

**March 2021****Trending Flavors and Ingredients  
in Snacks - US**

“In an increasingly crowded market snack brands will have a challenge to stand out, and ironically BFY ingredient and flavor innovation may be the way to break through despite the competitive landscape. The behavior and attitudes of younger adults, who are the heaviest snackers, suggest that they want more of ...

**Consumers and the Economic  
Outlook - US**

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

**February 2021****Functional Ingredients in Food  
and Drink - US**

“Functionality in food and drink has found its place within consumer routines, and curiosity in how diets can further support both physical and mental health is high, particularly among younger consumers. Increased emphasis on improving lifestyle habits and the definition of wellness on a personal level has left plenty of ...