



Christmas Cheer



This Christmas, seasonal favourites meet trending innovations, shaped by key drivers like premium value and festive fun. Candy cane and peppermint flavours are making their annual comeback, while biscoff-inspired desserts, such as trifles, give traditional treats a modern twist. Ginger and cherry, both trending this year, bring warmth and vibrancy to holiday menus.

Meanwhile, the Shirley Temple, with its nostalgic charm, is emerging as a standout drink of the season. And 'eggnog' flavoured drinks are predicted to continue their popularity this festive period. Premium beverages like these align with consumer desires for indulgence that feels special yet affordable, with private labels playing an important role.

- Gingerbread as a flavour has high growth momentum in the ANZ market across sweet bakery & confectionery. (Mintel Flavourscape AI, 2024)
- 83% of AU and 76% of NZ are worried about the cost of living. (Mintel, 2024)
- In the UK, 67% of those who host at-home gatherings say that these gatherings encourage them to buy more premium food or drink products than they usually do. (Mintel, 2024)
- 39% of UK consumers are interested in classic Christmas dishes with a twist such as hoisin ham. (Mintel Consumer Data, 2024)

On the Shelves



ManiLife launched a Mince Pienut Peanut Butter, using mincemeat, brown sugar, apples & white rum. (UK)



Nestle Kit Kat Peppermint Candy Cane Flavour, with white choc and crispy wafer. (AU)



Pillsbury Funfetti Hot Cocoa Whipped Frosting. (USA)



Decadent Biscoff Trifle from Woolworths. (NZ)



On the Shelves



Black Raven Brewing Festivus Infused Pale Ale. With layers of cranberries, orange and spice. (USA)



7UP Shirley Temple Pomegranate and Cherry Soda. Limited edition. (USA)



Coles Fig, Cheddar & Parmesan Star Bites. Cheese filled bites with caramelised fig jam, coated in a golden crumb. (AU)



Williams Sonoma Santa's Sunrise Festive Cocktail Mixer is a brilliant blend of citrus, pineapple & cherry. (USA)

The cost of living crisis is influencing spending habits, driving demand for affordable indulgences and versatile products.

Mindful celebration is equally important, with consumers increasingly seeking products that reflect health-conscious and sustainable values. Whether through ethical claims or better-for-you ingredients, these launches cater to a growing demand for balance during the holiday season. By offering premium value, creative twists on tradition, and sustainable indulgence, brands are perfectly positioned to capture the festive spirit of Christmas 2024.



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