

September 2020**Trending Flavors and Ingredients
in Alcoholic Beverages: 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 ...

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

“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 ...