

Biscuits



THE FLAVORS *of the market*

Top 5 biscuit flavors launched in Europe

between January 2024 and December 2025



CHOCOLATE

1.



COCOA

2.



**CHOCOLATE
MILK**

3.



BUTTER

4.



HAZELNUT

5.



FLAVORS ON THE RISE IN 2025



Butter



HAZELNUT



Pistachio

What's new in the world of *biscuits*?

Long dominated by historic brands and traditional recipes, **the world of biscuits is evolving** and opening up to new influences. Inspirations from **confectionery** or **neighboring** countries are gaining visibility, notably with the rise of Italian brands such as Nutella, Mulino Bianco, and Bauli, which have become snack-time benchmarks across Europe.

The sector is nevertheless developing in a context of **rising raw material costs**, particularly cocoa, eggs, and certain cereals. This pressure is pushing players to rethink their formulations, packaging, and innovation strategies. Despite these constraints, chocolate remains the flagship segment, confirming its central role in the biscuit category.

Biscuit consumption in Europe remains dynamic, driven by **snacking** and **afternoon breaks**, which are deeply rooted among families and teenagers. The market retains a strong **nostalgic** dimension, through classic recipes, convenient single-serve portions, and retro references.

At the same time, consumers are increasingly expecting **simpler** more **natural** products, with shorter ingredient lists – without giving up indulgence. Recent launches highlight contrasting and surprising textures, making **sensory experience** a key lever of attractiveness.



Have you *seen these?*

Clear ingredients for more mindful indulgence

The quest for **naturalness** has become a central driver of **innovation** in Europe's sweet biscuit market. Consumers increasingly favor products perceived as **simpler**, more **transparent** and **less processed**. This aspiration is clearly reflected in expectations: 76% of Germans, 78% of Italians, and up to 89% of Spaniards say they prefer biscuits formulated with a short ingredient list (five or fewer). The trend aligns with the growing success of "**clean label**" recipes, highlighting raw, recognizable, and reassuring ingredients such as butter, wholemeal flour, eggs, and honey.

At the same time, **sugar reduction** has become a non-negotiable criterion, pushing brands to rethink their formulations. Strategies vary by market: **gradual reductions** in sugar content, use of **more natural** alternative sweeteners, or **reformulation** around less sweet but more flavorful textures to preserve indulgence.

Natural indulgence: Nocciolata Organic biscuits



COMPANY	Rigoni Di Asiago
BRAND	Nocciolata
LAUNCH	Germany, November 2025

Made from a **simple organic recipe** and **free from** palm oil and **artificial flavors**, these mini-tartlets combine a **buttery shortbread** base with a smooth hazelnut-cocoa cream, enhanced with **caramelized puffed quinoa**.

Indulgence on the go: biscuits adapt to nomadic lifestyles

Consumers are increasingly mobile and seek **convenient products** that are **easy to consume** throughout the day. Brands are therefore investing heavily in **mini formats**, a strategy that has become essential for multiplying consumption occasions and attracting customers eager for novelty.

Reducing the size of sweet bakery products and **adapting them to snacking** helps create new rituals, from **casual nibbling** and **quick hunger fixes** to **indulgent breaks**. The “café gourmand” concept, deeply rooted in French culture, in turn inspires miniaturized ranges: small shortbreads, mini cookies, filled bites, and multi flavor assortments designed to deliver both variety and convenience.

Mini cookies with cinnamon flavor and chocolate chips



COMPANY	Mondelez
BRAND	Milka
LAUNCH	Poland, November 2025

These little cinnamon biscuits with **generous chunks of Alpine milk chocolate** offer a **quick, convenient treat that is easy to share**. Perfect for everyday breaks, they combine a portable format with **instant pleasure** and a **sense of togetherness**.

Mini biscuits coated in milk chocolate and cereal sprinkles



COMPANY	Galletas Artiach
BRAND	Filipinos
LAUNCH	Portugal, July 2025

Mini biscuit bites coated in **milk chocolate** and finished with a **cereal topping**, ideal for repeated enjoyment thanks to their **reduced size** and **resealable bag**.

Surprise to win over: the rise of original textures and flavors

Sensory innovation has become a strategic pillar of the sweet biscuit market. Consumers are increasingly seeking **original experiences** in both texture and taste to bring new life to their **indulgent breaks**. This expectation is reflected in the growing interest in biscuits that combine **multiple textures** – **crunchy, gooey, soft, crispy** – or **surprising inclusions**.

At the same time, flavor innovation is gaining importance. Consumers are curious and open to discovering tastes from elsewhere: **Asian inspirations** (matcha, yuzu), **Italian desserts** (tiramisu), **more original fruity notes** (mango, sour cherry), and even **more playful “candy” touches**. These explorations allow brands to energize their offerings while maintaining a solid foundation around the essentials of chocolate, vanilla, and hazelnut.

Oreo biscuit with gingerbread flavor



COMPANY	Mondelez
BRAND	Oreo
LAUNCH	Austria, November 2025

For the holiday season, Oreo is launching a **limited edition** that combines its **iconic cookie** with a **gingerbread flavor and vanilla cream**, instantly evoking the warm, **comforting spirit** of Christmas.

Crispy Kinder wafer



COMPANY	Ferrero
BRAND	Kinder
LAUNCH	Ireland, November 2025

Ferrero has launched Kinder Crispy, a **crispy wafer** combined with a **double creamy filling of milk and cocoa-hazelnut**, coated in **milk chocolate** and topped with biscuit pieces for extra crunch.

Deliver a richer sensory experience – an element increasingly sought after by consumers. This product is characterized by the pursuit of **texture combinations**. It plays on the crispy/creamy contrast to deliver a richer sensory experience – an element increasingly sought after by consumers.



Don't miss these other launches of the year.

In France, more and more spreads are finding new life as an ingredient of biscuits. After Nutella, which paved the way several years ago, other brands have followed suit: **Les Merveilles du Monde**, **Nocciolata** as well as **Nocilla**. Now offer their biscuits filled with their signature spreads

This year has seen a surge in launches, confirming that the **spread-and-biscuit combination** is emerging as a genuine **market trend**.

Cookies with a spread filling



COMPANY	Léa Nature
BRAND	Léa Nature
LAUNCH	France, August 2025

Biscuits with cocoa and hazelnut chocolate spread



COMPANY	Krokola
BRAND	Merveilles du Monde
LAUNCH	France, July 2025

Iconic products are adopting new and original flavors

DéliChoc cookies & cream flavor



COMPANY	Delacre biscuit
BRAND	DéliChoc
LAUNCH	Belgium, August 2025

Fingers biscuits with salted caramel or orange flavor



COMPANY	Cadbury
BRAND	Fingers
LAUNCH	France, April 2025



INSTAGRAM & biscuits



Why look at
Instagram?



Why look at *Instagram?*

Instagram has established it self as a **showcase** for **biscuit trends**, fueling the rapid spread of **new creations**, **recipes** and **visual codes**.

The most engaging content showcases spectacular, generous, and innovative products that **gradually shape** consumer **expectations** and **inspire product** designs, both artisanal and industrial.

Biscuit trends seen on *Instagram*

Ultra-indulgent and visually striking cookies

On Instagram, **cookies** lead the latest **trends**. They stand out for their **visual generosity**: chunky and with very visible inclusions (chocolate chunks, nut pieces), gooey cores or gourmet topping. Designed to be broken, filmed, and shared, these cookies play on **textural contrasts** and embody a promise of **immediate** and **comforting pleasure**.



3 recipes to *inspire you*



Click on a recipe
to view it

White chocolate and
macadamia cookies
filled with caramel



Cookies filled with
gooey chocolate and caramel



Chocolate
and pistachio cookies





OUR
portfolio

Our flavors
to capture **trends**



BUTTER
Natural Flavour
AOB9597



BUTTER
Natural Flavour
AMB9597



COCONUT
Natural Flavour
AMC9115



CARAMEL
Natural Flavour
AMC9125



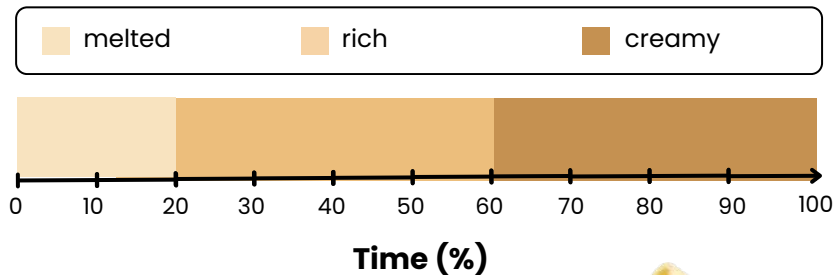
Request a sample

AMB9597 BUTTER NATURAL FLAVOUR

PROFILE

This butter flavour delivers the **creaminess** of **slightly melted butter**. The moment you **spread** butter on a freshly toasted slice of bread. It adds richness to all your projects.

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1%  Protein milk, smoothie
- 0.2%  Yogurt (dairy & vegan)
- 0.3%  Ice cream & toppings
- 0.4%  Bakery, cake, bars, cereals
- 0.5%  Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$58.00
20 kg	\$48.00
40 kg	\$38.00
100 kg	\$32.30
200 kg	\$30.40
400 kg	\$28.50
1000 kg	\$26.60



From **low MOQ** to best value on **volumes**



Free shipping to Australian metropolitan areas for orders over **\$1,250**



Manufactured in Sydney
5-day lead time (+transit)



NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN,
GLUTEN, GMO & SUGAR



KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



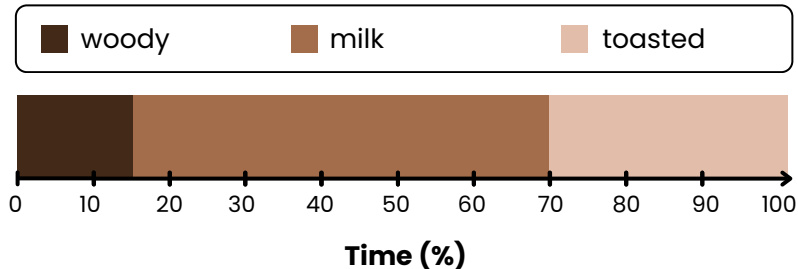
LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 9 MONTHS

AMC9115 COCONUT NATURAL FLAVOUR

PROFILE

This coconut flavour is strongly reminiscent of the taste of coconut **flakes**. Enjoy its **milky** & **toasted** notes to immerse yourself in an **exotic** universe.

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1%  Protein milk, smoothie
- 0.2%  Yogurt (dairy & vegan)
- 0.3%  Ice cream & toppings
- 0.4%  Bakery, cake, bars, cereals
- 0.5%  Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$58.00
20 kg	\$48.00
40 kg	\$38.00
100 kg	\$32.30
200 kg	\$30.40
400 kg	\$28.50
1000 kg	\$26.60



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KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 12 MONTHS

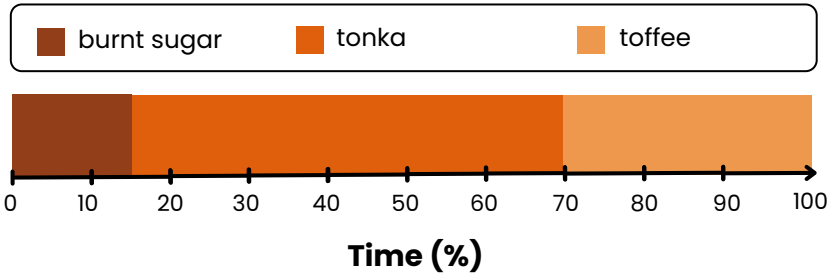


AMC9125 CARAMEL NATURAL FLAVOUR

PROFILE

Warm & gentle, it evokes the **comforting** essence of **creamy** caramel **confectionery**, offering an authentic & recognizable **tonka** & **salted butter** flavour.

TEMPORAL DOMINANCE OF SENSATIONS



NATURAL FLAVOUR
FREE FROM: ADDITIVE, ALLERGEN,
GLUTEN, GMO & SUGAR



KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 36 MONTHS



DOSAGE IN YOUR PRODUCT

- 0.1% Protein milk, smoothie
- 0.2% Yogurt (dairy & vegan)
- 0.3% Ice cream & toppings
- 0.4% Bakery, cake, bars, cereals
- 0.5% Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$74.00
20 kg	\$64.00
40 kg	\$54.00
100 kg	\$45.90
200 kg	\$43.20
400 kg	\$40.50
1000 kg	\$37.80



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5-day lead time (+transit)

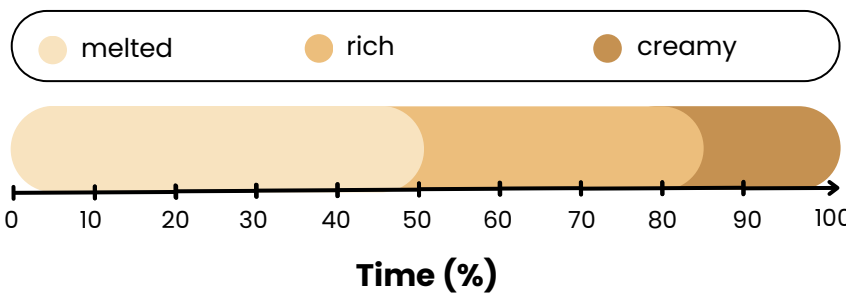


AOB9597 BUTTER NATURAL FLAVOUR

ABOUT

This butter flavour delivers the **creaminess** of **slightly melted butter**. The moment you **spread** butter on a freshly toasted slice of bread. It adds richness to all your projects.

TEMPORAL DOMINANCE OF SENSATIONS



NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN,
DIACETYL, GLUTEN, GMO & SUGAR



KOSHER & HALAL
VEGAN & AUSTRALIAN-MADE



CARRIER: MCT
OIL SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 12 MONTHS

PRICE BREAKS

PO	\$/kg
10 kg	\$68.00
20 kg	\$58.00
40 kg	\$48.00
100 kg	\$40.80
200 kg	\$36.00
400 kg	\$33.60
1000 kg	\$31.20

DOSAGE IN YOUR PRODUCT

- 0.25%  Cake, pudding, cereals
- 0.30%  Protein rich matrix, bars
- 0.35%  Ice cream, filling, topping
- 0.40%  Popcorn
- 0.50%  Confectionery, chocolate, bubblegum



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