Press Release

INTERNORGA Trend Radar: What's Next for the Bakery Counter

- Market data: Snacks are now the most important reason for buying baked goods
- INTERNORGA 2027: All-day offerings and AI for planning and staffing
- 100 years of WMF coffee machines: Anniversary at INTERNORGA 2027

Hamburg, 26. November 2026 – Anyone who wants to know what is coming next to the bakery counter will find the answer at INTERNORGA. Much of what exhibitors have showcased there in recent years is now part of everyday business: snacks have become the most important reason for buying baked goods, they often replace the traditional main meal at lunchtime, and coffee is becoming an increasingly important driver of sales and footfall for bakeries. From 12 to 16 March 2027, exhibitors in Hamburg will show what comes next, from warm lunchtime offerings to digital tools for counter operations and workforce planning.

How the bakery counter has changed

Snacks have brought about the biggest change. This includes small dishes for eating on the go or between meals, ranging from generously topped focaccia and bagels to a warm bite. INTERNORGA exhibitors identified snacks as a growing source of revenue for bakeries years ago. Today, according to a consumer study by Baker & Baker, snacks are the most important purchase driver for fresh baked goods and influence the choice of 36 per cent of respondents in Germany.[1]

For bakeries, this means the counter can no longer focus only on the morning. It needs to appeal throughout the day. This is particularly evident at lunchtime. A varied selection of lunch and snack dishes has long been a topic at INTERNORGA. According to Circana, younger consumers in particular now put together their lunch from several small dishes.[2] At the same time, the ingredients used in baked goods have become more important. Options for a quick and healthy break have been a focus of the trade fair for many years. Today, 48 per cent of respondents look for healthier options when buying fresh baked goods.[3]

As all-day offerings have expanded, cafés and foodservice have also become more important for bakeries. While traditional full-service restaurants lost 1.5 per cent of visits in the first half of 2026, according to Circana, foodservice offers from bakeries and retailers gained visits. At Haus der

[1]Baker & Baker, European Fresh Bakery Market Report 2026, survey of 6,500 consumers in seven European countries, including 1,500 in Germany; cited in Lebensmittel Zeitung, October 2026, https://www.lebensmittelzeitung.net/industrie/nachrichten/verbraucherstudie-beim-kauf-von-backwaren-punkten-snacks-193712
[2]Jochen Pinsker, Circana, in Lebensmittel Praxis, "Warum das Snacken den Backwarenmarkt zurück auf Wachstumskurs bringt", 15 September 2026, https://lebensmittelpraxis.de/sortiment/49812-brot-und-backwaren-warum-das-snacken-den-backwarenmarkt-zurueck-auf-wachstumskurs-bringt.html
[3]Baker & Baker, European Fresh Bakery Market Report 2026; cited in BÄKO-magazin, 16 October 2026, https://baeko-magazin.de/branche-aktuell/snacking-stark-im-fokus/

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Bäcker, which operates eight bakery brands, foodservice accounted for almost 43 per cent of sales in 2025.[4]

What INTERNORGA 2027 will showcase

INTERNORGA 2027 offers bakeries solutions for precisely these developments. In the Food & Beverage area in Halls A1, A2 and A4 as well as the upper floors of Halls B1 to B3, exhibitors will present products and concepts for every time of day, from breakfast and lunch to the afternoon. Numerous exhibitors will bring baked goods for counters and snack ranges. New exhibitors include Signature Flatbreads from the United Kingdom with wraps and sandwich focaccia.

"Snacks are important today and will become even more important in the future. The snack of the coming years will be warm, small, indulgent, convenient and well made, with a tendency towards healthier options. Warm snacks are more likely to be perceived as a small meal and therefore as higher quality than cold ones. Bakeries that have the right choice at the counter in the morning, at lunchtime and in the afternoon can turn a quick purchase into a visit that guests want to repeat," says **Karin Tischer**, internationally recognised food trend researcher and founder of the food & more research and development institute in Kaarst.

Out-of-home consumption illustrates how important coffee has become for bakeries: in 2025, 125,500 tonnes were consumed away from home in Germany, more than ever before.[5] There is also an anniversary to celebrate: in Hall A4, WMF will mark 100 years of commercial coffee machines. The first series went into production in Göppingen in May 1927.[6] Many other exhibitors will showcase coffee, tea and coffee machines, most of them in Halls A1 and A4.

All these changes require staff, and many bakeries are short of personnel. Although the number of apprentices in the bakery trade has risen for the second consecutive year, most recently to 11,389, every opportunity to reduce the burden on existing teams matters until the next generation enters the workplace.[7] AI-supported sales forecasts help businesses plan orders and baking quantities more accurately. Digital tools simplify shift planning and time recording. The Digital Solutions area in Hall A3 will showcase relevant solutions, including Foodforecast and ventopay with AI-supported sales planning, as well as Pentacode, provider of the Yna platform, which uses artificial intelligence to support bakeries with workforce planning.

What is now standard at the bakery counter was often seen early at INTERNORGA. Anyone who wants to experience and taste tomorrow's trends up close and discuss them with exhibitors can come to Hamburg from 12 to 16 March 2027.

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[4]Jan Kamp, Managing Director of Haus der Bäcker, in food service, "Bakery-Markt: Haus der Bäcker auf Gastro-Kurs", February 2026, https://www.food-service.de/maerkte/news/bakery-markt-haus-der-baecker-setzt-aufs-gastro-geschaeft-65918

[5]German Coffee Association, German Coffee Market 2025, 2 April 2026, https://www.kaffeeverband.de/media/presse_pdf/Deutscher_Kaffeemarkt_2025.pdf

[6]WMF Professional Coffee Machines, Company History, https://www.wmf-coffeemachines.com/en_uk/about-us/made-in-geislingen/history.html

[7]German Bakers' Confederation, Facts and Figures on Vocational Education and Training, https://www.baeckerhandwerk.de/zahlen-fakten

About INTERNORGA
INTERNORGA is the leading international trade fair for hospitality and foodservice. As the industry's annual meeting place for hotels, restaurants, bakeries and confectioneries, it will take place from 12 to 16 March 2027 at the Hamburg Messe und Congress exhibition centre. National and international exhibitors present trade visitors with products, trends and innovations for the entire out-of-home market, accompanied by international congresses, an extensive supporting programme and industry competitions.

Further information is available on the website www.internorga.com and on the INTERNORGA social media channels LinkedIn, Instagram, YouTube and Facebook.

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