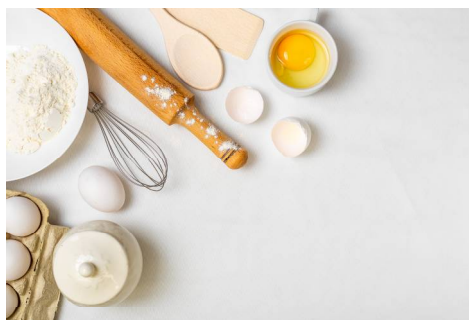


Bakery Trends 2025

Innova Market Insights releases the top 10 bakery trends for this year, and there are 5 trends that most influence the global bakery industry as follows:



“Ingredients and Beyond”: Quality is the top priority for bakery consumers. 61% of global consumers value the product quality of store brands and supermarket brand products. They consider quality with freshness and health benefits as well. Freshness is the key factor in purchasing fresh bread for 50% of consumers. Different generations prioritize different attributes. Gen X and Boomers focus on freshness, health benefits, shelf life, and naturalness. While Gen Z and Millennials concern branding, safety, packaging, and advertising. Products with added health benefits such as natural ingredients, reduced sugar/salt, reduced additives and less artificial ingredients are required including the active health claims such as probiotics, prebiotics, postbiotics, adaptogens (e.g. ashwagandha) and nootropics (e.g. L-theanine).



“Wildly Inventive”: 43% of global consumers seek out crazy and indulgent flavor creations as a key focus. Over 60% prioritize taste in sweet bakery. The cross-category mashups like dessert hybrids, snack-main course fusions, and savory-sweet combinations are interesting. The examples of cross-category mashups are cruffins (croissant and muffin), crookies (croissant and cookie), cronuts (croissant and doughnut), and biskies (biscuit and cookie and cake). 1 in 4 consumers decide to purchase the product with limited-edition claims such as OREO Valentine's Day I Love You Box and Ringo Pop's popcorn flavored cream filled biscuits.



“Gut Health”: Flourish from Within According to COMET, 76% of consumers recognize the connection between gut health and overall wellness. Innova Market Insights reports 22% growth of new bakery launches with a digestive/gut health claim in the past year. Ingredients for gut health include prebiotics fiber (e.g. inulin, chicory root), vitamin D, and probiotics. Cakes, pastries and sweet goods show the highest growth in new launches with digestive/gut health claims.

“Tradition Invented”: Nearly half of global consumers consider diets that express their heritage and diversity as important values. Food with local ingredients, familiar flavor, and traditional cooking techniques are the most important points. The growth in new bakery launches with traditional claims over the past year was 14% year-over-year.

“Plant Based: Rethinking Plants”: The products claim with gluten free, dairy free, vegan, and allergen friendly expand in the food industry. The new bakery launches with plant-based claims, and the plant-based bakery launches with no additives or preservatives claims are accounted for 21% and 24%, respectively. More than 1 in 5 consumers consider purchasing bakery as their preferred protein source and brands. Pea, fava bean, and almond protein are expanding in the plant-based bakery market.

References:

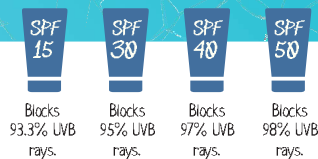
- <https://www.innovamarketinsights.com/trends/bakery-trends-2025/>
- <https://www.bakeryandsnacks.com/Article/2025/02/28/gamechanging-ingredients-whats-next-for-bakeries/>
- <https://www.bakeryandsnacks.com/Article/2025/01/10/top-10-health-driven-trends-shaping-bakery-and-snacks-in-2025/>

Cosmetics Europe on New ISO Standard for Testing Sun Care Products

In December 2024, the International Organization for Standardization (ISO) published two new methods for measuring the Sun Protection Factor (SPF) of cosmetic products. One method is *in-vitro* Double Plate Method (DPM; ISO 23675:2024), meaning that it does not require human volunteers. Another one is a hybrid method which is related to non-invasive optical assessment of the protection provided by sunscreen on human skin, without requiring a physiological skin response. These test methods are alternative to the currently used *in-vivo* International Standard (ISO 24444:2019) method.

The final text of the Cosmetics Europe's Double Plate Method (ISO 23675:2024) was published and officially recognized as an International Standard Organization (ISO) Standard by the ISO Central Secretariat.

Now that the DPM is a recognized ISO standard method, manufacturers can test the efficacy of sun protection products using the DPM in Europe and other regions of the world.



The DPM has several key attributes.



1. The DPM does not require human volunteers to test SPF, which makes it the only fully *in-vitro* SPF ISO Standard method.



2. It provides consequent reliable, repeatable and reproducible results consistent with those obtained using the current *in-vivo* international standard method.



3. With the DPM, the possibility of human error is highly reduced because of the use of state-of-the-art instrumentation, including a robot to spread the sun protection product samples on the plates and a spectrophotometer to measure the UVR absorbance spectrum.



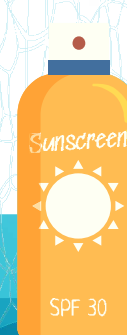
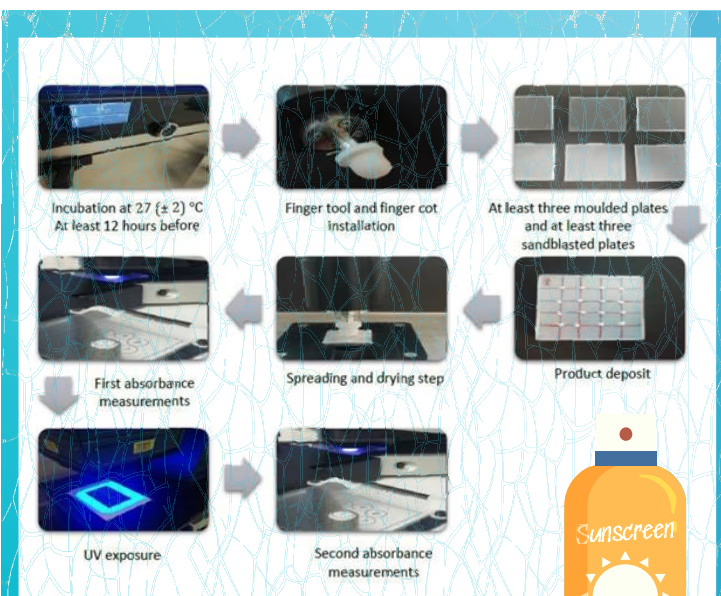
4. The DPM can be used any time of the year. The current international standard method is based on testing the efficacy of a sun protection product on volunteers' skin, which must not be tanned. This can be difficult to ensure in the summertime. The DPM uses polymer plates to test the sun protection product and therefore can be employed all year round.

As a fully *in-vitro* method, the DPM also fulfils the vision laid out in the European Commission's 2006 "Recommendation on the efficacy of sunscreen products and the claims made relating thereto", which highlights that the degree of protection against UVB and UVA should be measured using standardized, reproducible testing methods, with preference given to *in-vitro* testing methods.

The method's key attributes and its recognition as an international standard represents major scientific progress in sun protection.

Key steps of the method.

1. Preparation of reagents and materials
2. Product application on substrates and robot automatic spreading
3. Measurement of initial absorbance using two plate types (290 nm to 400 nm).
4. Calculation of initial *in-vitro* SPF
5. Calculation of irradiation dose (based on initial *in-vitro* SPF).
6. Irradiation with calculated dose.
7. Measurement of final post-irradiation absorbance using two plate types (290 nm to 400 nm).
8. Calculation of final *in-vitro* SPF



References:

1. Cosmetics Europe. (2022). Cosmetics Europe Recommendation N.26 on the use of alternative methods to ISO 2444:2019. Retrieved on 15/04/2022 from https://cosmeticseurope.eu/files/5216/4846/8648/No_26_Use_of_Alternative_Methods_to_ISO24444_-_2019.pdf
2. European Commission. (2006). Commission Recommendation of 22 September 2006 on the efficacy of sunscreen products and the claims made relating thereto. Retrieved on 15/04/2022 from <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32006H0647&from=EN>
3. <https://www.ctpa.org.uk>

Unlocking the Magic Behind Flavor Combinations

According to Innova Market Insights, today's consumers are on a quest for exciting flavor adventures, exploring unique and unexpected flavor combinations. But, did you know there is science behind these pairings? Let's dive into the fascinating world of flavor chemistry.

Flavors are not just tastes; they are compounds that connect ingredients in surprising ways. Chemists have mapped these connections through flavor networks. In simple terms, flavors are like nodes, and the links between them are compounds they share. The more compounds they share, the stronger the connection.

Flavor



Here are some delicious flavor pairings backed by science:

<p>1</p> <p>Chocolate & Peanut: These two create a perfect balance with their shared pyrazines and caramel-like compounds, blending roasted and sweet flavors.</p>	<p>2</p> <p>Coffee & Vanilla: Vanilla softens coffee's bitterness, and shared compounds enhance the roasted flavor, making this pairing a dessert favorite.</p>	<p>3</p> <p>Watermelon & Strawberry: These fruits come together with shared compounds, offering a fresh, aromatic blend of sweetness and grassy notes.</p>	<p>4</p> <p>Orange & Mango: Both fruits share tropical compounds that highlight the best of their tangy and sweet flavors.</p>	<p>5</p> <p>Peach & Blueberry: With shared compounds like β-ionone, these fruits create a rich, creamy yet floral flavor that is perfect for smoothies or desserts.</p>
<p>6</p> <p>Grapefruit & Lemon: Their citrusy freshness is enhanced by limonene and citral, creating a zesty, tangy flavor.</p>	<p>7</p> <p>Blackberry & Raspberry: The muskier notes of blackberry blend perfectly with the tartness of raspberry, thanks to shared compounds.</p>	<p>8</p> <p>Strawberry & Banana: The sweetness of strawberries and the creaminess of bananas combine smoothly with shared aromatic compounds.</p>	<p>9</p> <p>Pineapple & Apple: These fruits balance sweet, fruity notes with shared compounds, offering a refreshing combination.</p>	<p>10</p> <p>Melon & Grape: Melon and grape come together for a juicy, refreshing burst of flavor, enhanced by their shared compounds.</p>

References: 1) <https://www.innovamarketinsights.com/trends/global-flavor-trends-2025/>, 2) <https://www.nature.com/articles/srep00196>, 3) https://www.researchgate.net/publication/316015814_Food_Bridging_A_New_Network_Construction_to_Unveil_the_Principles_of_Cooking, 4) <https://inspire.foodpairing.com/>

Crocins

The Fastest-Absorbing Carotenoid for Eye Health

Continued over-exposure to oxidative stress agents, like blue light from digital devices and environmental pollution, can lead to significant damage to retinal cells, affecting your long-term eye health. When it comes to protecting your vision, carotenoids are often the first choice. But, did you know that "**Crocins**", the active compounds in saffron, offer the fastest absorption of antioxidants compared to traditional carotenoids, delivering quicker and more effective protection?

Crocins are the major carotenoids found in saffron, which have been shown in recent studies to protect against free radicals and support macular health. Additionally, saffron contains kaempferol and its glycosides, which have demonstrated effectiveness in reducing inflammation-related ocular diseases.

Key Benefits:



Help to improve visual function

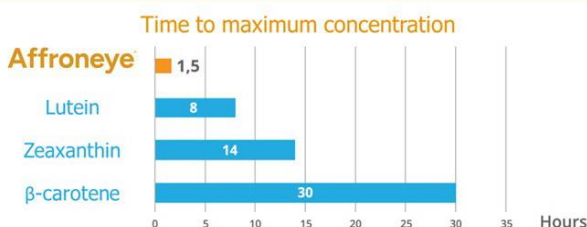


Fastest absorption antioxidant for natural eye health



Help to protect retinal cells from intraocular tension

Give your eyes the best care — with nature's fastest-absorbing vision protector!



EVENT 2025

APR

- 3-5 IDAX - International Dermatology & Aesthetic Expo 2025, Ho Chi Minh City, Vietnam
<https://idaxexpo.com/home-en/>
- 4-6 17th Philippine Food Expo 2025, Manila, The Philippines
<https://philippinefoodexpo.ph/>
- 8-10 in-cosmetics Global, Amsterdam, Netherlands
<https://www.in-cosmetics.com/global/en-gb.html>
- 8-11 FHA 2025 - Food & Beverage, Singapore
<https://fhafri.com/contact-us/>
- 9 Daito Seminar, Chemico Vietnam Co., Ltd., Ho Chi Minh City, Vietnam
- 10 Saltigo Seminar, Chemico Vietnam Co., Ltd., Hanoi, Vietnam
- 11-13 Cosmofarma Exhibition 2025, Bologna, Italia
<https://www.cosmofarma.com/en/contact-us/>
- 15-17 PREMIUM FOOD SHOW 2025, Tokyo, Japan
<https://premiumfoodshow.jp/2025/>
- 16 Momentive Seminar, Chemico Asia Pacific (M) Sdn. Bhd., Penang, Malaysia
- 17-19 Beautycare Expo 2025, Hanoi, Vietnam
<https://beautycareexpo.com/en>
- 18-21 China Xiamen International Vegetarian Food and Organic Products Fair 2025, Xiamen, China
<https://www.vffair.com/>
- 21-23 Beautyworld Saudi Arabia 2025, Riyadh, Saudi Arabia
<https://beautyworld-saudi-arabia.ae.messefrankfurt.com/kas/en.html>
- 22 Momentive Seminar, Chemico Vietnam Co., Ltd., Ho Chi Minh City, Vietnam
- 22-25 COPHEX 2025 - Cosmetic, Pharmaceutical, Bio Process & Technology Exhibition, Goyang, Korea
<https://www.cophex.com/eng/main.asp>
- 23-25 IESD China 2025 - International Exhibition on Surfactant & Detergent, Shanghai, China
<http://www.iesdexpo.com/eng/index.asp>
- 24 Momentive Seminar, Chemico Vietnam Co., Ltd., Hanoi, Vietnam
- 24-27 Beauty & Care Istanbul 2025, Istanbul, Turkey
<https://beautyareexpo.com/>
- 28-30 Beautyworld Japan, Tokyo, Japan
<https://beautyworldjapan.jp.messefrankfurt.com/japan/en.html>

MAY

- The Makeup Show NYC, New York, USA
<https://www.themakeupshow.com/nyc/>
- 6 Rahn Seminar – Hair Care, CAHB Center, Bangkok, Thailand
- 7-8 LuxePack New York, New York, USA
<https://www.luxepack.com/>
- 8 Thor Seminar, Hanoi, Vietnam
- 8-10 Beauty Istanbul, Istanbul, Turkey
<https://beauty-istanbul.com/>
- 8-10 Food & Beverage Innovation Forum 2025, Shanghai, China
<https://www.foodtalks.cn/fbif/en>
- 11-15 The Society of Environmental Toxicology and Chemistry (SETAC) Europe 35th Annual Meeting, Vienna, Austria
<https://www.setac.org/>
- 12-13 Natural & Organic Products Expo, London, UK
<https://www.naturalproducts.co.uk/>
- 12-14 China Beauty Expo, Shanghai, China
<https://www.chinabeautyexpo.com/>
- 12-14 International Conference on Food Oral Processing, Physics, Physiology and Psychology of Eating, Valencia, Spain
<https://eventos.adeit.es/117459/detail/7th-international-conference-on-food-oral-processing-physics-physiology-and-psychology-of-eating.html>
- 14-16 International Conference on Water Energy Food and Sustainability 2025, Leiria, Portugal
<https://icowefs.ipleiria.pt/>
- 14-16 CITE Japan, Yokohama, Japan
<https://www.citejapan.info/en/>
- 20 Labio Seminar, Ho Chi Minh City, Vietnam
- 20 CAHB and Mini CAHB Seminar – Sun Care and Skin Care Trends 2025, Chemico Vietnam Co., Ltd., Hanoi, Vietnam
- 20 Foodworld India 2025, New Delhi, India
https://fici.in/event_details/25112447294277
- 21-22 Philippine Food and Beverage Summit 2025, Manila, The Philippines
<https://escom-events.com/foodphilippines2025>
- 22 CAHB and Mini CAHB Seminar – Food, Chemico Vietnam Co., Ltd., Ho Chi Minh City, Vietnam
- 28 Momentive Seminar – Harmonie Series, Bangkok, Thailand
- 27-31 THAIFEX – Anuga Asia, Bangkok, Thailand
<https://thaifex-anuga.com/>

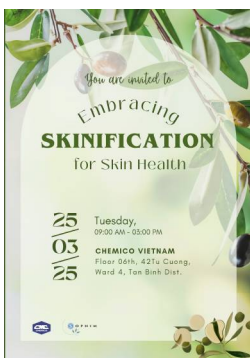




Tri-K Industries Seminar, Vietnam

Tri-K Industries, Inc. in collaboration with Chemico Vietnam Co., Ltd. held a half day seminar in both Ho Chi Minh City and Hanoi branches on March 4th and March 6th, 2025, respectively.

The topic was “Your Favourite YOU – Beauty: Skinnalism with Multifunctionals”. Throughout the seminar day, the supplier was not only updated the latest hair and skin care trends but also introduced the strategic Tri-K ingredients that help to balance the skin microbiome system and moisturizing, including the ones that are suitable for skin care products for men. The least but not last, Skin Analyzer Dermalab Combo 4 was introduced during the seminar time.



Sophim Seminar, Vietnam

Sophim and Chemico Vietnam Co., Ltd. joined together to hold a full day seminar at Chemico Vietnam office in Ho Chi Minh city on March 25th, 2025. The title “Embracing SKINIFICATION for Skin Health” was taken inspiration from “Skinification” trend to evoke a healthy skin deeply.

The latest worldwide skin care trends were updated as opening part of the event day. Sophim continued to introduce the key advanced cosmetic ingredients: Phytosqualan, Biophytosebum, Vegeline, MC 300, Phytowax series and Phytolive Fine. Skin Analyzer Dermalab Combo 4 was also used to test the effectiveness of ingredients. Showcase and workshop sessions were the most favorite and interesting parts of the day when all attendees could experience the “hybrid” prototypes developed by Chemico Vietnam Application Team and have a chance to do their own formulas.



Sophim Seminar, Myanmar

Sophim in collaboration with Chemico Myanmar Co., Ltd. organized a seminar under the topic “Unlock the Secrets of Natural Oils, Butters and Waxes” on March 26th, 2025 at Chemico Myanmar Seminar room. The seminar shared about details information of Sophim products and displayed interesting formulations containing Sophim products.



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