

January 2022

Trending Asian Cuisine Flavors - US

“The long history of Chinese food in the US and its resulting ubiquity ensures its role as the most consumed Asian cuisine. Trends have come and gone, but there continues to be room for additional uptake of lesser-known types of Asian food including regional and emerging cuisines. Much of Asian ...

December 2021

Trending Flavors and Ingredients in Alcoholic Beverages - US

“Flavor exploration overall, and especially through bars and restaurants, fell during the pandemic, but is reviving, as on-premise consumption gradually returns. Opportunities are strong to continue to engage consumers online, and with new RTD offerings, as well as with functional and lower-alcohol drinks. Interest in new flavors is strongest with ...

November 2021

Trending Flavors and Ingredients in Protein - US

“Proteins are center of the plate influencers: their flavors drive the side dishes paired around them for nearly half of consumers. And while many agree that flavor in value-added meats is worth the extra cost, the majority of consumers do not. Value-added flavor innovation is a great start to connecting ...

October 2021

Trending Flavors and Ingredients in Dairy - US

“Innovation is necessary for dairy categories to remain relevant, as consumers increasingly purchase both dairy and dairy-alternative products. Develop products that provide consumers with unique dairy flavor experiences and incorporate ingredients that enhance dairy’s

functional benefits. Spicy cheeses featuring unique chilies appeal to Gen Z's love of heat and provide ...

August 2021

Trending Flavors and Ingredients in Desserts and Confections - US

“The desserts and confections market performed well during the pandemic as consumers leaned into indulgence for comfort, but consumers are aspiring to make improvements to their health and diets. Brands are in a position to align dessert and confection innovation to meet these aspirations through encouraging mindful indulging practices, opting ...

July 2021

Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

June 2021

Trending Latin Cuisine Flavors - US

“Mexican cuisine is by far the most consumed Latin cuisine, reflecting not only availability but also its profound influence on US food culture. The mainstreaming of Mexican cuisine is nearing ubiquity, yet there is still room for Latin cuisine growth. The widespread popularity of Mexican cuisine suggests that there are ...

May 2021

Trending Flavors and Ingredients in Dips and Sauces - US

“Dips and sauces sit at the intersection of experience and versatility and consumers expect both in new innovation. The pandemic has given rise to positive sales growth for categories specifically tied to cooking and at-home snacking occasions. As consumers transition into their post-pandemic routines, brands will need to reinforce these ...

April 2021

Trending Flavors and Ingredients in Non-alcoholic Beverages - US

“The non-alcoholic beverage category first and foremost relies on its most important and often inherent functionality, satisfying thirst, to drive consumer purchase, but consumers also look to flavored beverages as a treat. Innovation can marry both function and enjoyment through distinctive flavor innovation, BFY ingredients and added functionality beyond refreshment ...

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 ...