

December 2022

Free-from/Ingredients to Avoid - US

“While labels can be an effective tool for brands to differentiate their products nutritionally, they can also be a portal to additional information and ingredient education. Consumers across age groups are aligned in the need for label clarity, demonstrating a deeply rooted issue that calls for resolution through simplified messaging ...

Trending Flavors and Ingredients in Alcoholic Beverages - US

“Competing in the crowded alcoholic beverage industry and appealing to engaged Gen Z and Millennial drinkers will demand brands to create not only flavorful experiences but also expand the call for healthier options and functional ingredients. Yet, in an economic climate that makes discretionary spending and new product exploration a ...

November 2022

Food and Drink Nutrition Claims - US

“The pendulum is swinging away from the zealous health aspirations of 2020 to reveal what consumers truly want: real food that supports their personal health needs. Clear on-pack food and drink nutrition claims that connect ingredients to tangible benefits will empower consumers to feel in control of their health, while ...

October 2022

Trending Flavors and Ingredients in Dairy - US

“Dairy is a kitchen mainstay being called upon again to help consumers during an inflation-induced return to home kitchens. Despite price increases that outpace other categories, the omnipresence and relative affordability of dairy categories secures their central place on shopping lists. Instead of taking this privileged position for granted, brands ...

Trending Flavors and Ingredients in Protein - US

“Rising prices are prompting consumers to trade down to less expensive protein options demanding that brands work to demonstrate their value: cue the merits of flavor experiences. Variety, versatility and convenience delivered through flavor in recipe, build and meal planning inspiration can help consumers to navigate tighter budgets, while still ...

August 2022

Trending Flavors and Ingredients in Desserts and Confections - US

“Trust, familiarity and nostalgia which anchored strong sales in 2020 are still key assets to dessert and confection manufacturers, as desserts benefit from powerful sensorial associations as well as cultural ones.

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with

However, consumers – especially Gen Z and Millennials – are also looking for more flavor innovation, healthfulness, functionality and ...

sharply rising rates and imbalanced supply and demand ...

June 2022

Regional and International Flavors and Ingredients - US

“Global cuisines remain a conduit of both creativity and comfort despite the volatility of the past two years. Slight shifts are emerging pointing to signs that while mainstream cuisines remain popular consumers are exploring beyond the classics. While interest in exploration signifies innovation opportunities, brands will need to offer balanced ...

May 2022

Trending Flavors and Ingredients in Dips and Sauces - US

“Consumer interest and engagement in the dip and sauce category is strong and was heightened by the pandemic. Though an uncertain economy threatens to stunt growth, dips and sauces can be positioned as a relatively inexpensive solution to add quality flavors to everyday dishes.”

April 2022

Trending Flavors and Ingredients in Non-Alcoholic Beverages - US

“In recent years, the non-alcoholic beverage category has capitalized on consumers’ pandemic-driven cravings for comforting flavors and desire for functional ingredients. Now, record-breaking inflation and continued labor and supply challenges threaten to stunt innovation and category growth. Successful flavor and ingredient innovation within non-alcoholic beverages will need to focus on ...

March 2022

Flavor and Ingredient Innovation on the Menu - US

“Restaurant sales increased in 2021; however, the foodservice industry is still facing hurdles on the road to recovery. While operators are streamlining menus amid labor and supply issues, innovative menus will be critical for attracting consumers to restaurants, especially while inflation erodes purchasing power and prompts consumers to cut back ...

February 2022

Trending Flavors and Ingredients in Snacks - US

“Shifted routines and added daily stresses brought on by the pandemic caused many to seek snacks as a source of comfort, resulting in boosted sales in recent years. To maintain momentum, brands will need to keep ties to the familiar, while also addressing consumer shifts surrounding reemerging health priorities, interest ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...