional Balance

Fruit, citrus and cultured tang brighten rich patisserie and support lighter-feeling, smaller-format indulgence.

Nutritional Balance × Decadent Fillings

Smaller appetites can still support spectacular indulgence when quality and sensory payoff rise. Less quantity can mean more intensity per bite.



TREND 1

Decadent Fillings

Indulgence from within

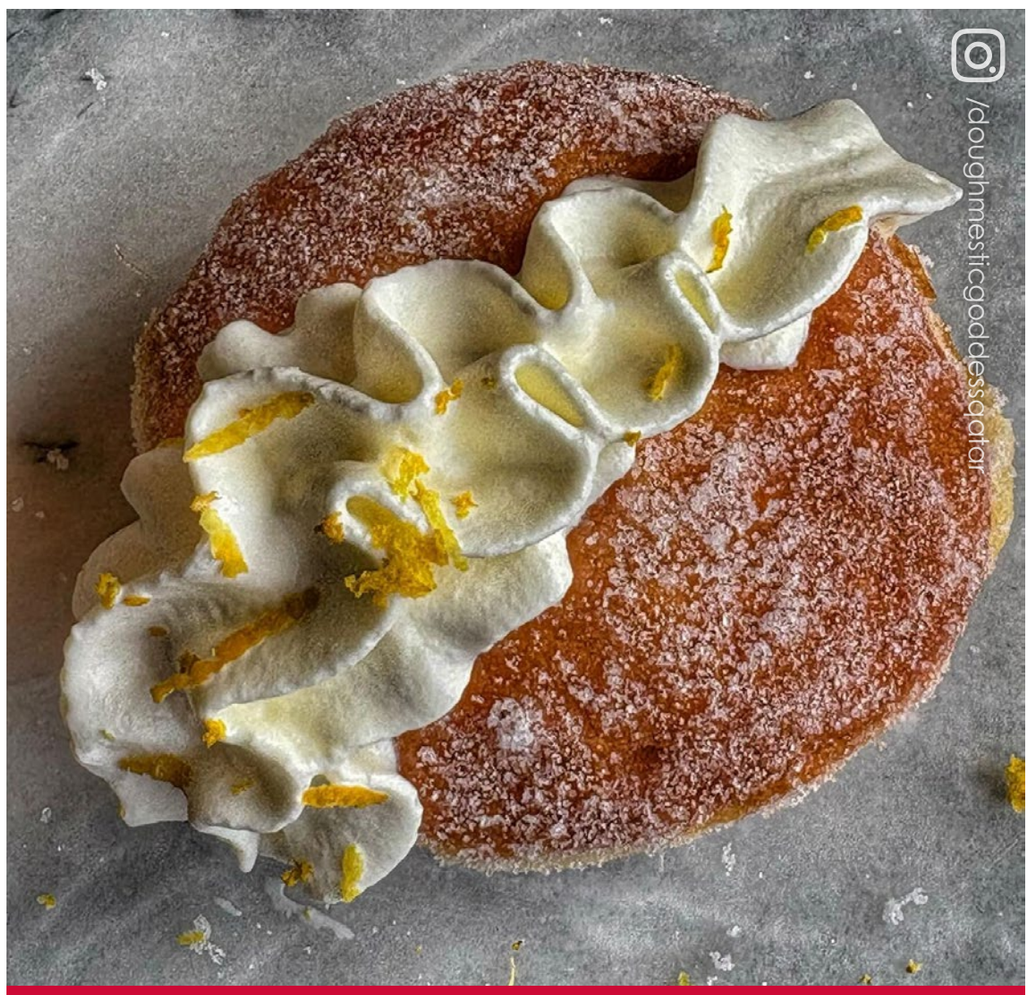
Evolution: Indulgence intensifies

Patisserie is turning itself inside out. What used to be hidden is becoming the hero, and the filling increasingly drives the choice. The progression is **from filling as component, to focal point, to reveal, to experience**. A generous center can deliver abundance, texture, flavor and visual drama at once.

What counts as decadent?

Decadence is a layered sensory experience built through:

- **Abundance:** Generous centers and high filling-to-pastry ratios.
- **Texture:** Creamy, molten, fudgy, chewy, crunchy-creamy or aerated.
- **Layering:** Filling within filling; cream with crunch; sauce with praline.
- **Premium flavors:** Pistachio, pralines, fudge, coffee creams and elevated fruit.
- **Hybrid textures:** Mochi and other textural contrasts in familiar formats.



Bomboloni Crema al Limone e Zeste di Limone
Andrea Corcoran



The Rosé Razzleberry
Aurora Los Angeles

The value of cream fillings

Cream has lasting appeal: 86% of global consumers believe it makes sweet pastry tastier. What is changing is how far the filled experience is being pushed.

Taste Tomorrow reports a 51% rise in searches for ‘cream-filled desserts.’ Another analysis found interest rising by 24% to 61% across Turkish, English, Spanish, French and Italian markets.

Passion Fruit Filling for Cake	**335.1K**	**+16%**
Cheesecake Filling No Bake	**300.9K**	**+44%**
Lemon Meringue Filling	**121.8K**	**+4%**

Consumers are exploring cream, cheesecake, fruit, citrus, praline and premium flavors; social tracking also picks up **Boston cream, chocolate fudge, pistachio, mochi and coconut milk**. The trend is prominent in the UK, Colombia, Italy, South Africa, Mexico, Spain, the Philippines, China and Argentina.

From hidden filling to visual spectacle

Indulgence is becoming **something to watch as well as taste**. Viral filled chocolate offers a clue: thick shells and creamy, crispy or gooey centers made the reveal part of the pleasure. Searches for ‘chocolate bar fillings’ rose 191% last year.

Cut it. Crack it. Pull it open. Show the cream. Expose the layers.

Video did not create decadent fillings, but it gives them a bigger stage.



Swedish Princess Raspberry Cake
Trader Joe's

WHAT WILL DECADENT FILLINGS MEAN FOR PATISSERIE IN 2027?

For 2027, design from the inside out: generous creams, layered textures, premium flavors and unexpected combinations. The opportunity is not simply more filling, but **making the interior the reason to choose, share and remember the product.**

TREND 2

Tangy Twists

Acidity as a counterbalance

6.4M conversations

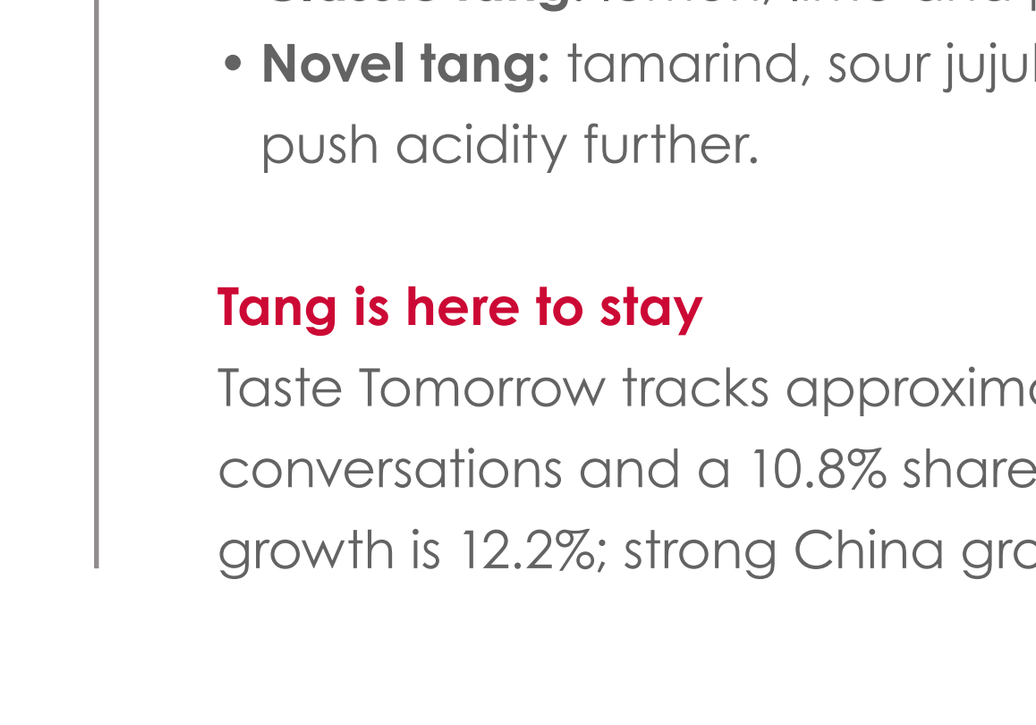
Evolution: Flavor gains contrast

Tang was already a key 2026 trend. For 2027, it matters for two reasons: it is broadening into a richer flavor language, and increasingly indulgent patisserie needs contrast.

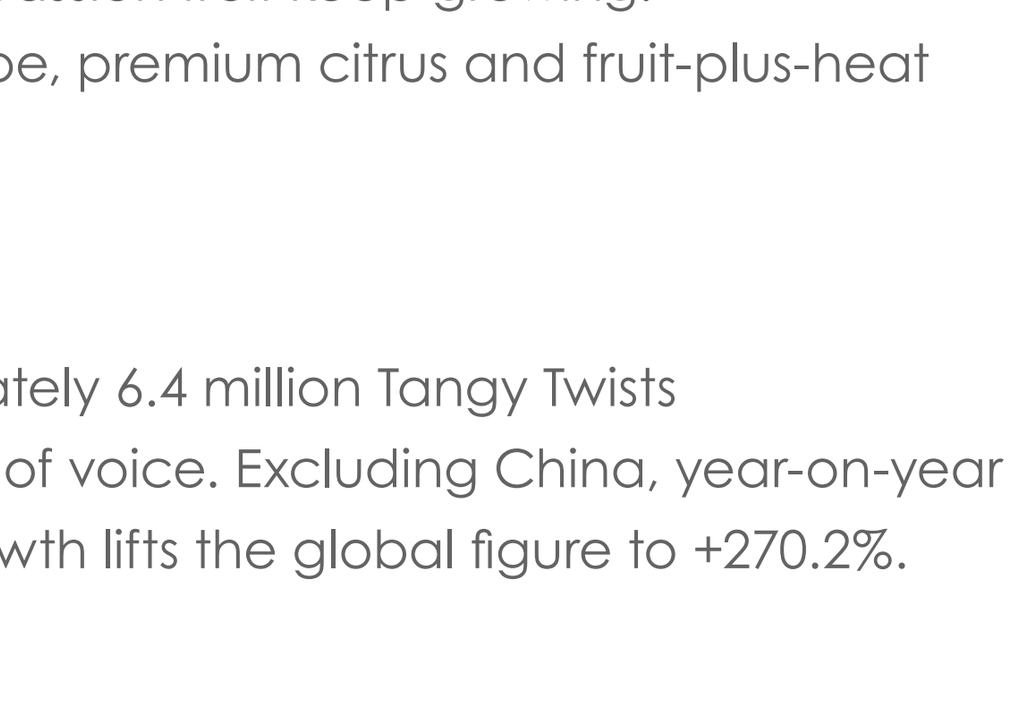
- **Classic tang:** lemon, lime and passion fruit keep growing.
- **Novel tang:** tamarind, sour jujube, premium citrus and fruit-plus-heat push acidity further.

Tang is here to stay

Taste Tomorrow tracks approximately 6.4 million Tangy Twists conversations and a 10.8% share of voice. Excluding China, year-on-year growth is 12.2%; strong China growth lifts the global figure to +270.2%.



Lemon Tart
L'Atelier Patisserie



Tamarind Carrot Cake
Justine Doiron



Yuzu Blanc
JT Pâtisserie by Jeffrey Tan



Mango Passion Eclair
Layer Cake Bakery - LCB

TREND 2 - Tangy Twists

Lemon: A classic with renewed relevance

Lemon remains huge: 'Lemon Cake Recipe' draws 2.6 million searches, while other citrus searches show rising interest in specific applications.

Passion Fruit Filling for Cake	2.6M	+5%
Lime Cake	537.5K	+3,600%
Lemon Meringue Filling	121.8K	+4%
Sicilian Lemon Cake	102.6K	+12%
Chocolate Orange	36.2K	+40%

Scale matters as much as growth. Sometimes innovation means making a familiar flavor feel new again.

Passion fruit: Where two trends meet

Passion fruit is another strong Tangy Twists signal, especially in fillings.

How to Make Passion Fruit Filling for Cake	67.8K	+40%
Passion Fruit Filling for Cake	335.1K	+16%

From sourness to a spectrum of acidity

Passion fruit brings acidity, aroma, color and tropical character to rich fillings, where Tangy Twists meets Decadent Fillings.

Consumers are exploring tang from citrus and tropical fruit to cultured creaminess and aromatic profiles.

Tangy flavors can be categorized into several territories:

- **Classic citrus:** Lemon, lime, orange.
- **Tropical acidity:** Passion fruit, tamarind.
- **Fruit-led tartness:** Plum, cherry, berries.
- **Creamy tang:** Mascarpone, yogurt/cultured profiles.
- **Adult/premium acidity:** Limoncello and sophisticated citrus profiles.

Jujube and tamarind widen the spectrum. Tang is global, but increasingly local in expression. Interest is especially notable in the US, Argentina, Turkey, China, Thailand, the UK, South Africa, Colombia, Australia and Mexico.

Premium acidity is opening too, through more specific, aromatic and provenance-led citrus profiles such as Fiori di Sicilia or makrut lime.

Fruit + heat: the next layer of flavor contrast

Following swicy, fruit-plus-heat combinations layer sweetness, acidity and spice in one bite.

63% of global consumers enjoy pairings that sound unusual at first. TikTok examples include **watermelon with cayenne, pear with sambal, mango with chamoy and Tajin, and apricot-chili buns. Mango-habanero and mango-chili are spreading, while passion fruit, citrus, apricot and peach offer more combinations**.

The appeal is the sequence: sweet, tangy, then hot, with plenty of social-media surprise.

WHAT WILL TANGY TWISTS MEAN FOR PATISSERIE IN 2027?

As cream, nuts, chocolate and caramel intensify, acidity earns a bigger role: it keeps indulgence bright, dynamic and less one-note.
For 2027, the opportunity is to explore tang as a spectrum, from familiar citrus to culturally specific sourness and fruit with heat.



TREND 3

Nutritional Balance

Every bite has to deliver more

Evolution: Indulgence becomes more intentional

Consumers are not giving up indulgence; they are becoming more selective. When appetite shrinks, expectations per bite grow. Patisserie still means pleasure and celebration, but treats increasingly need to fit more health-conscious lifestyles too.

GLP-1 use is accelerating interest in smaller portions and nutrient density, but the shift is broader. The value question is moving from 'how much?' to 'what does this portion deliver?' Protein, fiber, sugar and ingredient quality matter more, while taste remains non-negotiable.

GLP-1: SMALLER APPETITES, GREATER EXPECTATIONS

Innova's July 2026 analysis reports that 19% of Americans and Canadians use GLP-1 medication for weight loss and anticipates wider accessibility as new formats arrive.

Spending among GLP-1 users is declining in sweet bakery (-9%), cookies (-7%) and (frozen) desserts (-2.75%).

One-third are also reducing snacking occasions, making each indulgent moment more valuable.



Mini Luxury Tarts And Tartlets
Caro Patisserie



High-Protein, High-Fiber Hummingbird Cake
Carly L Lembo

GLP-1 users are seeking smaller portions with more protein and fiber, less sugar and refined carbohydrates, while still wanting crunch, creaminess and sweetness.

GLP-1 is an accelerator, not the only driver: 68% globally select foods for health benefits, while 47% prefer a healthier option to giving up the occasion.

Perfect Portion: Less quantity, without compromising on flavor

63% of consumers globally prefer smaller treats over compromising on flavor, rising to 70% in the Middle East and Africa, 66% in South America and 64% in North America. Searches for 'mini desserts near me' rose 400%, while mini tartlet conversations grew 1,500% last year. Smaller can still deliver rich flavor, texture and visual impact.

Perfect Portion means designing the indulgence for a smaller size, not simply shrinking it. Smaller is not automatically healthier, but it gives consumers more control without giving up pleasure.

Familiar favorites with a nutritional twist

Nutritional Balance also reshapes familiar desserts through protein and adjusted nutritional profiles.

Protein Desserts	**155K**	**+3%**
High Protein Cheesecake	**65.8K**	**+19%**
High Protein Dessert Recipes	**59.8K**	**+4%**

Ingredients such as cottage cheese and ricotta bring protein into familiar indulgent formats. Consumers are not abandoning cheesecake. They are adapting it to their priorities.



Mini tarts and tartlets
Banette Bayside



Lemon cake - protein truffles
gretas tiny kitchen

Searches also point to reduced-fat, reduced-carbohydrate and healthier-ingredient alternatives.

No Carbs Desserts	**163.8K**	**+71%**
Cakes with Healthy Ingredients	**49K**	**+32%**
Low Fat Ricotta Cheesecake	**48.2K**	**+55%**
Low Fat Desserts	**20.9K**	**+48%**
Dessert Made with Healthy Ingredients	**3.3K**	**+29%**

The language is telling: cheesecake, cake and dessert. **Consumers want to adapt familiar indulgence, not replace it.**

REGIONAL SIGNALS: NUTRITIONAL BALANCE ACROSS MARKETS

Nutritional Balance is especially prominent in the UK, India, Brazil, Australia, Germany, South Africa, Canada, the Philippines and the US. Interest in smaller treats is particularly strong in the Middle East and Africa, South America and North America.

WHAT WILL NUTRITIONAL BALANCE MEAN FOR PATISSERIE IN 2027?

For 2027, rethink portion size and nutrition while protecting pleasure.
The shift is less about diet-style restriction and more about return per bite: nutrient density, protein, fiber, considered portions and ingredient quality.
Reformulation can change sweetness, structure, moisture and mouthfeel.
Indulgence still has to taste and feel indulgent.
The nutritional brief grows; the sensory brief does not shrink.

Summary:
Patisserie in 2027

Patisserie in 2027 makes opposites delicious: more intense indulgence, sharper contrast and more intentional choices in the same category.
Intensity. Contrast. Balance. The opportunity is not choosing one side, but designing experiences that hold them together.

CHOCOLATE

The Hottest Chocolate Trends for 2027: Nutritional Balance, Ethical Chocolate, Texture Mashups

PERFORMANCE. PROVENANCE. SENSATION.

Chocolate has always promised pleasure. In 2027, consumers also want it to fit nutritional priorities, show where cocoa comes from and surprise the senses.

Nutritional Balance, Ethical Chocolate and Texture Mashups redefine what makes chocolate worth the indulgence. They answer three questions: does it fit how I want to eat, can I trust what is behind it, and is the experience exciting enough? Performance. Provenance. Sensation.

Great chocolate increasingly needs to satisfy, reassure and surprise.

Nutritional Balance

Performance per bite



Ethical Chocolate

Trust behind every bite



Texture Mashups

More sensation in every bite



TREND 1

Nutritional Balance

Performance per bite

47% prefers healthier alternative

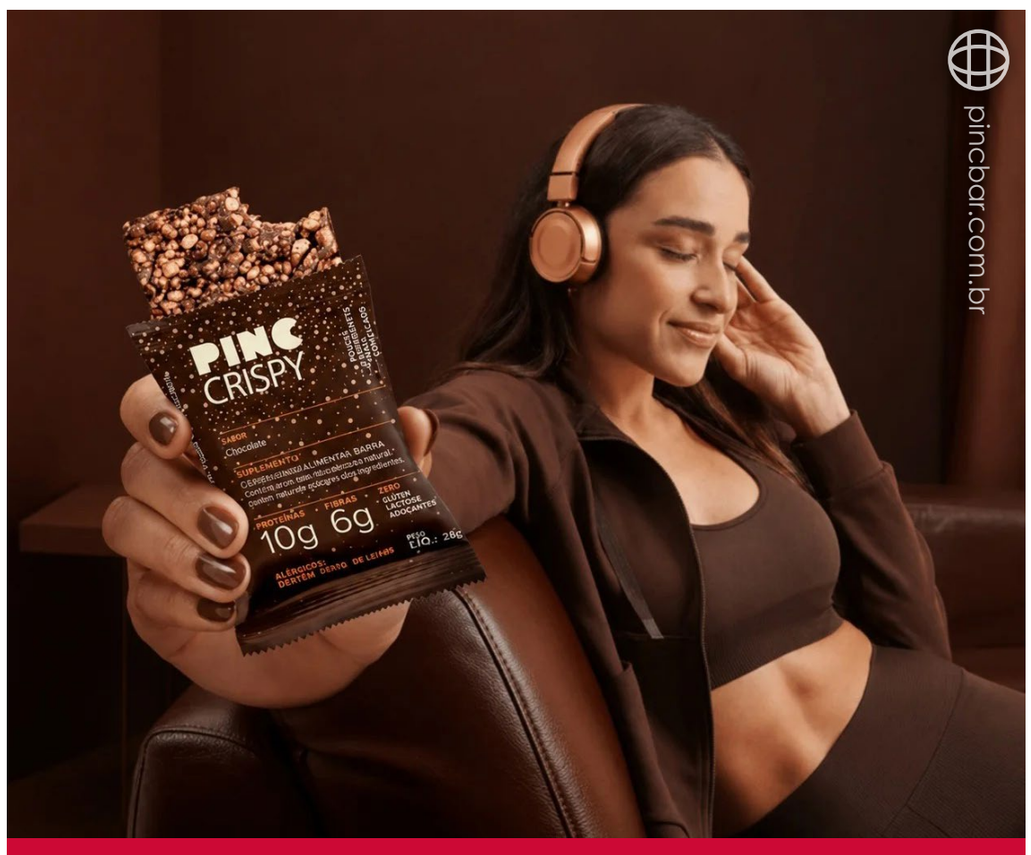
Evolution: Getting more from chocolate

Chocolate is still a treat, but consumers increasingly want that moment to fit their health priorities too: less sugar, more protein or fiber, smaller portions or functional ingredients.

Nutritional Balance brings these together. GLP-1 adds momentum, but the shift is broader: 47% of consumers prefer a healthier alternative to giving up the occasion. The movement is from more chocolate to more from chocolate.



Fine Dark Date Sugar 80% Cocoa
VIVANI



PINC Crisp Bars
PINC



Probiotic Chocolate Bites
DIRTY GUT



FrischSchoggi Mini
Läderach

TREND 1 - Nutritional Balance

More value from every bite

As appetites shrink, size becomes less important than what each bite delivers: quality, sensory payoff, nutrient density, functionality and satisfaction.

Reduced sugar: from restriction to balance

Reduced and no-sugar chocolate are established territories, with growing interest in Sugar-Free and Low Calorie Chocolate and cocoa itself.

Sugar-Free Chocolate	**183.4K**	**+23%**
Low Calorie Chocolate Bars	**98K**	**+110%**
Diet Chocolate	**64.2K**	**+3%**
Low Calorie Dark Chocolate	**19.6K**	**+10%**
Natural Cocoa Powder	**239.6K**	**+748%**
Unsweetened Natural Cocoa Powder	**40.8K**	**+550%**

The 2027 story is bigger than subtraction: **reduce what consumers want less of, add what they value more.**

Protein, fiber and functionality enter the chocolate moment

Protein is moving beyond shakes and sports bars into chocolate, combining indulgence with protein goals.

Chocolate Protein	**141.9K**	**+11%**
Protein Chocolate	**125.4K**	**+2%**
Protein Chocolate Bar	**43.6K**	**+29%**

Fiber is smaller but emerging, helped by social trends such as fibermaxxing

High Fibre Dark Chocolate	**2.1K**	**+503%**
Dark Chocolate Fibre	**1.5K**	**+32%**
Dark Chocolate High in Fibre	**1.4K**	**+96%**

High-fiber chocolate is not mainstream yet, but it is entering the conversation.

TREND 1 - Nutritional Balance

Power Ingredients: Adding what consumers want more of

Power Ingredients add ingredients associated with nutritional or functional benefits beyond sugar reduction, protein and fiber. Across the broader trend, social conversations have grown 146.4%.

Chocolate Wellness	**148.9K**	**+7,700%**
Functional Mushroom Chocolate	**34.7K**	**+3,500%**

Pomegranate chocolate bites and dark-chocolate-dipped cherries appear in conversations around antioxidants, fiber and wellness.

How **trends intersect**

Nutritional Balance × Texture Mashups

When sugar, fat or portion size changes, sensory quality matters even more. Smaller or nutritionally considered chocolate still needs snap, melt, crunch, creaminess and satisfaction.

WHAT WILL NUTRITIONAL BALANCE MEAN FOR CHOCOLATE IN 2027?

Nutritional Balance is changing chocolate's value equation. The shift is **from quantity toward return per bite:** quality, sensory payoff, nutrient density, functionality and an appropriate portion. The opportunity: combine indulgence with reduced sugar, protein, fiber, Power Ingredients or smaller premium formats.

The hard part is protecting the chocolate experience. The snap, melt and rich flavor still have to satisfy. The opportunity is more considered chocolate, not less pleasure.

TREND 2

Ethical Chocolate

Trust behind every bite

Evolution: From claim to proof

Responsible sourcing is moving toward an expected baseline. That makes the 2027 evolution less about discovering sustainable chocolate and more about proving what sits behind the claim.

Consumers want a clearer view behind the bar: cocoa origin, farming practices, farmer impact and measurable results. Broad words such as sustainable or ethical are losing power on their own.

> McKinsey's European grocery research found Gen Z and Millennials have approximately 1.8 times greater intent to purchase more sustainable products than older generations.



At-Origin Production
Luji Chocolate



Agroforestry Projects
Halba



Scaling Up Regenerative Cocoa Growing
Chocolatemakers



No More Than Four Ingredients
Original Beans

TREND 2 · Ethical Chocolate

Consumers want to see what is behind the chocolate

Taste Tomorrow's survey of 23,000 consumers finds 69% want more information about where food comes from and how it is made, mainly because of sustainability. Across agriculture, 66% prefer farming methods that minimize environmental impact, rising to 73% in the Middle East & Africa and 69% in South America.

For chocolate, responsible sourcing is the leading sustainability priority; searches and conversations around sustainably sourced chocolate grew 182% last year.

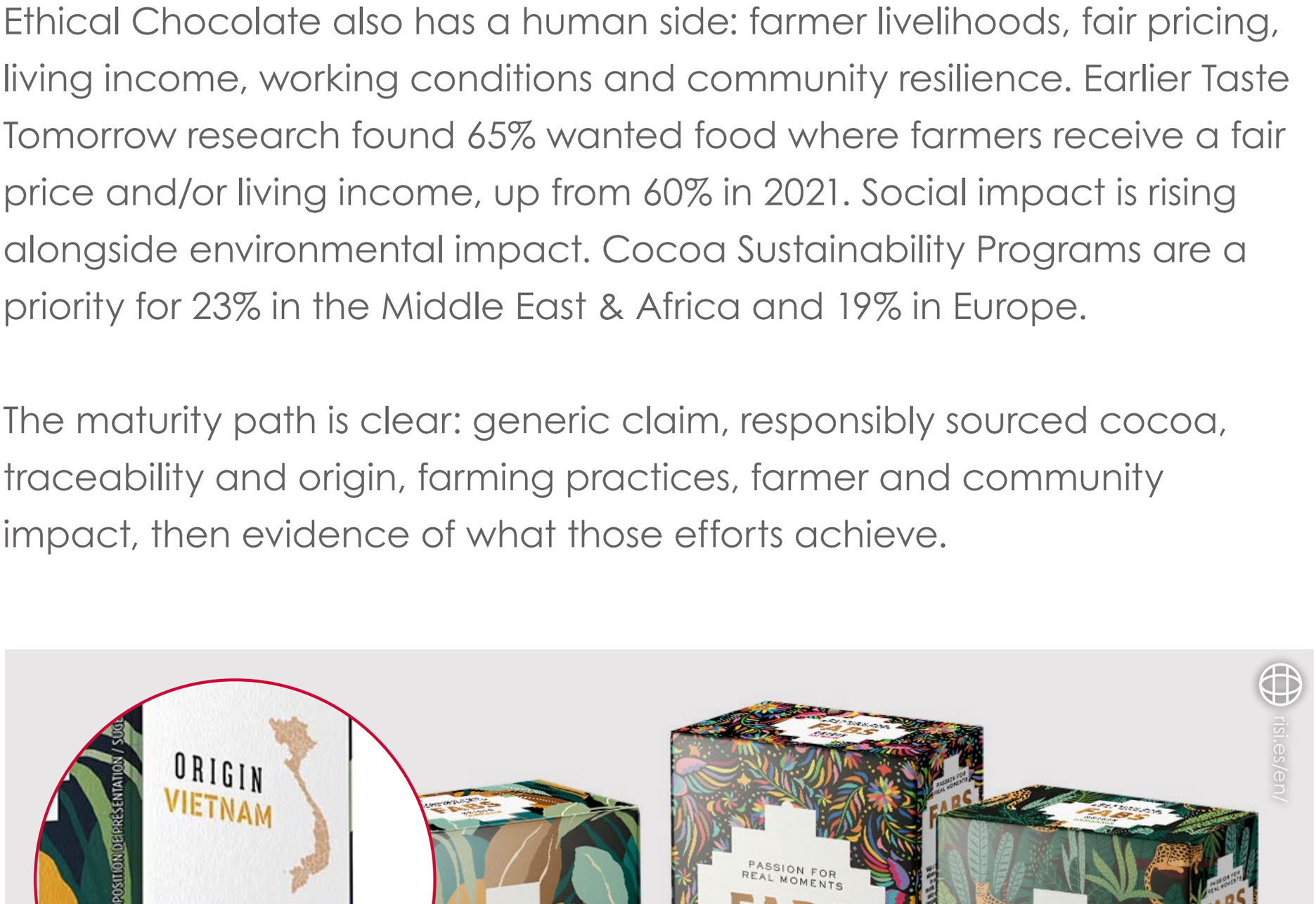
Ethical Cocoa	**142.8K**	**+1,200%**
Ethical Chocolate Companies	**13K**	**+612%**
Ethical Chocolate Bar	**8.2K**	**+639%**

Ethics is becoming something consumers investigate, not just a claim they receive.

From environmental impact to farmer livelihoods

Ethical Chocolate also has a human side: farmer livelihoods, fair pricing, living income, working conditions and community resilience. Earlier Taste Tomorrow research found 65% wanted food where farmers receive a fair price and/or living income, up from 60% in 2021. Social impact is rising alongside environmental impact. Cocoa Sustainability Programs are a priority for 23% in the Middle East & Africa and 19% in Europe.

The maturity path is clear: generic claim, responsibly sourced cocoa, traceability and origin, farming practices, farmer and community impact, then evidence of what those efforts achieve.



Traceable Chocolate Origins
Risi

TREND 2 - Ethical Chocolate

Regulation accelerates the move from marketing to evidence

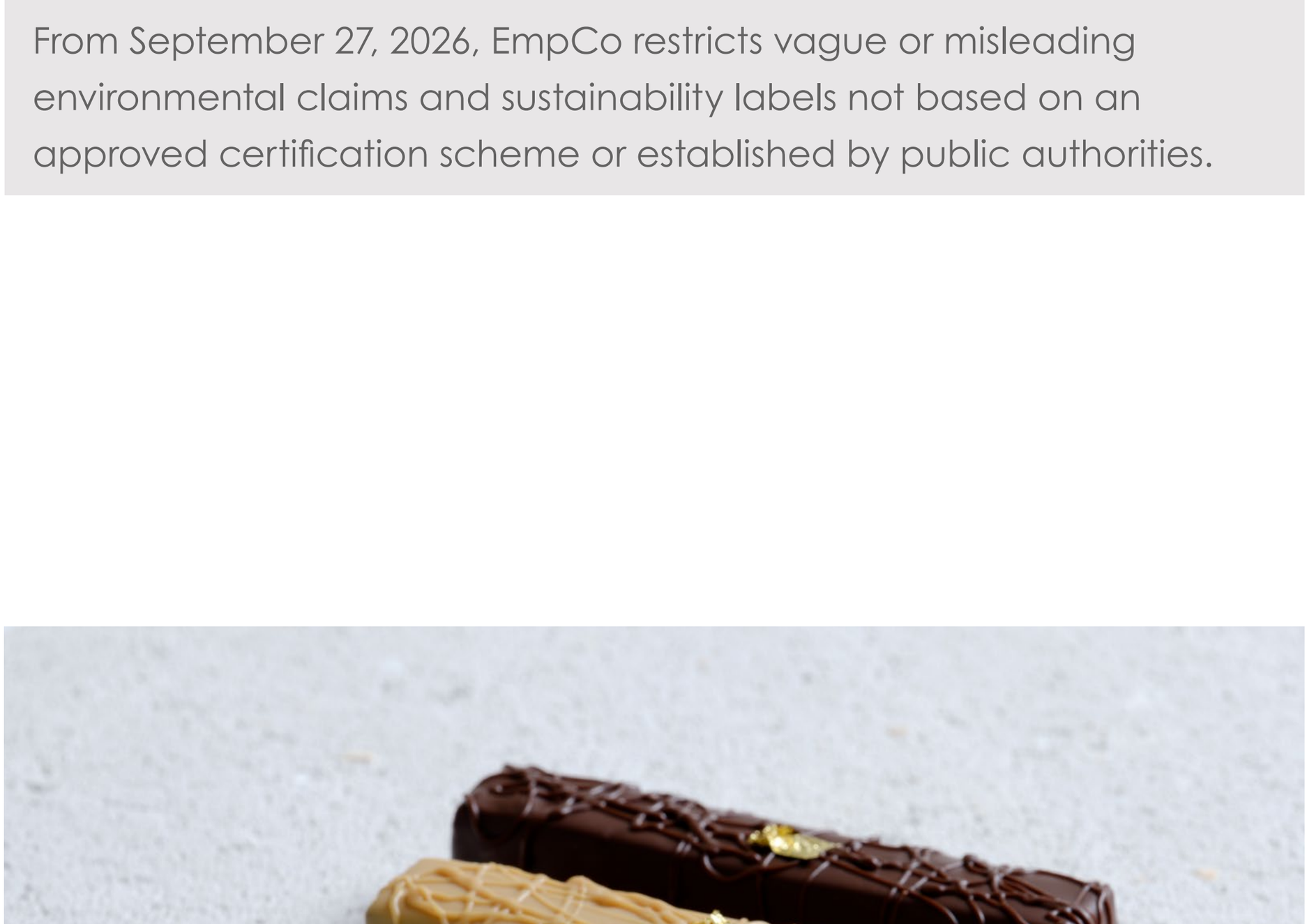
Europe is also raising the minimum standard through the EU Deforestation Regulation (EUDR) and Empowering Consumers for the Green Transition directive (EmpCo). **Regulation does not create the consumer movement, but it raises the evidence bar.**

As more claims must be substantiated, differentiation shifts toward credibility and depth. The questions become concrete: where did the cocoa come from, can it be traced, how are farmers compensated, and what changed?

EUDR & EMPCO

The EUDR covers cocoa and certain cocoa-derived products, including chocolate. Products placed on or exported from the EU market must use deforestation-free cocoa produced according to origin-country law. Cocoa must be traceable to the land and not come from land deforested after December 31, 2020. It applies from December 30, 2026 for large and medium-sized operators, and June 30, 2027 for most micro and small operators.

From September 27, 2026, EmpCo restricts vague or misleading environmental claims and sustainability labels not based on an approved certification scheme or established by public authorities.



TREND 2 - Ethical Chocolate

Ethical sourcing becomes part of the chocolate experience

Brands with years of responsible sourcing have more than a claim: they have a history. **Long-term farmer relationships and measurable impact can make that story more credible.** Taste Tomorrow research links transparency and ethical cacao storytelling with stronger emotional brand experiences. For 2027, the next step is using sourcing stories to build trust.

Ethical does not mean joyless. Taste, quality and pleasure still matter; **provenance and positive impact add value rather than replace indulgence.**

Origin and farmer relationships can become part of what premium chocolate stands for, not just back-of-pack information.

Regional differences: Global expectations, different priorities

Priorities vary by region. Low-impact farming resonates strongly in the Middle East & Africa (73%) and South America (69%); Cocoa Sustainability Programs stand out in the Middle East & Africa (23%) and Europe (19%). **Global businesses need to understand both consumer priorities and market requirements.**

WHAT WILL ETHICAL CHOCOLATE MEAN FOR 2027?

As responsible sourcing becomes baseline, authenticity and proof become the differentiators. For credible, traceable brands, provenance and farmer impact can add meaning to premium chocolate. **The 2027 shift is not louder claims. It is stronger reasons to believe them.**

How **trends intersect**

Ethical Chocolate × Nutritional Balance

Consumers ask: What is in this? Where did it come from? Ingredient and supply-chain transparency become two sides of the same trust equation.

TREND 3

Texture Mashups

More sensation in every bite

Evolution: From ‘what’s inside?’ to ‘what happens when I bite?’

Rich Fillings defined chocolate in 2026. For 2027, the appetite expands beyond dramatic centers to several sensations in one bite: snap, crunch, creaminess, chew and melt.

The question shifts from ‘what is inside?’ to ‘what happens when I bite?’

Consumers are seeking contrasting textures

Around seven in ten consumers actively seek contrasting textures. Texture Mashups generate approximately 3.6 million conversations across bakery, patisserie and chocolate, growing 51% excluding China. Searches for chocolate bar fillings grew 191% last year. **The appeal is the sequence:** hard shell, creamy center, crisp inclusion, sometimes chew.



Dubai Chewy Cookie
Dujjonku



Les Nuances
Neuhaus



KITKAT AERO Strawberry
Nestlé



Fondant, Craquant & Recto Verso
Poulain 1848

TREND 3 - Texture Mashups

Dubai chocolate was the trigger. What comes next?

Dubai Chocolate still draws 745.3K searches, up 97%. Smooth chocolate, creamy pistachio and crispy kataifi show the power of contrast. Kataifi shows the ripple effect: social mentions rose 785%, alongside 122% growth for pistachio.

A viral hit can introduce an ingredient, then a texture, then a wider wave of innovation. Even if Dubai chocolate cools, the appetite for contrast may last. That is the signal to watch: not the viral product, but the behavior it leaves behind.

From rich fillings to complete multi-textural experiences

Chocolate is increasingly sequencing snap, melt and crunch against creamy or nutty centers. Rich fillings remain, but as one act in a bigger sensory performance. The opportunity is contrast, not copies.

Different formats show different routes to texture contrast.

- Mendiant combines smooth chocolate, crunchy nuts and chewy fruit; interest has increased 74%.
- Manon chocolate combines creamy and crunchy textures; online mentions grew 42%.

Brands riding the wave

- Maeve Chocolate's Cozy Cannoli layers dark chocolate, a meltaway white-chocolate center, chips, cannoli flakes and pistachio.
- Ritter Sport Duo Crunchy puts texture at the center.
- M&M's Caramel Pop'd uses freeze-drying for a lighter, crisp texture.

Crunch

Crunchy Chocolate Cookies	164.9K	+402%
Crispy Chocolate Cookies	165.7K	+53%
Chocolate Crunch Cake	51.4K	+1,100%

Texture mashup

Crispy Crunchy Candy Bar	19.8K	+32%
Crispy Crunch Chocolate Bars	14.8K	+32%

Chew

Chewy Cocoa Cookies	294.6K	+57%
Chewy Chocolate Cookies	291.6K	+57%

Texture is made for social media

Texture has a social-media advantage: **flavor must be imagined; texture can be seen and heard.** A shell cracking, cream flowing or a chewy element stretching can come alive on video before anyone tastes it.

Design an experience that works twice: first on screen, then in the bite. Texture can perform on both.



WHAT WILL TEXTURE MASHUPS MEAN FOR CHOCOLATE IN 2027?

Chocolate has a full sensory vocabulary: snap, melt, creaminess, crunch, chew, airiness and pop. **Shells, ganache, caramel, nuts, kataifi, nougat, dried fruit and freeze-dried inclusions** create those contrasts. Layered together, they create a sequence.
The 2027 evolution is a bite that keeps changing. Rich fillings opened the door; Texture Mashups turn the whole bite into a space for innovation.

Crunch is important but only one component.
Chocolate texture vocabulary includes:

- **Snap:** Outer shell.
- **Melt:** Chocolate itself, meltaway centers.
- **Cream:** Ganache, nut paste, caramel.
- **Crunch:** Nuts, kataifi, wafers, brittle.
- **Chew:** Caramel, nougat, mochi-type elements, dried fruit.
- **Airiness:** Aerated chocolate, freeze-dried inclusions.
- **Pop:** Popping candy or crisp inclusions.
- **Layer:** Several textures separated within a bar, bonbon or confection.

Summary: **Chocolate in 2027**

Chocolate in 2027 is being asked to deliver more on every level. Does it fit how I want to eat? Can I trust what is behind it? Is it exciting enough to be worth the indulgence? Nutritional Balance, Ethical Chocolate and Texture Mashups answer through performance, provenance and sensation, with pleasure still at the center.



RESEARCH METHODOLOGY

This report is primarily based on Taste Tomorrow, Puratos's global consumer research program, combining global consumer surveys, search data, social listening powered by semantic AI and trend analysis across 56 countries and 8 languages.

The Taste Tomorrow Trend Radar continuously tracks conversations, searches and emerging trends, complemented by consumer surveys, sensory research, trend spotting and academic collaboration.

External sources including Innova Market Insights, McKinsey and European Union regulations add context where relevant.

Methods, sample sizes and periods vary by source; external sources are identified in the relevant sections.

CONTACT

More inspiration?

Discover more insights from Taste Tomorrow or contact your local Puratos representative.

puratos
Food Innovation for Good

tastetomorrow
by Puratos

Always On Consumer Insights

www.puratos.com

Puratos NV/SA - Industrialaan 25, Zone Maalbeek - B-1702 Groot-Bijgaarden, Belgium
T +32 2 481 44 44 - F +32 2 466 25 81 - E info@puratos.com

puratos
Food Innovation for Good

9208 - 10/2026