

BAILEYS™



Treat

REPORT

2022



A note from
JENNIFER ENGLISH,
GLOBAL BRAND DIRECTOR, BAILEYS.



We are delighted to share the third annual Baileys Treat Report, as we explore our predictions for a truly indulgent 2022. At Baileys, we take our treats very seriously! After all, in a world that's often serious and unpredictable, they provide us with impulsive moments of pleasure. We're obsessed with treating and believe that every grown up deserves a little indulgence once in a while.

In 2021, treating continued to play an important role in our lives, and after the uncertainty of the last two years, 2022 is set to bring with it a desire for less but better, a renewed focus on sheer kindness as well as a newfound appreciation for mother nature and how she inspires the world of treating. There are plenty of scrumptious treats in our future and we're set to see (and taste!) some truly delicious trends which are inspired by the magic of nature. *We're excited!*

Spoons and straws at the ready. *Let's dig in!*





A note from
DR. MORGAINE GAYE,
FOOD FUTUROLOGIST.

I am delighted to partner with Baileys again this year to predict treating trends for 2022. The future of our food is always a response to our cultural climate, and treating is no exception. Treating in 2022 will reflect our response to the past two years, as we emerge from a time of feeling restricted. We now want to explore our freedom and embrace indulgent fun in our treats, whilst also being mindful of the impact on the planet and how they integrate with nature itself. Treating in 2022 is set to unite us once again!



BAILEYS

Treat Collective



Lily Vanilli, Baker (U.K.)
www.lilyvanilli.com

Lily Jones (aka Vanilli) is alternately described as one of Britain's best-loved artisan bakers and the Queen of Cakes. Self-taught, she started out in 2008 and created an industry-leading brand with a pioneering approach to baking and running a food business. She also recently launched an exciting new afternoon tea at the Theatre Royal Drury Lane in London.



Pooja Dhingra, Founder and Chef, Le15 Patisserie (India)
[@poojadhingra](https://www.instagram.com/poojadhingra)

Pooja Dhingra is the founder of the Le15 chain of patisseries and cafes and has featured on the Forbes '30 under 30' list both in India and Asia. Pooja is also a renowned cookbook writer.



Conor Curran, Recipe Developer & Content Creator (Australia)
[@creamy_confusion](https://www.instagram.com/creamy_confusion)

After notching ten years in hospitality Conor went onto to be a fan favourite on MasterChef Australia 2021. Conor loves to chat about all things food, booze and parties which you can access via his Instagram.



Dominique Ansel, Chef and Owner of Dominique Ansel Bakery (USA)
www.dominiqueansel.com

Dominique created the Cronut®, The Cookie Shot, Frozen S'more, Blossoming Hot Chocolate, and many more. He was named the World's Best Pastry Chef in 2017 by the World's 50 Best Restaurants awards and is also the author of two cookbooks: Dominique Ansel: The Secret Recipes (October 2014) and Everyone Can Bake: Simple Recipes to Master & Mix (April 2020).



Valentina Boccia, Founder of Ho Voglia Di Dolce (Italy)
www.hovogliadidolce.it

Valentina is a popular Italian food writer, pastry, and food blogger. Her passion for sweets comes from spending time with her grandmother. She created hovogliadidolce.it to follow her passion of baking and treating. Whatever the question, for Valentina chocolate is always the right answer.



Benamina Ebuechi, Co Founder of The Sister Table (GB)
www.carrotandcrumb.com

Benamina featured as a quarterfinalist in The Great British Bake Off. She has her own blog Carrot and Crumb, where she shares recipes, baking tips and foodie adventures. Benamina is the co-founder of The Sister Table and is an author of The New Way to Cake, published in 2019.



Tefi Russo, Founder of Inutilisimas (Argentina)
www.inutilisimas.com

Tefi Russo describes herself not as a professional chef, but as someone who's on the side of those fun and simple recipes that make everyday life richer. She became largely popular through her website "Inutilisimas". She is the author of "Simple, Rico y Casero" and "La Cocina de Tefi" and has her own TV show.



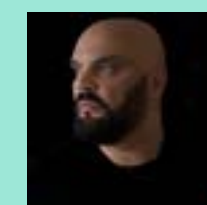
Alma Obregón, Founder of Alma Cupcakes (Spain)
[@alma_cupcakes](https://www.instagram.com/alma_cupcakes)

Alma is a creator of new trends! She has a huge appetite to be the first in discovering new treats and is influential in the world of treating. Alma has a bakery shop in Madrid, a recipes blog, online-class, and recently published her first book of recipes.



Carole Crema, Owner of Carole Crema (Brazil)
www.carolecrema.com.br

Carole has been working with Gastronomy since 1997. She owns her own sweet company and has served as a judge in a patisserie show, Que Seja Doce. Her recipes are marked by the co-existence of traditional cuisine with modern gastronomy, mixing established techniques with innovative techniques.



Patrick Rosenthal, Recipe Developer and Food PH (Germany)
[@patrick_rosenthal](https://www.instagram.com/patrick_rosenthal)

Rosenthal has worked as a freelance journalist for various newspapers. Today, Rosenthal develops recipes for various magazines, books and food brands, among other things. He is a professional food photographer and food stylist and writes his own cookbooks and reached number 9 in the advice/food & drink category of the Spiegel bestseller list.



Maria Luisa Arias, Owner of Nueve21 (Colombia)
[@nueve_21](https://www.instagram.com/nueve_21)

María Luisa Arias is a renowned chef, famous for her participation in the reality show MasterChef in 2015 and for having ranked third as one of the best chefs in Colombia. She is the owner of Nueve21, a company that produces ready-to-eat foods, gastronomic experiences and catering, and also La Nostra Cocina which is an entrepreneurship specialized in pastries.



MEGA

Trends

LESS *But Better*

Clear out the clutter, because it's time to embrace a more simplified life. But that doesn't mean a life without luxury... far from it in fact! 2022 is going to be all about indulgences that are meaningful – spending a little bit extra on more premium treats. Think along the lines of treating yourself to a beautifully crafted barista coffee or the fancypants chocolate rather than corner shop impulse buys. We want to make sure our treats are as meaningful as possible. It's all about quality over quantity, and it's safe to say... we deserve it!

TASTE *Of Kindness*

We've all seen the importance of kindness in recent times. And there's no better way to express kindness than through the act of giving. Turning up at a friend's house with a homemade banoffee pie or a box of cupcakes? Well, that's just love on a plate! But our need for kindness doesn't stop there – we're going to be looking for foods that are made with compassion, be it cocoa from a B-Corp or fairtrade coffee. We want to celebrate the spirit of community – after all, we've never been closer than we are right now. And treating each other has never felt so good.

INSPIRED BY *Geo-Nature*

Get ready, world – treats are about to get visually exciting. Sure, they're still going to be delicious, but now we want a feast for the eyes, as well as our bellies. Imagine a treat for all the senses... foods that glisten with iridescent gold, or mimic nature in the form of flowers, snowflakes and crystals. We're ready to walk into a brand new day, with some jaw-droppingly gorgeous treats to mark the occasion.

2022

Treat Trends

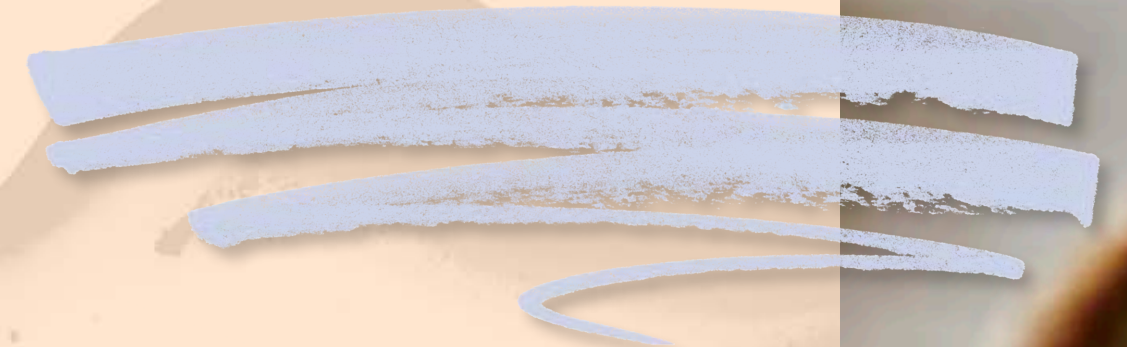
OVERVIEW

- 1 *Snickerdoodles*
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1 Snickerdoodles



Forget about the traditional giant cookie – that’s so (Baileys Treat Report) 2020. In 2022, we’re all about the snickerdoodle. These fluffy, pillowy cookies have long been an American staple, but they’re about to take the whole world by storm. A kind of cookie/cake hybrid, snickerdoodles have a cloudlike interior and are traditionally paired with a dreamily sweet dusting of cinnamon sugar. But while the classic snickerdoodle is always a winner, we’re now seeing endless incarnations featuring just about anything you can dream of... think lemon with blueberry sugar, or everyone’s seasonal fave, pumpkin spice. All you need now is a Baileys hot chocolate and your cosiest PJs.





Snickerdoodles



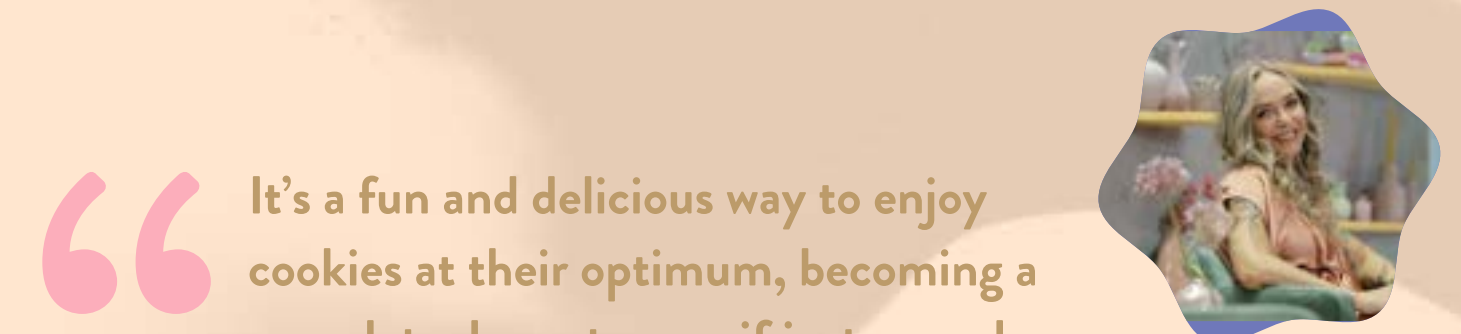
“ This isn’t the first treat to come over from across the pond and I’m sure it won’t be the last! These are the sort of treats we often see on our TV screens so it’s exciting that these cookies will be known and loved by even more people now. What I love about these is that even though they’re not the flashiest looking or as colourful as some of the other trends, the flavours are so familiar and cosy that they’re bound to be popular. There are so many possibilities with these cookies! I’d love to make some snickerdoodle ice cream sandwiches, warm snickerdoodle cookie dough or a snickerdoodle cheesecake. ”

Benamina Ebuehi (GB)




“ I really like this trend because cinnamon is one of my favorite flavors and is linked to the most traditional Spanish pastries. Also, the special texture of snickerdoodles, soft in the center and crunchy on the outside, alongside a cinnamon sugar coating makes them irresistible! ”

Alma Obregón (Spain)



“ It’s a fun and delicious way to enjoy cookies at their optimum, becoming a complete dessert, even if just served as a snack. We can bring the humble cookie to the next level with endless types of flavour and texture. ”

Carole Crema (Brazil)

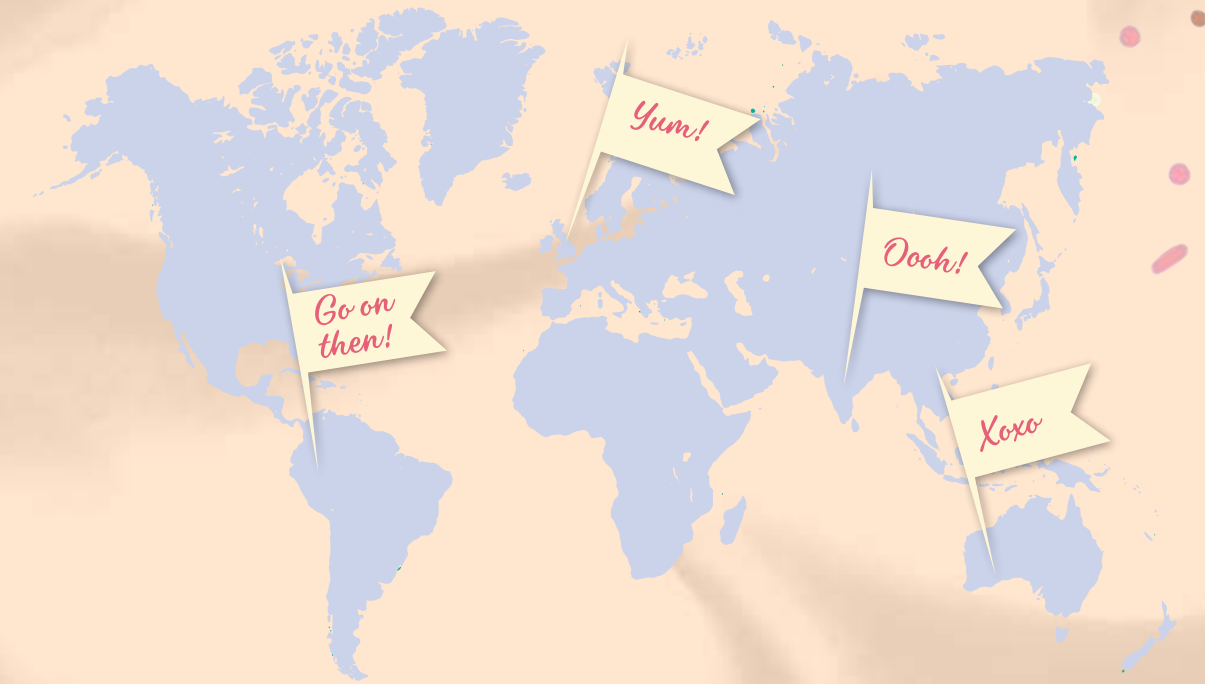


2 A TOUCH OF *Sparkle*

With so many missed celebrations and occasions behind us, we all deserve a bit of sparkle in our lives. Which is why you can expect to see edible glitter popping up on many a treat in 2022. With an endless selection of sustainable and edible glitters at our fingertips, we can forget about the harsh, seemingly indestructible glitters of yesteryear. Edible glitters are all about adding a tempting glimmer to food, whether it's a cupcake dusted in shimmering gold icing or a white chocolate truffle finished with a pearlescent gleam. It's all about a subtle, mesmerising sheen that brings a whole new level of glitz to proceedings. And how can a glittering treat fail but bring a smile to your face?



2 A TOUCH OF Sparkle



“ Why wait for pride month to whip out your glitter? Dowsing our desserts in edible glitter and sparkles is nonsensical and I am all here for it. Bring on the fairy dust. ”

Conor Curran (Australia)

“

We all love a bit of glitz and glam every now and again, even more so after such a long time of not being able to enjoy those things. Edible glitter brings such a playful touch that we could all do with and there's so much scope to get creative. Whether it's Salt Bae's new London restaurant covering burgers and steaks in gold or simply just adding a bit of sparkle to the marshmallows on your Baileys hot chocolate, making any evening at home that little bit more special. Nothing is off limits and you don't have to wait for a special occasion to bring out the glitter. ”



Benjamina Ebuehi (GB)

“

The trend that most excites me is A Touch of Sparkle and I can really see it coming to life during the festive season in India. Also, I'm already seeing a lot of our macarons supporting this trend this season. ”

Pooja Dhingra (India)



“ I think this trend is a response to the restrictions of Covid-19, where we began to see desserts becoming more and more extravagant, colourful, and eye-catching. In my opinion, edible gold and edible flowers are a must, adding that final touch which brings our desserts to another level. ”

María Luisa Arias (Colombia)

”



3 CRÈME DE LA *Cremella*

You might think there's no way to improve on a humble donut. But prepare to have your mind blown! A cremella is a donut that's been halved, filled with ice cream and drizzled in an array of luscious, lickable toppings. Popping up in London and in New York's Chinatown, you can expect to see these making an appearance in treating hot spots all over the world, with a legion of loyal fans just waiting in the wings. This is everything a good treat should be – playfully indulgent, gloopily decadent and just the right kind of messy. You can even ramp things up a notch by charring the donut on the barbecue before smushing in the ice cream, which takes everything to the next level.





3

CRÈME DE LA Cremella

“ Is Cremella a secret environmental hero? I reckon so! Chucking old donuts on the BBQ to bring them back to life and contrasting that with the richness of ice cream gets a big green thumbs up from me. ”



Conor Curran (Australia)

“ My favourite trend has to be Cremella as I love watching people push the boat out with their treats. I also love ice cream and cookies, so the combination is a real winner. The trick Terri Mercieca from Happy Endings, and others like her, have mastered is avoiding over sweetness with a hint of salt in the cookie crunch. Also, going for more adult flavours like Guinness and malt elevate this to a level serious food lovers will enjoy, while keeping all the fun and nostalgia of the original treat. ”

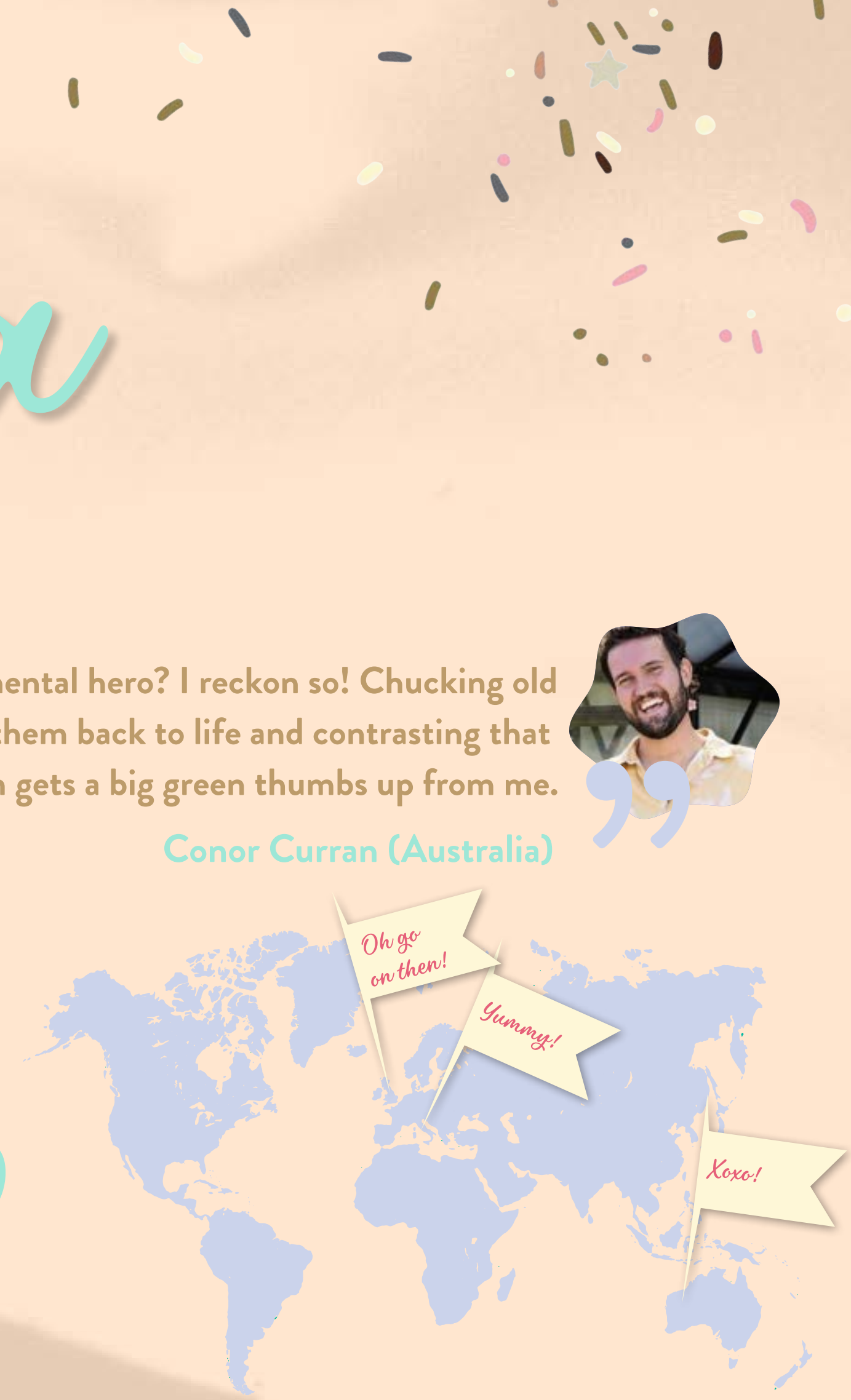


Lily Vanilli (GB)

“ If there's a recipe I'd like to go viral in Italy, it's that of Cremella! I could imagine our traditional Sicilian brioche filled with ice cream, both textures leading to an irresistible treat that even the most demanding of palates would enjoy. ”



Valentina Boccia (Italy)





4 GOING NUTS FOR *Desserts*

It may feel like nut-based desserts are everywhere right now, but the tradition actually goes way back – think feather-light dacquoise made from hazelnuts, or everyone’s favourite, the almond-based macarons. Nuts give a gorgeous, flavour-rich depth to a dessert, and you’re about to see even more of them, too. An added bonus? They’re perfect for people with wheat or gluten allergies. And there’s no limit to the kind of things you’ll be seeing... think creamy, decadent cheesecakes made from cashews, or super-quick freezer fudge whipped up from nut butter. What’s not to love?





4 GOING NUTS FOR Desserts



Going Nuts for Dessert caught my attention as it's closely aligned with a 'must' in my kitchen. My recipe for this trend is applied in a simple but no less rich way. Nuts, peanuts, pistachios, hazelnuts and cashews, sweetened with dates, honey or butter and used as a base for desserts with fruits and yoghurts, or of course, to snack with chocolate. What a beautiful year awaits us with these sweet trends.

Tefi Russo (Argentina)



There's been a huge surge towards plant-based desserts in India, seeing the change in both traditional local treats and international dishes. For example, nut and jaggery based desserts, vegan cheesecakes, energy bars and more.

Pooja Dhingra (India)



The use of nuts in desserts is super enriching. Adding nuts to your favorite brownie recipe or a few pecans to your cookie dough can really bring your treats to another level. In Spain, we love adding nuts to our treats, whether as a ground ingredient in the traditional almond cake "Tarta De Santiago" or whole in chocolate bark.

Alma Obregón (Spain)



It's never been easier to make desserts that are plant-based, plus incredibly delicious and in no way inferior to the original. There will be many new recipes in this area in 2022. The aim is not to find an alternative but to experiment with different tastes and flavours. Anyone who has ever made a salted caramel sauce with coconut cream knows what I am talking about.

Patrick Rosenthal (Germany)



I love this treat because I really feel it's changing the guild. Desserts are no longer seen as something that's bad for the body. Instead, people are beginning to understand that desserts can be anything you want them to be. I think this trend challenges us to try new techniques, ingredients and innovate to take all desserts to another level.

María Luisa Arias (Colombia)



It's a very classic tradition for French patisserie, where nut flours are used in staple recipes like dacquoise. It's wonderful that this trend has continued to take off, as it allows us to create more pastries for our guests that are naturally gluten-free rather than substituting one ingredient for another. In our shops, our menus offer a number of options, from macarons in all types of flavors, to dacquoise made with different types of nuts like hazelnuts and pistachios.

Dominique Ansel (USA)

5 NATURE'S SWEET

Treats

While we're all ready to embrace a world of colour and glitz, that doesn't mean we're not celebrating the wonders of nature, too. How can you not, when you think about how drop dead gorgeous Mother Nature can be? These natural marvels are sneaking into our treats too. The latest hot trend? Edible geode cakes and chocolates with sugar crystals inside, both of which mimic the otherworldly shapes and patterns you see within minerals and crystals. Cut into them and it's like slicing into an ancient stone, filled with the shimmering crystals that look just like amethyst or quartz. In fact, crystals are forming an even bigger part of the trend, as sugar is the perfect art form for this little showstopper – if you've ever seen those little sugar swirl spoons for your coffee, in the shape of cool jagged crystals, you'll know exactly what we mean.





5 NATURE'S SWEET *Treats*



We've all been paying more attention to the world around us, probably more than we've ever done before. Personally, I've begun to appreciate the nature in my local area more and more, so I'm not surprised that this has found its way into our baking and treating. The unique patterns of minerals and crystals provide so much inspiration for more graphic led designs, as well as the enormous variety of edible flowers.

Benamina Ebuehi (GB)



Nature is so beautifully perfect, acting as daily inspiration when creating delicious foods. We see the value in showcasing nature, even by representing it with the sugar used in our treats.

Carole Crema (Brazil)



6 CRAZY FOR *Cones*

No longer taking a back seat to the main scoop, the ice cream cone is ready to take its rightful place in the spotlight. You can forget the days of limp, tasteless wafers – the cone of 2022 means business, whether it's swathed in a blanket of crushed nuts or even made from charcoal. And that's only the beginning. Close your eyes and dream of a world with bubble waffle cones, chimney bread cones, even cones made from churros. If you're only in the mood for something small (or, uh, can't choose between flavours) then the miniature ice cream cone is perfect – cute and tiddly, filled with ice cream and dipped in chocolate. What more could you ask for? Oh, that's right. Seconds.





6 CRAZY FOR *Cones*



“ I love to prepare bubble waffles and serve them as an ice cream-filled cone. The recipe is similar to that of American waffles and the trick is to shape them while they’re still hot. You can also customize the dough for different cone flavours such as cookies and cream, red velvet or cinnamon and apple.

Alma Obregón (Spain)



“ The vessel that the ice cream is served on/in is just as important as the ice cream - it’s an experience altogether. Years ago, we created something called What-a-Melon Soft Serve, where instead of a cone, we swirl our homemade watermelon soft serve into a wedge of juicy fresh watermelon that’s studded with dark chocolate seeds. In our Hong Kong bakery, we’ve served sugarcane soft serve made from a legendary local Hong Kong purveyor, swirled into a “cone” of real bamboo.

Dominique Ansel (USA)



“ I’m definitely jumping on this trend and bringing it into my kitchen more and more. I began to ask myself, why not create delicious, sweet cones at home? I have a sweet year ahead and plan to use cones both with ice cream and served as the base for desserts.

Tefi Russo (Argentina)



“ If you say pizza, you say Naples. It is a real icon which has taken on many forms over the years. It’s even been turned into a cone. In my variant, the white of the mozzarella becomes ice cream with a fior di latte flavour and the red is created with a strawberry jam. A harmonious combination that brings together both the ice cream cone and pizza.

Valentina Boccia (Italy)



7 COLOUR

Maximalism

Throw on your sunglasses, because 2022 is going to be the year of colour – of bright dazzling spectacle and a raucous sense of fun. Think of the colours you find in the brightest places on earth... the luminous blue of a tropical ocean or the vivid greens of a lush forest. Now, picture them on your plate! But instead of hyper-pigmented colourings and dyes, you'll find hues that we see in nature... like ice creams made from purple corn, or fudgy brownies made red with vivid beetroot. There's no end to the rainbow of colour combinations out there – think aquamarine blues from butterfly pea flower tea or earthy greens from spirulina. The food world is about to become a whole lot more colourful (and we for one are ready for it!).



7 COLOUR

Maximilism



“



This is my favourite trend because nature has the most beautiful colours and we can all use a big dose of colour joy right now. I love a breakfast bowl packed full of spirulina in the morning, which greets me in bright blue. The colour reminds me of my favourite garden, the Jardin Majorelle in Marrakech. Beet powder delivers the most beautiful red while matcha and turmeric bring a more natural colour palette. My top tip? Anchan flowers from Thailand. They turn every drink into a blue eye-catcher. And if you want to make it even easier, you can use the wide range of food colouring available today,

”

Patrick Rosenthal (Germany)

“



I love colour in my desserts and our macarons have always been inspired by the colour that surrounds us. We've experimented with everything, whether it's multi-coloured unicorn macarons, bright beetroot and white chocolate ones or simple lavender ones.

”

Pooja Dhingra (India)

“

More is more with this trend and I just love how fun and vibrant it feels. It gives me real carnival and holiday vibes and after the past couple of years, we could all do with a bit of escapism and what better way than through food. I think this trend will be particularly strong throughout summer and the festival season across the UK with everything from purple ice creams to multi coloured cotton candy and cocktails, made even better when the colours used are all from natural ingredients.

”

Benamina Ebuehi (GB)



8 SHARING Sticks

We've all got calendars packed with reunions on the horizon. And nothing beats a gossip packed catch up with a friend and a shared bowl of fries sitting between you. Unless, of course, you order the latest dessert hybrid – pretzel sticks. These long, shareable bites are the ultimate hybrid of sweet and salty, a flavour combo we still can't get enough of. And it's not just pretzel sticks that are getting in on the action. While churros have long been popular (because who can resist the scent of warm, cinnamonony sugar in the air?) they're now getting a whole new look. Enter churros 2.0, made from red velvet or chocolate batter, filled with custard or shaped into hearts. Who said you can't improve on perfection? Not us!





8 SHARING Sticks



“ In Latin America, and particularly in Argentina, churros are a tradition. From an early age, I have seen how easy churros can get a smile out of people at any time of the day. That is why I am eager to see them become even more of a worldwide treat. They can be filled with all kinds of flavours, although I will always recommend dulce de leche, and whilst the filling requires a more complex technique or a rather specific tool, it can be perfectly replaced by a dip so that no one misses out on this delight, transforming it into a real treating experience. ”

Tefi Russo (Argentina)

“ As a huge churros and cookie fan, this is the most exciting trend for me. I have a waffle iron that makes waffle fries and I can't wait to put lots of different dips, sprinkles, glitter and brittle on a table, indulgently dipping with waffle churros or cookie sticks and decorating as I please! A new kind of cookie buffet, far from the normal “coffee and cake” gathering with friends. ”

Patrick Rosenthal (Germany)

“ The recipe of sharing sticks finds its touch of Italian style in the dough of the Father's Day bignè. These thin and elongated delights are typically topped with delicious creams such as Nutella and pistachio cream and have made the Bel Paese known around the world. ”

Valentina Boccia (Italy)





9 SCULPTURE MADE *Sweet*

Molecular gastronomy has long been the forté of the fine dining scene. But hey, why should they get all the fun? Treats are about to get structural and downright epic. In treat kitchens everywhere, techno-wizards have been working up a storm, creating yummy little concoctions that look like actual pieces of art. Delicious, delicious art. You can find hyper-textured cakes that are iced to look just like oil paintings, or sweet mochi bites that are sculpted to resemble dream-like flowers. Add into the mix the wonders of 3D printing, and there's a whole world of incredible feats on the horizon, with treats being created that are (almost) too good to eat. But we still will. Obviously.

9 SCULPTURE MADE *Sweet*



“ I will be the first to admit I thought this would be a quick fad, but I dare you to stop me watching Amaury Guichon’s incredible creations, I dare you! Now when will I bring out my green olive lookalike dessert I wonder...”



Conor Curran (Australia)

“ I love the idea of using technology to create new ways to work with pastry and to build desserts that appear almost life-like. In our own kitchens, we use 3D printers to make moulds of all shapes and sizes for cakes and chocolates; we’re working on a chocolate collection, where we’ll be using our 3D printer and laser cutters to create new shapes and designs. What’s great about implementing these new technologies is that you can create something truly original that comes from your own imagination and vision.”



Dominique Ansel (USA)



“ I think this trend really ramped up during lockdown. People began to realise baking can be a seriously creative expression, going far beyond banana bread to create weird and wonderful, sculptural and very beautifully presented desserts.”

Lily Vanilli (GB)

“ I love how every day this industry challenges me to create new versions of our favourite desserts, making them better and even more eye catching. Nowadays, food preferences change constantly, increasing our ability to turn traditional desserts into creative, innovative masterpieces.”

María Luisa Arias (Colombia)



10 LET IT *Snow!*

We've all been nostalgically leaning into the food of our past, and snowballs are the latest little numbers to enjoy a revival. These retro treats are little bites of pleasure, combining pillowy marshmallow, a powdery cloud of icing sugar and a dollop of jam in the middle. But their new incarnation is bigger, and a whole lot better. For starters, they're now less of a snowball shape and more of a peaked mound of marshmallowy goodness, not far from the "As Light as Air" trend we saw in the Baileys Treat Report 2020, but these beauties are doused in chopped nuts, glossy chocolate or heaps of desiccated coconut. Even better, the little jammy surprise in the middle has been updated with something far jazzier – now, you might be met with a splodge of caramel or even custard. Nostalgia never tasted as good.





10 LET IT Snow!



“ This trend makes me re-connect with times gone by. It’s one of those treats that brings me back to so many of my memories. ”

Carole Crema (Brazil)



“ Snowballs, with their white heart, make me imagine mini-ice creams: cream-flavoured chocolate balls dipped in chocolate sprinkles, an irresistible delicacy. ”

Valentina Boccia (Italy)



“ Personally, I’ve been loving all the nostalgic treats lately and this one is particularly fun. These snowballs are great for when you need a fun dose of sweetness and there are so many ways to add your own spin. I would infuse my marshmallow with different flavours like spices, teas or even some Baileys to make them feel a bit more grown up without losing the playfulness. You could even add a nod to some of the other trends by incorporating a bit of glittery shimmer or gold leaf for a real luxe feel. ”



Benamina Ebuehi (GB)



A LOOK BACK ON BAILEYS
Predicted Trends



With the help of our friends at Pinterest, we've taken a look back on two previously predicted trends, **Blue is the New Green** and **Mochi**, which featured in the **2020** and **2021 Baileys Treat Report**.

A note from
ALISTAIR HOLT,
SALES DIRECTOR
AT PINTEREST



Pinterest is a place for inspiration and where millions of people come to plan for the future, to help them create a life they love. It's the ideal place to discover the newest trends, including treating. In 2021 Pinterest inspired people as treating became more important than ever and ignited cravings for some of the year's biggest treat trends including one of our favourite Baileys Treat Report predictions from 2021, mochi. We also continued to see the rise of blue treats, as predicted by the Baileys team in the 2020 report, with this vibrant trend capturing the imagination of Pinners. We can't wait to see this year's treat trends come to life in 2022 on Pinterest!

Blue is the New Green

In 2020, blue became the colour of choice with the rise of butterfly pea flower – bringing with it its electrifying indigo blue and colour-changing properties.

Blue cake	+24%
Blue cupcakes	+32%
Blue birthday cakes	+349%
Blue ombre cake	+12%
Blue cocktails	+63%



Munch on Mochi

Mochi can be a love it or hate it affair. However, in 2021 ice cream with a mochi textured top layer was everywhere!

Mochi Ice-Cream	+85%
Mochi Recipe	+89%
Little Moons Mochi	+9,722%
Mochi	+85%
Mochi aesthetic	+91%

**Based on Pinterest data in GB from 28/10/2020 to 28/10/2021 compared to same period in previous year.*



INDULGE IN THE
Baileys Treat
Report 2022

www.baileys.com/en/treat-report/