

September 2023

Trending Flavors and Ingredients in Desserts and Confections - US

“Despite innovation that has leaned into the whimsical and even outrageous, desserts and confections wild popularity doesn’t necessarily require bells and whistles to excite consumers. Simple, well-executed products will always have a place, as do small tweaks to classic options that can maintain familiarity alongside innovation.”

August 2023

Regional and International Flavors and Ingredients - US

“The opportunity to discover international flavors and ingredients has never been more present, thanks to increased diversity and rapid dissemination of global cuisine information on social media. Flavors that are grounded in the familiar, either format or fusion can help guide leery consumers, while bolder flavor innovation can lead with ...

July 2023

Consumers and the Economic Outlook - US

“The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

June 2023

Trending Flavors and Ingredients in Dips and Sauces - US

“Flavor versatility is critical for dips and sauces in proving value in the short term, but also points to increased opportunities to guide younger consumers on how to maximize the flavor potential for these products. Longer term growth will be driven by quality

formulations with BFY, recognizable ingredients, which bring ...

May 2023

Trending Flavors and Ingredients in Non-Alcoholic Beverages - US

"Non-alcoholic drinks are riding waves of curiosity away from alcohol and toward innovative flavors and ingredients. Millennial interest is especially strong, and driven by a sense of familiarity amidst novelty, brand loyalty, the appeal of functionality and fun."

March 2023

Trending Flavors and Ingredients in Salty Snacks - US

"Increased snacking continues, as habits built during the pandemic have translated into new routines and expanded occasions. Unique flavor innovation can be the key to blurring the line between healthy and indulgent snacks, as consumers increasingly seek both BFY and comforting ingredients."

Functional Ingredients in Food & Drink - US

A changing definition of health will become increasingly more inclusive of functionality, yet will not provide hall passes for products, ingredients or claims that don't set realistic expectations. The correlation between scientific integrity, personally tangible results (long- or short-term) and value are important to continue growing functionality's value in health ...

February 2023

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

January 2023

Flavor Innovation on the Menu - US

"Consumers are eager for more flavor-forward dining experiences that deliver on taste, value and



Flavor and Ingredient Trends - USA

entertainment. Bold innovations with unfamiliar flavors, ingredients, and cuisines will stand out, especially as diners seek more excitement and engagement from their dining experiences in the current inflationary environment.”

Upcoming Reports

**Trending Flavors and Ingredients
in Alcoholic Beverages - US - 2023**

**Free-From/Ingredients to Avoid -
US - 2023**

**Trending Flavors and Ingredients
in Protein - US - 2023**