

MODERN BAKERY PACKAGING: BALANCING CULTURAL HERITAGE AND INNOVATION IN GRAPHIC DESIGN

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Abstract. The article explores the influence of graphic design trends on packaging design, emphasizing their role in shaping brand identity. It highlights how color, shape, material and typography are essential elements in creating impactful logo and packaging that aligns with modern trends and consumer expectations. The analysis of 32 bakery packaging designs from diverse countries identifies ten predominant trends: the application of soft tones, the utilization of vibrant colors, the representation of maternal or female figures, the integration of natural and artisanal motifs, the inclusion of mini-gallery elements, the adoption of minimalist aesthetics, the revival of retro design, the incorporation of relaxed and comfortable imagery, the implementation of transparent window features and the integration of interactive and digital innovations. This study adopts an innovative interdisciplinary methodology that uniquely combines systematic visual analysis, systematization of packaging typology, consumer psychology and quantitative analysis, offering novel perspectives for understanding packaging design trends. A cross-cultural sample comprising 32 packaging designs from diverse countries ensures comprehensive representation of global design practices and market diversity. Additionally, the article discusses the importance of material choices in reflecting brand values, particularly the growing demand for eco-friendly and sustainable solutions. The study concludes that successful packaging design results from a balanced integration of graphic design trends with brand identity, cultural heritage and consumer preferences. The use of digital design and printing technologies allows for the high-quality display of design elements and text on packaging.

Keywords: *Packaging design, brand identity, cultural heritage, digital technology, sustainability, logo.*

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1. Introduction

Bakery products are popular in food all over the world. The visual design of bakery packaging plays a critical role in influencing consumer purchasing decisions, enhancing brand recognition and conveying product quality. In a highly competitive market, where consumer preferences are rapidly evolving, staying updated with current design trends is essential for bakery brands to maintain relevance and appeal. Ganushchak-Efimenko et al. (2018) highlights the importance of brand awareness to brand equity. This article explores contemporary visual design trends in bakery packaging, addressing such aesthetic elements as color schemes, typography, imagery and materials.

Visual Influence on Consumer Perception. Lidón et al. (2018) found that imagery on food packaging significantly affects consumer perceptions of sweetness, healthiness and product quality. Kovac et al. (2019) revealed that graphics, patterns and

colors influence chocolate packaging appeal, favoring photographic imagery and vibrant colors. Petit (2006) emphasized the importance of personalized packaging in the French bakery sector, using original designs and various printing techniques. Ayuningtias et al. (2020) identified innovation strategies in Banyuwangi bakery packaging, including size, design and complementary materials.

Color Psychology and Graphic Design. Yu et al. (2020) argued that color in food packaging influences consumer emotions and purchasing behavior. Liu and Zhou (2021) demonstrated that packaging colors and graphics impact taste expectations through visual-taste synesthesia and Kansei engineering.

Simplification and Sustainability. Polischuk (2010) highlighted minimalism and sustainability as key trends in packaging design. Tang et al. (2024) called for improved reuse strategies in sustainable packaging. Accorsi et al. (2020) proposed closed-loop packaging networks using recyclable materials. Skliarenko et al. (2021) advocated for multifunctional packaging designs to extend material lifecycles. Stanton et al. (2015) noted an increase in front-of-package environmental claims, with a decline in organic claims in bakery products.

Technological Integration in Packaging Design. Gonda et al. (2019) emphasized modified atmosphere packaging for preserving bakery products. Elkhattat and Medhat (2021) explored smart packaging technologies for enhanced consumer engagement. San et al. (2022) highlighted active packaging with antimicrobial polymers to improve product quality and sustainability.

Thus, the analysis of publications showed that the visual design of bakery packaging is influenced by multiple factors, including consumer psychology, technological innovations, sustainability concerns and evolving market trends. The use of imagery, color, simplicity and smart technologies can significantly enhance product appeal and consumer engagement. However, the analysis of publications showed that the aesthetic features of bakery packaging are insufficiently studied.

This study aims to explore contemporary trends in bakery packaging design by analyzing visual features such as logo image, color, graphics, typography, materials and structure.

2. Methodology

The methodological foundation of this research is built upon a systematic approach that integrates methods of visual analysis and systematization of bakery packaging types. The study used the interdisciplinary approach described in the article by Gryshchenko et al. (2024) as the intersection of science, art and engineering in the context of design education.

A comparative analysis was conducted on 32 bakery packaging samples sourced from bakeries across various countries to capture a diverse range of design practices. The selected packaging designs were evaluated based on six key visual characteristics: logo image, color, graphics, typography, materials and structure.

To evaluate the impact of design trends on consumer perception and to precisely analyze the preference intensity of different consumer groups for these trends, a quantitative questionnaire survey was employed. One hundred consumers were presented with representative images of ten design trends and asked to rate them on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) for brand quality, product attractiveness and purchase intention. A discrete choice experimental design was

adopted to compare preference differences across age groups. The sample, ranging in age from 10 to 70 years, was evenly divided into five groups based on age characteristics, with a balanced gender distribution (52% female).

3. Results

As a result of the analysis of selected samples of bakery product packaging, the following 10 trends were identified.

3.1. Soft tones

Soft tones have become a major trend in baked goods packaging, evoking sweetness, warmth, elegance and emphasizing health and natural ingredients. This color strategy appeals to modern preferences for minimalism and emotional connection with brands.

Ladurée bakery (2025), a historic French bakery, uses a classic serif logo with gold borders and a small angel (Figure 1), reflecting luxury and heritage. Its packaging (Figure 1) features soft tones like mint green, light pink and pale blue, paired with retro yet minimalist patterns and handwritten typography. High-quality paper with matte or pearlescent finishes enhances the tactile experience, while layered gift box designs balance aesthetics and functionality. This elegant, romantic packaging embodies French vintage charm and influences baked goods packaging trends.

L'Artisane Bakery emphasizes natural, plant-based ingredients and French techniques. Its handwritten logo with wheat and leaf motifs (Figure 2) conveys an artisanal, wholesome feel. The packaging uses soft natural tones - pink, warm orange and olive green - enhancing brand recognition and reflecting health and simplicity. Eco-friendly paper and minimalist designs strengthen its natural, approachable brand image.

Baker Bakery blends tradition and innovation with a modern sans-serif logo (Figure 3) and packaging in warm neutral tones like brown and off-white. Minimalist geometric patterns and simple sans-serif fonts create a contemporary, professional look. The straightforward pastry bag design reflects both style and practicality, signaling a modern trend in bakery packaging.



Figure 1. Ladurée bakery packaging
Source: Ladurée bakery (2025)



Figure 2. L'Artisane bakery packaging
Source: Rudi studio (2024)



Figure 3. Baker Packaging
Source: Saeed Haroun (2024)

3.2. Vibrant colors

Design has always been about pursuing innovation and breakthroughs and the use of vibrant color schemes, as opposed to soft tones, has also emerged as a significant trend in the visual design of baked goods packaging. High-saturation colors can quickly

capture consumers' attention, especially through the strong visual impact of contrasting hues, which enhances brand recognition and memorability. This color strategy not only aligns with younger consumers' pursuit of individuality and vitality but also effectively conveys the creativity and playfulness of the products, thereby boosting market competitiveness.

Luvli's packaging design (Figure 4) is a prime example of vibrant color combinations. Luvli's mission is to break away from the conventions of its baking category and inject energy into the bakery aisle. Designers reimagined the possibilities for a baking brand, focusing on attracting a more global and diverse young audience. They envisioned Luvli as a brand that inspires shareable moments through its baked goods, bringing people together. The brand logo of Luvli features a clean sans-serif typeface, modern, dynamic and approachable, conveying the brand's vitality. The packaging design employs bright and vivid tones, such as blue, orange, pink and purple. These colors not only reflect the brand's energy and fashion-forward appeal but also complement the sweetness and creativity of the products. The use of vibrant contrasting tones aligns with younger consumers' preference for individuality. The packaging patterns are dominated by color-blocking, enlarged logos and appetizing food photography, creating a modern and artistic style. These patterns, combined with bright background colors, produce a lively and trendy visual effect. This design not only showcases the brand's creativity but also meets modern consumers' desire for visual impact. The typography on Luvli's packaging primarily uses sans-serif fonts, characterized by simplicity and modernity. The layout emphasizes hierarchy and clarity of information, often integrating the brand logo, product details and patterns in a cohesive and harmonious manner. Luvli stands out in a category dominated by traditional brands. Its packaging design, through vibrant color combinations, modern and dynamic typography, bold color-blocking layouts and visually striking patterns, brings fresh and exciting elements to the market.

La Petite Patisserie is a brand celebrated for its French-inspired baking, renowned for its enchanting ambiance and refined baked goods. The brand logo of La Petite Patisserie is designed with simplicity, reflecting a clean and modern aesthetic. The packaging design (Figure 5) features a carefully selected color palette, combining complementary colors such as blue and orange with beige and white, creating an atmosphere of sophistication, warmth and indulgence. The packaging patterns are primarily color-blocked, avoiding excessive decorative elements to achieve a balance between functionality and aesthetics, ensuring visual simplicity and appeal. The typography is clean and contemporary, with a layout that emphasizes clear and effective communication of information. All paper-based packaging incorporates a special oil-resistant inner layer, ensuring the long-term freshness and visual integrity of the products. The boxes are designed with a user-centric structure, allowing products to be easily placed or removed by simply folding the front wall.

Through its striking yet refined color combinations, minimalist visual elements and functional structural design, La Petite Patisserie's packaging captures the essence of French tradition and elegance, offering a harmonious blend of beauty and practicality.

Di Masso is a bakery brand located in the small village of Scanno in Italy's Abruzzo region, renowned for its three generations of pastry artistry. Deeply inspired by local art and culture, from ancient church architecture to goldsmithing and textile arts, Di Masso integrates these artistic elements into its packaging (Figure 6), conveying a unique sense of regional culture and traditional craftsmanship.

Di Masso's logo is minimalist, but its packaging design is distinctive. The letters are enlarged and simplified, filled with vibrant color blocks, each composed of patterns that mimic the textures of precious handmade artifacts. This design not only reflects the brand's pastry artistry but also conveys respect for and continuity of local cultural heritage. The layout of the packaging features large color-block divisions, presenting a fashionable and personalized expression that blends tradition with modernity. The folding paper boxes are meticulously designed for both convenience and practicality.

The bold use of vibrant color blocks is fully embodied in Di Masso's packaging. This design trend not only captures consumers' attention quickly but also enhances brand recognition through strong visual impact. By employing vivid color combinations, the packaging creates a unique sense of visual hierarchy, gradually becoming a significant trend in the visual design of baked goods packaging.



Figure 4. Luvli Packaging
Source: White bear studio (2024)



Figure 5. La Petite Patisserie packaging
Source: Emilia Uzu (2022)



Figure 6. Di Masso Packaging
Source: Marco D'aroma (2024)

3.3. *The image of a mother, character woman*

The image of mothers and female figures plays a significant role in the visual design of baked goods packaging and should not be overlooked. The diverse representation of female characters can convey warmth and care, strengthening the emotional connection with the brand. By incorporating different female figures into the visual and packaging design of baking brands, market appeal and consumer loyalty can be effectively enhanced.

Stamatakis Bakery is a baking brand that draws inspiration from the image of a mother for its visual design (Figure 7). Known for its traditional baking techniques and family heritage, Stamatakis Bakery has passed down its successful recipes through generations. The core inspiration for the brand's visuals comes from Eugenia, a maternal figure who symbolizes creativity and the warmth of family. Eugenia's image and her signature red bow have become iconic elements of the brand, conveying its uniqueness and traditional values.

The logo design of Stamatakis Bakery centers around a single letter, encircled by a ring-like contour, resembling a commemorative seal. The packaging patterns are distinctive and artistic, reminiscent of lithographic prints. The design prominently features Eugenia's image, with her earrings shaped like wheat ears and her red bow as a defining characteristic. The packaging color scheme is limited to black and red to minimize ink usage. In terms of materials, all bows used are made from recycled materials. These bows are crafted from paper scraps left over during the production process, repurposed as three-dimensional embellishments instead of being discarded.

Through the visual representation of a mother, Stamatakis Bakery's packaging design successfully creates a brand image rich in artistic sensibility and family heritage.

The design not only reflects the brand's creativity and respect for family values but also provides new trend guidance for baked goods packaging design.

Mothers' Kitchen also centers its brand visuals and packaging design around the female role of a mother. Not only is the brand logo a female figure, but the core of the packaging design also revolves around a female character (Figure 8). In the pattern design, a little girl is depicted hosting a tea party with her friends, enjoying treats made by her mother. Animals bring pastries from her mother and join the tea party, creating a joyful and whimsical narrative that captures the viewer's attention across the entire box.

The structural design of Mothers' Kitchen's packaging adopts a house-shaped paper box, which is not only convenient to carry but also enhances the sense of scene and immersion in the heartwarming and delightful story. This design approach reinforces the brand's emphasis on family, care and the nurturing role of mothers, creating a memorable and emotionally resonant experience for consumers.

Mama Land Bakery is another brand characterized by its home-baked goods and warm, inviting atmosphere, with the role of a mother directly reflected in the brand's name. The logo design of Mama Land Bakery (Figure 9) incorporates a heart-shaped pattern and the image of a cream cake, conveying the brand's warmth and care. The brand employs a palette of soft tones, such as purple, pink, white and light brown. These colors not only evoke a sense of coziness and sweetness but also align with the themes of family and nurturing. The typography uses a sans-serif font, clean and modern in style. The layout emphasizes clear communication of information, with the enlarged brand logo taking center stage.

Through its thoughtful use of soft tones, heartwarming imagery and modern typography, Mama Land Bakery's design successfully creates a brand identity that resonates with themes of family, love and comfort, appealing to consumers seeking a sense of warmth and connection.

Numerous brands also derive their naming and branding inspiration from the maternal figure. For instance, Mama's Bakery ingeniously integrates the brand's initial letter "M" with the form of bread in its logo design. The use of a handwritten typeface and a predominantly pink color scheme collectively constructs a sweet, tender and affectionate image for the bakery brand (Figure 10).

Another exemplary case is Mama's Bakery Daily Bread, whose logo design employs realistic illustration techniques to portray a kind and approachable maternal figure. The retro print-style icon, combined with a blue and pink color palette, collectively evokes a warm, approachable and trustworthy ambiance for the baking brand (Figure 11).

These examples underscore how the maternal image can be effectively incorporated into brand identity, eliciting emotions of warmth, care and trust. Such strategies resonate profoundly with consumers and enhance brand loyalty, aligning with contemporary trends in emotional branding and consumer engagement.

In addition to the maternal figure, women are represented in more diverse roles within the visual design of baking brands. BKD (Figure 12), a baking brand, combines the image of a beautiful, leisurely female character with baked desserts as the central visual element of its logo. The pairing of chocolate brown and pink, along with a minimalist yet striking serif font, collectively creates a sweet, charming and youthful brand image for the bakery.

Keto Bakery (Figure 13), due to its focus on emerging health-oriented products, features a female nurse as the core graphic in its logo. This character embodies bravery,

compassion, helpfulness and reliability, symbolizing strength and love. The circular icon outline, combined with deep blue, red and brown tones, presents a professional, health-conscious and innovative brand image that challenges traditional baking norms.

These examples illustrate how diverse female roles can be effectively integrated into brand visuals, reflecting broader societal values and appealing to varied consumer demographics. Such designs not only enhance brand identity but also align with contemporary trends in inclusivity and health-conscious branding.



Figure 7. Stamatakis bakery Packaging
Source: Antonia Skaraki (2022)



Figure 8. Mothers' Kitchen bakery box Packaging
Source: Thefourthface (2024)

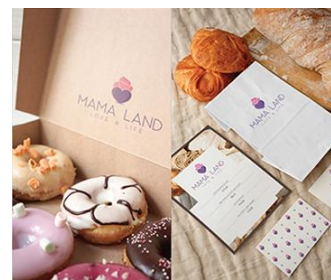


Figure 9. Mama land bakery Packaging
Source: Javier.vallecillo (2024)



Figure 10. Mama's Bakery Logo
Source: Jack Begosian (2024)



Figure 11. Mama's Bakery daily bread Logo
Source: Archerwarrior (2024)

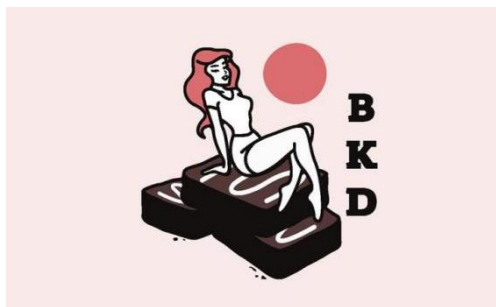


Figure 12. BKD Logo
Source: Miniverso (2024)



Figure 13. Keto bakery Uprisingfood Logo
Source: Asaad (2024)

3.4. Wheat ear, images of baking, images of baker's tools

In the visual design of baked goods packaging, the use of elements such as wheat ears, baking imagery and baking tools has gradually become a significant design trend. These elements not only intuitively convey the natural attributes and artisanal craftsmanship of the products but also evoke consumers' emotional connection to traditional baking techniques. Wheat ears symbolize harvest and nature, while baking

imagery and tools emphasize the production process and the spirit of craftsmanship. By incorporating these elements into packaging design, brands can enhance visual appeal while communicating the health, naturalness and handmade qualities of their products.

Corner Bakery exemplifies this trend with its packaging design (Figure 14), which seamlessly integrates wheat ears, baking imagery and baking tools. As a brand known for its traditional baking techniques and artisanal approach, Corner Bakery's logo features a baker's hat as its central element, reflecting its commitment to handmade craftsmanship. The brand employs a warm color palette of red, orange, brown and beige, evoking an appetizing and inviting aesthetic.

The packaging pattern design stands out as the most striking feature. Wheat ears, baking tools and farm scenes are arranged in a minimalist iconographic style, creating an artistic and cohesive visual narrative. This design not only reinforces the baking attributes but also communicates the brand's emphasis on natural ingredients, handmade quality and health. The use of sans-serif typography ensures clear communication of key information, while the transparent packaging structure allows consumers to view the baked products directly.

Through its thoughtful integration of traditional baking symbols, warm color schemes and transparent packaging, Corner Bakery's design successfully conveys a brand image rooted in authenticity, craftsmanship and natural appeal, aligning with contemporary consumer preferences for transparency and quality.

Numerous brands have drawn inspiration from wheat ears, a quintessential baking ingredient, as a central element in their visual design. A prominent example is Miette (Figure 15), whose brand logo is characterized by a clean sans-serif typeface that is both modern and approachable in design. The logo incorporates a minimalist wheat ear graphic, which harmonizes seamlessly with the typography, creating a balanced and aesthetically pleasing visual identity.

The packaging design adopts a carefully curated color palette of deep olive brown, beige and white, evoking a sense of natural authenticity and artisanal craftsmanship. The pattern design is dominated by a full-coverage logo, executed in a modern and artistic style. The repetitive and structured arrangement of the logo pattern across the packaging not only enhances visual cohesion but also reinforces brand recognition, ensuring that the brand image resonates deeply with consumers.

Louise also incorporates wheat ears, a fundamental baking ingredient, as a key component of its brand visual design (Figure 16). The elegant handwritten typeface is paired with a light, upward-facing wheat ear graphic, creating a relaxed and sophisticated logo. The combination of orange and brown tones further enhances the brand's warm and appetizing atmosphere.

The packaging design adopts a minimalist style, featuring only the enlarged logo as the primary visual element, resulting in a modern, stylish and memorable aesthetic. The choice of packaging materials and structure aligns with this minimalist approach, emphasizing simplicity and functionality.

General Bakery incorporates not only wheat ears but also the image of a deer in its visual design (Figure 17). The wheat ears are creatively transformed into antlers, enhancing the brand's natural appeal. The brand's color palette of red, white and beige conveys vitality and creativity. The design maintains a minimalist style, with packaging patterns featuring enlarged logo graphics or standard typography. Overall, the brand exudes a sense of nature, health, energy and modernity.



Figure 14. Corner bakery Packaging
Source: Shani Ahmed (2024)



Figure 15. Miette bakery packaging
Source: Kristian designs (2024)



Figure 16. Louise packaging
Source: CBT (2024b)



Figure 17. General Bakery packaging
Source: CBT (2024a)

3.5. Mini galleries

Mini-gallery-style packaging design is a trend that treats packaging as a small-scale art exhibition space. This design concept transforms packaging surfaces into display platforms, integrating illustrations, photography or graphic design to create visually compelling and narrative-driven effects. In the visual design of baked goods packaging, the mini-gallery style has gradually emerged as a striking trend. The use of digital design and printing technologies allows to achieve high quality display of design elements and text on packaging. This approach not only captures consumers' attention but also communicates the brand's core values and product attributes through visual storytelling. Particularly suited for premium baking brands, this design method enhances cultural value and consumer experience through refined visual presentation.

Brotkasten, a brand renowned for its traditional German bread and baked goods, adopts the mini-gallery approach by featuring wheat fields, mills, ovens and baked products in a sketched illustration style on its packaging (Figure 18). Combined with a black-and-white color scheme and serif typography, the intricate lines and textures convey a high-quality, vintage aesthetic, effectively communicating the brand's tradition and artisanal spirit.

Another brand showcasing the mini-gallery trend is Isonu Bakery, which features a playful and whimsical hand-drawn illustration style on its packaging. With a 37-year history, Isonu Bakery is a Nigerian baking brand renowned for its authentic local baked goods, deeply cherished by the community. Traditionally, the brand primarily catered to adult consumers, offering low-sugar baked products. However, in response to evolving market demands, Isonu Bakery decided to expand its target audience to include younger consumers, particularly children. To achieve this, the brand launched a new product line specifically designed for children - locally flavored puff puff - and utilized innovative packaging design to convey fun and interactivity.

The new logo design of Isonu Bakery (Figure 19) employs a simple, legible typeface, ensuring easy recognition by children. The packaging color scheme is dominated by the brand's signature purple, complemented by a multi-color palette, conveying vibrancy and playfulness. The packaging design (Figure 19) is centered around illustrations depicting the bakery's exterior and street scenes, creating an immersive experience. In the illustrations, Chef Gambo stands outside the shop, warmly inviting passersby to enter, while animals and other elements add liveliness and charm to the scene. This design not only reflects the brand's approachability but also enhances children's engagement through interactive elements.



Figure 18. Brotkasten packaging
Source: Dd. designer (2024)



Figure 19. Isonu bakery packaging
Source: Tosin Sam (2024)

Through its use of illustrative art, Isonu Bakery has infused new vitality into its brand, showcasing another possibility for the mini-gallery trend in baked goods packaging design. This approach highlights how creative visual storytelling can resonate with diverse audiences, particularly younger consumers, while maintaining a strong connection to the brand's heritage and community roots.

This trend breathes new life into baked goods packaging design. By combining exquisite illustrations, photographs and clean typography, it recreates delicate, creative, playful and artistic imagery on packaging, transforming it into miniature masterpieces that convey a sense of high quality and sophistication.

3.6. Minimalism

Minimalism is not merely a visual simplification but a design philosophy that emphasizes conveying the richest meaning through the fewest elements. By eliminating redundant decorations and focusing on the clear communication of core messages, it employs clean lines, pure colors and the skillful use of whitespace to create an elegant and powerful visual experience. In baked goods packaging, minimalist design communicates a brand's premium, modern and health-conscious values through its simplistic form. This design style is particularly suited for consumers who seek quality and refined lifestyles, as its visual purity enhances emotional connections with the brand and strengthens market competitiveness.

Bliss:full is a prime example of this trend. Bliss:full Bakery, a modern bakery based in Amsterdam, specializes in providing high-quality baked goods for quality-conscious young people and professionals. The name “Bliss:full” cleverly combines the feeling of “blissful” happiness with the promise of being “full” after enjoying delicious treats. The name is split into two parts to highlight the wordplay, adding an element of wit and humor to the brand.

The logo (Figure 20) features a bold, stylish and clean design, representing an artistic abstraction of the shape formed when two ingredients mix, similar to the patterns created by chocolate in a cake. The abstract curves reflect the dynamic movement of liquid ingredients blending, symbolizing the artistry and creativity in baking. Simultaneously, the abstract pattern is a stylized letter “B”, the initial of the bakery's name, making the brand easily recognizable and memorable. The logo's typography is vibrant and modern, reflecting the bakery's stable, bold and confident brand image, complementing the abstract, flowing logo. The brand's primary colors are black and white. The packaging centers on minimalist design, emphasizing the product's high quality and sense of refinement.

Another brand exemplifying minimalist design is Kuhnya Bakery, a modern bakery and restaurant located in the heart of Ivano-Frankivsk, Ukraine. Kuhnya Bakery is dedicated to providing consumers with an energetic, warm and positive dining experience. Through its minimalist, dynamic and versatile visual identity, the brand adapts to its diverse business directions: the bakery area is warm and inviting, the coffee zone is cozy and friendly, the bar area is bright and enticing and the pizza section is vibrant and cool.

The brand's logo design centers around dynamism and variability, reflecting the brand's energy and diversity. The logo features minimalist and dynamic icons such as bread, a rolling pin, a tomato, coffee and pizza. The typography is simple and modern, with a layout that emphasizes clear communication of information. Through thoughtful typography and hierarchical design, the brand ensures that its message is quickly understood by consumers. The packaging color palette includes red, white, orange, brown and black, but only two colors are used in each packaging design to maintain a minimalist aesthetic (Figure 21).

Through its minimalist design style, Kuhnya Bakery has successfully crafted a modern and artistic brand image. Its design not only reflects the brand's vitality and diversity but also provides trend guidance for baked goods packaging design.

Lemonis - Modern Bakery, a traditional family-owned bakery located in Greece, also embraces minimalism in its Christmas-themed packaging (Figure 22). The packaging design features patterns composed of minimalist lines, combining four unique Christmas characters with the bakery's products: a tart and spinach pie transform into Santa Claus, a donut becomes a reindeer, a muffin represents a Christmas tree and a cookie paired with a donut forms a cheerful snowman. These festive characters appear across more than ten different packaging designs, turning Lemonis' packaging into a display of holiday joy.



Figure 20. Bliss:full bakery packaging
Source: Vassiliki (2024)



Figure 21. Kuhnya restaurant-bakery packaging
Source: Anta Petrenco (2022)



Figure 22. Lemonis - Modern bakery Christmas packaging
Source: Aeraki.Design (2025)

The packaging patterns, paired with a red-and-white color scheme and minimalist sans-serif typography, successfully create a warm, creative and simple brand image.

3.7. Retroism

Retroism, with its reinterpretation of classic styles and historical elements, has become a significant trend in baked goods packaging design. By drawing on past design languages, such as vintage typography, traditional patterns and nostalgic color palettes, retro design evokes a sense of nostalgia, making it particularly suitable for baking brands that emphasize handmade craftsmanship and traditional techniques.

A prime example of Retroism is the mooncake packaging by the Palace Museum Food Bakery (Figure 23). With a history of 600 years, the Palace Museum houses artifacts that encapsulate 5,000 years of Chinese civilization. The mooncake packaging from the Palace Museum Food Bakery combines traditional Chinese baking with the museum's art collection, resulting in a series of culturally rich designs. The packaging material is metal, wrapped in cloth embroidered with intricate designs. This design seamlessly integrates the cultural elements of the Palace Museum with Retroism aesthetics, creating mooncake packaging that embodies cultural depth, artistic value and practicality. It allows consumers to appreciate the charm of traditional Chinese culture while enjoying delicious baked goods.

Another noteworthy brand is Hot Crush, a rising star in the baking industry that stands out for its distinctive Retroism design style. The brand's visual and packaging design draws inspiration from the origins of baking, incorporating elements from ancient Egyptian and Roman cultures. By eliminating unnecessary visual elements and blending in the relaxed Italian style, Hot Crush has developed a unique brand identity (Figure 24).

The packaging features bold serif typography reminiscent of inscriptions on ancient Roman monuments, adding a retro feel and humanistic touch. In terms of color usage, each packaging design selects a background color based on the product's attributes, ensuring a cohesive visual effect. The high-saturation bright tones enhance shelf visibility and attract attention, while the pure black tones convey a sense of stability and elegance, aligning with the brand's cultural values and achieving a balance between visual appeal and information delivery. The packaging patterns use food photography to visually showcase the products, while the structural design includes window cutouts, allowing consumers to more authentically experience the baked goods. Hot Crush, a brand full of creativity and passion, has crafted exquisite designs in the Retroism style, setting a new standard for baking brands that value both tradition and innovation.

Ladurée Bakery's Lunar New Year Limited Edition Gift Box packaging seamlessly blends French elegance with traditional Eastern culture, offering consumers a unique festive experience. The packaging (Figure 25) employs a color scheme of red and gold, which not only conveys the celebratory atmosphere of the holiday but also resonates with the auspicious symbolism deeply rooted in Eastern traditions. The packaging patterns feature traditional Chinese garden landscapes, including pavilions, bridges, flowing water, lotus ponds and flying birds. These retro, exquisite and artistic patterns are embossed in gold across the box, reminiscent of classical Chinese lacquerware. Ladurée's brand typography uses classic French fonts, elegant and modern in style. This design not only reflects the brand's French sophistication and respect for

Eastern traditional culture but also provides new trend guidance for baked goods packaging design.

As consumer demand for personalization and cultural identity continues to grow, the retro design trend will remain a significant force in baked goods packaging design, offering brands a unique and compelling visual language to connect with their audiences.



Figure 23. The Palace Museum Food mooncake packaging
Source: Shenzhen Canyingji (2020)



Figure 24. Hot crush bakery packaging
Source: Designed by E2W Studio (2024); Shanghai Packaging Technology Association (2024)



Figure 25. Ladurée bakery Lunar New Year Limited Edition Gift Box packaging
Source: Ladurée bakery (2025)

3.8. Relaxed and comfortable image

In the fast-paced modern lifestyle, relaxed and comfortable imagery has become an undeniable trend in baked goods packaging design. This design philosophy uses playful patterns, soft colors and creative designs to convey a sense of relaxation and joy, allowing consumers to feel happiness, warmth and comfort when purchasing and enjoying the products. The relaxed and comfortable design style is particularly well-suited for baking brands that aim to convey friendliness, warmth and approachability.

Local Bread Bakery, a bakery café located in Yerevan, Armenia, exemplifies this trend. The brand's logo design centers around circular and irregular shapes inspired by the forms of different types of bread. The packaging patterns add minimalist facial expressions to these playful irregular shapes, conveying liveliness and humor. The brand employs a color palette of black, white and blue, combined with minimalist layout design, further enhancing the sense of joy and comfort (Figure 26).



Figure 26. Local bread bakery packaging
Source: AnaMatevosian (2023)



Figure 27. Kelesztő bakery packaging
Source: Holloka Graphic design studio (2023)

Kelesztő Bakery is a handmade bakery and gathering spot located in Szeged, Hungary. The brand's core philosophy is that “good bread brings good people together” and its visual identity design conveys this delightful experience. Drawing inspiration from the region's traditional color schemes and embroidery, the brand has crafted a visual identity that includes charming character illustrations, highlighting the brand's playful, friendly and relaxed personality. The structural design of the packaging's top section echoes the traditional embroidery icons featured in the packaging patterns. The overall packaging design is both traditional and minimalist, yet full of fun (Figure 27).

In the future, as consumer demand for personalization and emotional connection continues to grow, the playful, relaxed and comfortable design style will remain a significant trend in baked goods packaging design.

3.9. Transparent window

By incorporating transparent windows into the packaging, consumers can directly view the product's appearance, color and texture, thereby enhancing their confidence and overall purchasing experience.

Manja Bakery is a brand offering nearly 200 varieties of desserts and baked goods, renowned for its diverse product range and high-quality standards. The brand's new logo features a creative design combining a heart and hands, symbolizing care and craftsmanship. To increase the visibility and recognition of the new brand identity, the brand cleverly uses the logo or emblem to create packaging patterns. The typography on the packaging emphasizes each product's name through font size variations, while handwritten-style letters hint at the artisanal quality of the products. The packaging employs a vibrant color palette, not only highlighting the diversity of the products and making them more recognizable on shelves but also showcasing the brand's energy and innovation (Figure 29).

Additionally, the packaging materials prioritize the use of biodegradable or recyclable materials wherever possible. The design emphasizes transparency and product visibility, ensuring that the product's quality is always clearly visible by using materials with at least 50% transparency.

The 5th Bakery (Figure 29) and Panettone (Figure 30) also utilize transparent window designs in their packaging. They incorporate transparent windows on the top and sides of their folding cartons to showcase the visual appeal of their baked products.

Another brand that takes transparent design to the next level is Crumble, a Belgian cookie brand that has gained significant market share with its diverse flavors and generously sized plastic container packaging. Crumble's logo features bold sans-serif typography paired with the colors of the Belgian flag, enhancing brand recognition. The packaging design (Figure 31) is minimalist, displaying only the product's ingredients and flavors. The most striking feature is the fully transparent plastic container, which maximally showcases the product's quality. This direct visual stimulation effectively stimulates appetite and boosts consumer purchasing desire.

This design not only enhances product transparency but also conveys the brand's confidence in its product quality through direct visual display. Transparent window designs are particularly suitable for baking brands that emphasize freshness and handmade craftsmanship, as they build consumer trust and purchasing desire through visual authenticity. Transparent window designs will continue to play a significant role in baked goods packaging design.



Figure 28. Manja Bakery packaging
Source: Nenad Došen Studio (2023)



Figure 29. 5th Bakery product packaging
Source: Theleftbrainer (2024)



Figure 30. Panettone packaging
Source: Melody20 (2024)



Figure 31. Crumble packaging
Source: Catchafish (2024)

3.10. Interactive and digital innovations

Technologies such as augmented reality (AR) and smart packaging are redefining how brands engage with consumers, offering novel opportunities for interaction, personalization and functionality.

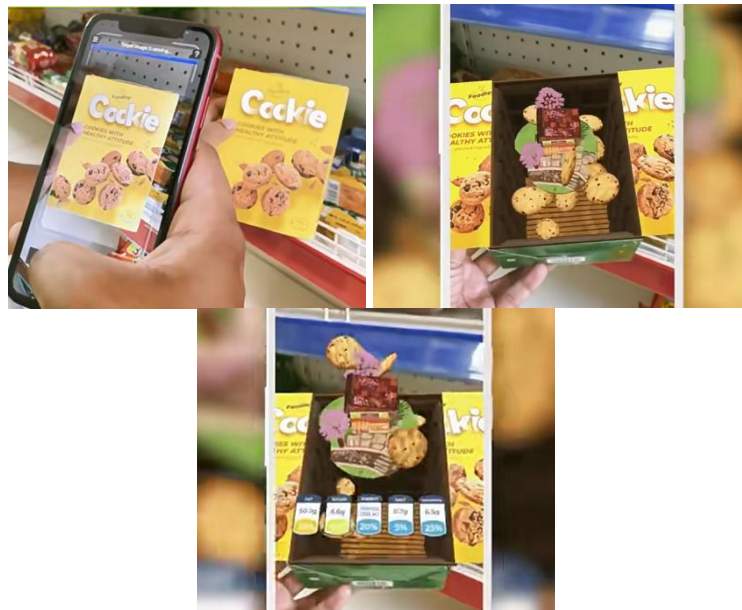


Figure 32. Cookie packaging
Source: Day Dream design (2024)

Augmented reality (AR) introduces an interactive dimension to packaging, allowing brands to provide immersive experiences that extend beyond the physical product. A notable example is Cookie (Figure 32), which has integrated AR technology into its packaging to enhance customer engagement. Customers can scan an image on the packaging to access an AR application that dynamically presents the bakery's image, vivid cookie imagery and detailed nutritional information about the products. This engaging interactive design deepens the connection between the brand and its audience while offering an entertaining and informative experience.

Smart packaging further expands the potential of digital innovation by incorporating functional elements such as temperature-sensitive labels or embedded sensors. These technologies can provide real-time information, such as product freshness or nutritional updates, enhancing consumer trust and satisfaction. For instance, a bakery might employ smart packaging to signal optimal freshness, ensuring a high-quality experience for the consumer.

The results of the analysis of the design of Bakery Packaging are systematized in a matrix (Table 1, Appendix A).

To assess the influence of the aforementioned design trends on consumer perception, a survey of 100 consumers revealed that soft tones and minimalist designs scored higher in perceived product quality, while retro designs and interactive digital innovation designs scored higher in product attractiveness. Soft tones and transparent window designs received higher scores for purchase intention. The test results showed that all trends scored above 3.5, indicating a high level of consumer recognition of the effectiveness of the design elements (Table 2).

Table 2. Consumer perceptions of bakery packaging design trends

Design trend	Perceived quality	Product attractiveness	Purchase intention
Soft tones	4.1	4.0	4.1
Vibrant colors	3.5	3.9	3.6
Maternal and female imagery	3.8	3.5	3.7
Natural and artisanal motifs	4.0	3.8	4.0
Mini-gallery	3.6	3.8	3.5
Minimalism	4.1	4.0	3.9
Retroism	4.0	4.1	3.6
Relaxed and funny imagery	3.6	3.9	3.7
Transparent window	4.0	3.9	4.2
Interactive and digital innovations	3.5	4.1	3.6

Table 3. Consumer preferences for bakery packaging design trends by age group

Age	<20	20-30	30-40	40-50	50+	Total
Count	20	20	20	20	20	100
Soft tones	1	1	4	5	6	17
Vibrant colors	5	2	1	1	0	9
Maternal and female imagery	0	1	1	1	2	5
Natural and artisanal motifs	1	3	4	3	4	15
Mini-gallery	3	1	1	2	0	7
Minimalism	1	6	4	1	1	13
Retroism	0	4	3	3	2	12
Relaxed and funny imagery	5	0	0	0	0	5
Transparent window	0	0	1	4	5	10
Interactive and digital innovations	4	2	1	0	0	7

Based on a discrete choice experiment conducted with 100 consumers, the study on packaging design preferences found significant design preference divergence across different age groups. The adolescent group (<20 years) exhibited a significant preference for vibrant colors (25%) and playful imagery (25%), reflecting their needs for self-expression and social identity. The young adult group (20-30 years) demonstrated a strong preference for minimalism (30%), indicative of their efficient decision-making consumption psychology. The middle-aged groups displayed stratified characteristics: the 30-40 age group favored both natural and artisanal motifs (20%) and minimalism (20%), while the 40-50 age group preferred transparent window designs (20%), signaling their demand for product authenticity. The 50+ age group showed a significant inclination towards soft tones (30%) and natural and artisanal motifs (20%), aligning with their principle of prioritizing visual comfort. The study confirms that age is a critical variable in predicting design preferences, with peak preference intensity differences across age groups reaching 20-30 percentage points, providing an empirical basis for age-oriented packaging design strategies (Table 3).

4. Discussion

The findings of this study reveal that contemporary bakery packaging design incorporates diverse visual strategies that significantly influence brand differentiation and consumer engagement. The analysis of 32 bakery packaging designs across various countries highlights ten major trends: the use of soft tones, vibrant colors, depiction of maternal or female figures, incorporation of natural and artisanal motifs, mini-galleries, minimalism, retroism, relaxed and comfortable imagery, transparent window and interactive and digital innovations. Each of these trends serves distinct marketing and emotional purposes, enhancing consumer perception and brand loyalty.

The soft tone color palette, observed in brands like Ladurée, L'Artisane Bakery and Baker Bakery, aligns with modern consumer preferences for minimalism, health-conscious products and natural aesthetics. This approach successfully conveys feelings of warmth, elegance and authenticity. High-quality materials, elegant typography and intricate packaging structures further reinforce the luxurious and artisanal brand image. This suggests that soft tones are an effective strategy for positioning bakery brands within premium or health-conscious markets.

Conversely, the use of vibrant colors, as demonstrated by Luvli, La Petite Patisserie and Di Masso, appeals to younger demographics seeking individuality and creativity. Bold color-blocking, dynamic typography and modern layouts create strong visual impacts that enhance brand recognition. This trend aligns with the desire for playful, energetic designs that break traditional bakery aesthetics, offering insights into targeting a more youthful and trend-conscious market. This confirms the importance of color in product packaging design as supported by studies by Yu et al. (2020) and Liu and Zhou (2021).

The incorporation of maternal and female figures in packaging design, seen in brands such as Stamatakis Bakery, Mothers' Kitchen and Mama Land Bakery, emphasizes emotional branding. These designs evoke feelings of care, warmth and family tradition, fostering deeper emotional connections with consumers. The portrayal of women in diverse roles - from nurturing mothers to professional figures - reflects broader societal shifts towards inclusivity and personalized brand narratives. This approach proves effective in enhancing consumer trust and fostering brand loyalty.

Additionally, the use of maternal and female imagery in packaging design deepens emotional engagement, fostering a sense of warmth, care and trust. This trend demonstrates the growing importance of emotional branding in creating meaningful consumer experiences and long-term loyalty.

The incorporation of natural and artisanal motifs, such as wheat ears, baking imagery and baking tools, underscores a return to authenticity and craftsmanship. Brands like Corner Bakery, Miette and Louise successfully leverage these design elements to emphasize health-conscious, natural and handmade qualities, aligning with consumer demand for transparency and authenticity.

The mini-gallery trend introduces an artistic narrative to packaging, transforming it into a platform for storytelling. Brands like Brotkasten use illustrations and photographic art to engage consumers emotionally and visually, enhancing the perceived value and cultural depth of their products. This approach not only differentiates brands in a saturated market but also deepens consumer engagement through creative storytelling.

Minimalist design emerges as a dominant trend, reflecting modern consumers' preference for simplicity, elegance and functionality, which confirms the findings of Polischuk (2010). Brands such as Bliss:full and Kuhnya Bakery demonstrate how minimalist aesthetics, combined with clear typography and thoughtful color palettes, can convey premium quality and a contemporary brand image. This style resonates particularly with young, quality-conscious consumers seeking refined lifestyles.

Retroism taps into nostalgia by revisiting classic design elements, offering brands a way to celebrate tradition while appealing to modern tastes. Examples like the Palace Museum Food Bakery and Hot Crush illustrate how vintage typography, historical patterns and rich color palettes evoke cultural heritage and emotional connections, reinforcing brand authenticity. The use of luxury materials and complex traditional imagery supports the souvenir-like packaging trend identified by Ayuningtias et al. (2020). The use of digital design and printing technologies allows to achieve high quality display of design elements and text on packaging.

The relaxed and funny imagery in packaging design caters to consumers' desire for warmth and approachability. Brands like Local Bread Bakery and Bakery employ playful patterns and soft color schemes to create inviting and joyful consumer experiences. This trend reflects a growing emphasis on emotional comfort and personal connection in product marketing.

Transparent windows in bakery packaging significantly enhance product visibility, allowing consumers to assess the appearance, color and texture of baked goods. This direct view fosters trust and boosts purchasing confidence. Brands like Manja Bakery effectively use transparent designs to highlight product quality, combining biodegradable materials with at least 50% transparency for sustainability. Similarly, 5th Bakery and Panettone incorporate transparent windows in folding cartons to showcase product freshness and appeal. Crumble, a Belgian cookie brand, leverages fully transparent plastic containers to prominently display product quality, stimulating consumer desire through visual appeal. Overall, transparent window designs convey product authenticity and brand confidence, particularly benefiting brands that emphasize freshness and artisanal quality. This confirms the trend towards packaging sustainability described by Tang et al. (2024).

Lastly, interactive and digital innovations in bakery packaging represent a burgeoning trend. For instance, AR can transform static packaging into interactive

platforms that provide consumers with detailed product information or immersive brand stories. Brand like Cookie uses AR technology to enhance consumer engagement and brand differentiation. Smart packaging can offer real-time data on product freshness or nutritional content. However, the integration of these technologies presents challenges, including high implementation costs and varying levels of consumer adoption. Despite these hurdles, the potential of digital innovations is significant.

5. Conclusion

This study highlights how contemporary bakery packaging design strategically employs diverse visual trends to enhance brand differentiation and consumer engagement. The analysis of 32 global bakery packaging designs identifies ten key trends: soft tones, vibrant colors, maternal and female imagery, natural and artisanal motifs, mini-gallery designs, minimalism, retroism, relaxed imagery, transparent windows and interactive and digital innovations. Each trend serves distinct marketing and emotional functions, shaping consumer perceptions and fostering brand loyalty.

Soft tones, effectively convey warmth, elegance and authenticity, appealing to health-conscious and premium market segments. Vibrant colors attract younger consumers seeking playful and creative designs. Maternal and female imagery deepens emotional connections through themes of care and tradition.

Natural and artisanal motifs emphasize authenticity and craftsmanship, resonating with consumers seeking transparency. Mini-gallery designs engage consumers through artistic storytelling.

Minimalist packaging, appeals to consumers valuing simplicity and sophistication. Retro designs evoke nostalgia and cultural heritage, enhancing authenticity. Relaxed imagery fosters emotional comfort and approachability. Transparent windows build trust and purchasing confidence by showcasing product quality.

The integration of modern digital design technologies further enables precise and high-quality execution of these design elements.

Collectively, these trends illustrate how visual strategies in packaging design are pivotal for brand identity and consumer engagement.

Future research could explore how emerging technologies might further enhance consumer engagement in baked goods packaging.

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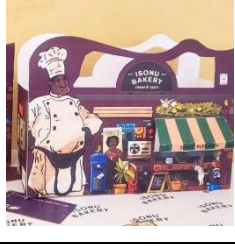



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Appendix A


Table 1. Comparative analysis of bakery packaging design elements

Bakery	Packaging sample	Packaging Elements				
		Logo image	Color	Graphics	Typography	Materials, Structure
Ladurée		Angel, botanical motif	Mint green, light pink, pale blue	Enlarged logo, Macaron, vintage decorative border	Serif, vintage, scattered image	Paper, two-piece box, foil stamping
L'Artisane		Wheat ear, leaves	Pink, warm orange, light green, olive green	Enlarged logo	Hand-written, minimalist	Paper, tuck-top box
Baker		Brand name, circular icon	Dark brown, light brown, beige, white	Geometric pattern	Sans-serif, full-cover pattern	Paper, bakery bag
Luvli		Brand name	Blue, orange, pink, purple	Enlarged logo, food photos	Sans-serif, color blocking	Paper, collapsible pastry box
La Petite		Brand name	Blue, orange, white, beige.	Color block	Serif, color blocking	Paper, collapsible pastry box

Di Masso		Brand name	Purple, pink, green, orange, blue, brown, white	Color block, lette, artisan textures	Serif, Color blocking	Paper, Collapsible pastry box
Stamatakis		Brand initial, circular icon	Black, pink	Mother, bows, wheat ear, lithograph	Sans-serif, hand-written, custom-shaped cutouts	Paper, clear bread bag, bow attachment
Mothers' Kitchen		woman	Red, yellow, blue, pink, brown, green	Mother, animals, little girl, tea party, house, window	Serif, narrative illustration	Paper, house-shaped box
Mama land		Heart, cream cake	Purple, pink, white, light brown	Enlarged logo	Sans-serif, minimalist	Paper, bread box
Corner Bakery		Baker's hat	Red, orange, brown, beige	Wheat ear, images of baker's tools, farm	Sans-serif, Full-cover pattern	Paper, clear bread bag
Miette		Wheat ear	Deep olive brown, beige, white	Logo all-over pattern	Sans-serif, full-cover pattern	Paper, bread bag
Louise		Wheat ear	Orange, brown	Enlarged logo	Hand-written, minimalist	Paper, paper bag

General		Deer, wheat ear	Red, white, beige	Enlarged logo	Serif, minimalist	Paper, bread bag
Brotkasten		Wheat ear	Black, white	Wheat field, mill, oven, bread	Serif, sketch-style illustration	Paper, collapsible pastry box
Isonu		Brand name	Purple, white, brown, orange, yellow, blue, green, beige	Baker, bakery	Sans-serif, hand-drawn scene illustration	Paper, cut-out tote bag
Bliss:full		The initial B, shape of fluid blending	Black, white	Enlarged logo	Sans-serif, minimalist	Paper, collapsible pastry box
Kuhnya		Bread, rolling pin, tomato, coffee, pizza	Red, white, black, orange, brown	Bread, rolling pin, tomato	Sans-serif, minimalist	Paper, pizza box, bread bag
Lemonis		Baguette	Red, white	Christmas tree, snowman, Santa Claus	Sans-serif, minimalist	Paper, collapsible pastry box, transparent window
The Palace Museum Food		The palace museum	Blue, red, green, yellow, white, black	Traditional chinese embroidery patterns	Hand-written, vintage style	Metal, fabric, embroidery

Hot crush		Up arrow	Red, light green, black, white	Breads, pastries, food names, food photo	Serif, uppercase vintage font, photo image	Paper, collapsible pastry box, transparent window
Ladurée		Brand name	Red, gold	Chinese garden landscape	Serif, vintage style, full-cover pattern	Paper, two-piece box, foil stamping
Local bread bakery		Round uneven shapes	Black, white, blue	Bread shapes, facial expression	Hand-written, minimalist	Paper, bread bag
Kelesztő		Local traditional patterns	Blue, white	Character icons	Serif, playful icons	Paper, collapsible pastry box
Manja		Heart, hands	Orange, white, brown	Logo, enlarged food name	Hand-written, logo repeat pattern	Plastic, clear bread bag
Bakery		Brand name, wheat ear, circular icon	Red, black, white	Baked goods	Hand-written, full-cover pattern	Paper, collapsible pastry box, transparent window
Panettone		Human icon	Dark blue, white	Geometric pattern	Sans-serif, full-cover pattern	Paper, collapsible pastry box, transparent window
Crumble		Brand name, country icon	Beige, blue, yellow, red	Enlarged logo, food ingredient icon	Sans-serif, minimalist	Plastic, transparent packaging

Cookie		Brand name	Orange, white, brown	Enlarged logo, food photos	Sans-serif, photo image	Paper, collapsible pastry box, AR technology
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Source: Authors (2025)