

WHAT

With Taste Tomorrow, Puratos offers its customers in-depth insights into global and local consumer behaviour, attitudes, choices and future trends related to bakery, pastry, patisserie and chocolate.



WHY OBJECTIVE

to provide you with
**CLEAR INSIGHTS,
INNOVATION ROUTES,
BUSINESS CONCEPTS
& INSPIRATION**
for future
**PRODUCT
DEVELOPMENT**

**2 HELP YOU
BOOST YOUR
BUSINESS**

Taste Tomorrow consists of three pillars:

RESEARCH

**MARKET
RESEARCH**

**RESEARCH
STUDY**

**REPEATED
EVERY 3 YEARS**

EVENTS

WORLD TOUR OF EVENTS

INSPIRATION

You Tube

SOCIAL MEDIA

TRENDMAILINGS

WEBSITE

TRENDBOOKLET

DIGITAL MAGAZINE

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Want to learn more? Visit www.tastetomorrow.com or contact your local representative

HOW METHODOLOGY

QUALITATIVE RESEARCH

WE FOLLOWED

100



in 7
trend-setting
cities



SAN FRANCISCO / SAO PAOLO / PARIS / ISTANBUL / MOSCOW / SHANGHAI / TOKYO

ONLINE QUANTITATIVE RESEARCH

in **25** COUNTRIES

to gather data from almost

11.000



to understand
their attitude and
perceptions towards



THE NEW CONSUMER RULES



KEY OBSERVATIONS
to better understand the new
CONSUMER RULES



How consumers
rule with
**'THE BAKED
GOODS
TRIANGLE'**

CONSUMER IDEAS & EVALUATION of business concepts



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