

America's growing appetite for speculoos: a private label opportunity

Willems Bakeries at PLMA Chicago, booth F2149, November 15–17, 2026

Speculoos, the caramelized Belgian cookie, is fast becoming an American favorite. Driven by the success of Lotus Biscoff, US household penetration has passed 10%, and Biscoff has been recognized as the fastest-growing brand in both cookies and spreads. What started as the cookie served with coffee on airplanes is now a mainstream flavor, from cookies and spreads to coffee, ice cream and desserts.

As demand grows, so does the opportunity for retailers' own brands. Private label has reached $330 billion in US sales, accounting for nearly a quarter of all CPG units and dollars, according to Circana, with retailers increasingly using their own brands to innovate in indulgent snacking.

Willems Bakeries, the private label division of Lotus Bakeries, helps retailers meet that demand with authentic Belgian speculoos under their own brand. At PLMA Chicago, the company will present:

- Speculoos cookies in pack sizes from 200 g to 1 kg, with a wide range of packaging options for both mainstream and premium tiers
- Vanilla cream filled speculoos, our newest launch
- Cookie butter, the spreadable speculoos that is winning over US shoppers
- Speculoos crumbs to top desserts, pastries and baked goods

Selected for the New Product Expo

Willems Bakeries' new vanilla cream filled speculoos has been selected for PLMA's New Product Expo. The product will be on display in the World of Ideas, in the main lobby of the Donald E. Stephens Convention Center, throughout the show.

"American shoppers have discovered speculoos, and they want more of it," said Matthias Van Breusegem, International Account Manager USA at Willems Bakeries. "With our Belgian baking expertise, we help retailers offer a high-quality speculoos range under their own brand."

About Willems Bakeries

Willems Bakeries is the private label division of Lotus Bakeries, the Belgian company behind Lotus Biscoff. Willems Bakeries already partners with leading retailers across United States, Europe and Asia for speculoos cookies and cookie butter.

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