

## December 2020

### Flavor Lifecycles: Incl Impact of COVID-19 - US

“The flavor lifecycle follows flavors and the paths they take through discovery and sometimes reinvention on the possible route to mainstream adoption and the many stops in between. Changing times mean the lifecycle continually evolves, yet it has been quickly rerouted due to the COVID-19 pandemic and its impact on ...

## November 2020

### Regional and International Flavors and Ingredients: Incl Impact of COVID-19 - US

“Today’s consumer landscape is diversifying, and in turn, the expectations of international and regional flavors are changing. Foodservice plays a strong role in flavor and cuisine discovery but younger consumers are equally likely to seek out these flavor profiles in the grocery store. While consumers have shifted their food spend ...

## October 2020

### Trending Flavors and Ingredients on the Menu: Incl Impact of COVID-19 - US

“The foodservice industry is undoubtedly one of the hardest hit by the COVID-19 pandemic, and operators have rearranged business models, menu offerings and demonstrated unmatched agility to continue servicing customers. Much of this year’s innovation prioritized operations but as we enter the next stages of industry recovery, focused menu innovation ...

## September 2020

### Trending Flavors and Ingredients in Alcoholic Beverages: Incl Impact of COVID-19 - US

### Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“Alcoholic beverages provide excitement, experience and relaxation for consumers and each of these drivers have become particularly salient because of COVID-19 and the subsequent recession. The category as a whole has seen a sales boost; yet to maintain momentum, brands must innovate for long-term growth. Consumers are interested in new ...

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

### August 2020

#### Trending Flavors and Ingredients in Dairy: Incl Impact of COVID-19 - US

“Dairy food and drinks have a unique distinction: they are perceived to be inherently healthy yet still come with a sense of indulgence. This among other things contributes to the natural versatility consumers find in the category, and one that perhaps stifles flavor exploration. Relative to other food/drink super-categories ...

### July 2020

#### Trending Flavors and Ingredients in Protein: Incl Impact of COVID-19 - US

“Even before the events of 2020, consumers were looking for versatility and variety not only from the proteins they consumed, but the recipes, flavors and ingredients used in the preparation process. Months into the pandemic, food and drink spending remains focused on at-home meal occasions and will likely stay there ...

#### Trending Flavors and Ingredients in Desserts and Confections: Inc Impact of COVID-19 - US

“Consumers are making room for small treats on a routine basis and familiar, comforting flavors are easing consumers through stressful times. As health and wellness trends continue to focus on collective wellbeing, there is room for regular indulgence and healthy innovation as long as brands uphold flavor as a top ...

### May 2020

#### Flavors and Ingredients in Dips and Sauces: Incl Impact of COVID-19 - US

“Dips and sauces of all types play a critical role: to make foods taste better. In this unprecedented time of COVID-19, as Americans are hunkered down at home, cooking and snacking, enjoyment, good taste and small comforts are more important than ever. Both in-store and online, brands and retailers have ...

## March 2020

### Trending Flavors and Ingredients in Non-Alcoholic Beverages - US

"The crowded and often complicated non-alcoholic beverage industry is a pace setter in the world of product innovation, tapping not only into functionality but also a solid launching point for unique flavor innovation. Taking a look at the "now, near and next" of flavor and ingredient trends in the non-alcoholic ...

## February 2020

### Trending Flavors and Ingredients in Snacks - US

"This Report examines flavor and ingredient trends in the salty snack category, taking a "now, near, next" approach to identify current and future product trends – all based on consumer data. Taking a deep dive into flavor innovation, brands leading innovation layered with consumer behavior and interests in flavor exploration ...

## January 2020

### Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

**- Jennifer White Boehm, Associate Director -  
Financial Services & Auto**