

SATISFYING SWEET CRAVINGS

OPPORTUNITIES IN THE FOOD
AND BEVERAGE SPACE

TREND REPORT BITE



Satisfying a craving for something sweet is a familiar and often emotional experience. **65%** of consumers claim to have a craving at least once a day*. Craving triggers are situational, environmental, and unpredictable. While the type of flavor craved is personal and varies, great flavor is always key to ensuring satisfaction. To uncover sentiments and flavor preferences regarding sweet cravings, we're sharing a snapshot of findings from our Sweet Cravings study.

Topics include:

Sweet Cravings Sentiment • Classic Sweet Flavors • Ice Cream Inspiration



93%

of consumers selected **FLAVOR/TASTE OF PRODUCT** as the most important attribute when eating sweet treats they crave.

*McCormick Flavor Solutions Sweet Cravings Survey, US, July 2024, n=1,000

SWEET CRAVINGS SENTIMENT



Craving Occasions

Context is key to understanding when cravings may arise. Consumers claim that cravings are most likely to occur in the **afternoon and evening**, especially while **watching TV** or **after a savory meal**. In other instances, it may be brought on because of **changing seasons** or an **annual celebration or event**. For example, as the weather begins to cool, many may crave the taste of pumpkin pie spice.

Sometimes the want for a particular sweet may be so strong that once it is satisfied there is a **sense of relief**. Since a craving can happen anytime, it typically isn't fulfilled with something fancy, but rather a **familiar flavor enjoyed many times before**.

CLASSIC FLAVORS MOST OFTEN SATISFY SWEET CRAVINGS

Not surprising, consumers favor classic sweet flavors to satisfy cravings. With ties to nostalgia and comfort, familiar sweet flavors never go out of style and transcend generations. Pairing with other sweet flavors for a new twist, the classics offer versatile for innovation and create novelty.

49% of consumers choose **CLASSIC SWEET FLAVORS** when they get a craving for something sweet.

89% of consumers claim to want to see **MORE** baked goods with **CLASSIC SWEET FLAVORS**.

CLASSIC SWEET FLAVORS IN NEW INNOVATIONS

Chocolate



CHOCOLATE STRAWBERRY BLISS

Rich flourless chocolate brownie served in chef-crafted strawberry champagne sauce, topped with fresh whipped cream, basil and a balsamic drizzle.

@ Bonefish Grill, June 2024



KELLOGGS FROSTED FLAKES CHOCOLATE MILKSHAKE FLAVOR

April 2024

Caramel



HONEY CARAMEL CRUNCH ICED COFFEE

Salted caramel and honey topped with a sweet cream cold foam and toffee crumbles.

@ First Watch, LTO May 2024



TRADER JOES BROWN BUTTER SALTED CARAMEL MINI BISCOTTI

May 2024

Vanilla



FROZEN CHERRY VANILLA REFRESHER WITH BOBA

@ QuickCheck, LTO July 2024



JULIAN BAKERY PRO GRANOLA VANILLA CINNAMON CLUSTER

July 2024

Flavor Thought-Starters

- Dark Chocolate
- Chocolate Covered Strawberry
- Mocha
- Brownie

Flavor Thought-Starters

- Brown Butter Caramel
- Cinnamon Caramel
- Salted Caramel
- Honey Caramel

Flavor Thought-Starters

- Spiced Vanilla
- Buttery Vanilla
- Salted Vanilla
- Cherry Vanilla

ICE CREAM INSPIRED FLAVORS OFFER APPEAL

Cross category flavor mashups create excitement and expand innovation opportunities. Beloved ice cream profiles for bakery and other sweet applications can satisfy a sweet craving, plus offer summertime appeal. Check out the top selling ice cream flavors for inspiration.

79%

of consumers claim to want to see
MORE baked goods with **ICE CREAM**
INSPIRED FLAVORS.

TOP ICE CREAM/ FROZEN NOVELTY FLAVORS BY DOLLAR SALES*

- Vanilla
- Chocolate
- Cookie & Cream
- Strawberry
- Vanilla Bean
- Mint Chocolate Chip
- Vanilla & Chocolate
- Chocolate Chip Cookie Dough
- Butter Pecan
- Neapolitan

*Circana, Total US - Multi Outlet, Latest 52 Weeks Pd Ending 08-04-24, Categories: Ice Cream/Sherbert and Novelties – FZ, exludes assorted flavors

PRODUCT LAUNCHES WITH ICE CREAM INSPIRED FLAVORS



MUDDY BITES COOKIES
'N CREAM WAFFLE CONE
SNACKS
JULY 2024



EVIL TWIN BREWING
FREEZER FRESH SUNDAE
MINT CHOCOLATE CHIP
IMPERIAL STOUT
AUG 2024



MANISCHEWITZ ROCKY
ROAD MACAROONS
JUNE 2024



GRANITE THE MEADOWS
WHEY POWDER WITH
VANILLA ICE CREAM FLAVOR
JULY 2024

THE TAKEAWAYS

Flavor is the top consideration when consumers are looking to satisfy their sweet cravings. Since cravings are so strongly tied to past experiences and nostalgia, flavor innovation doesn't need to be far out or fancy. Classic sweet profiles like chocolate, vanilla and caramel are often most desired and offer versatility as they easily pair with other flavors. Comforting and beloved, ice cream can lend its flavors to sweet applications like baked goods, bars, cereal and more. Looking to satisfy your target consumers' sweet tooth? We're here to help you ensure it delivers!

YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let McCormick Flavor Solutions market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor, seasoning and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend.

From concept to manufacturing, we're here for you — every step of the way. Contact your sales representative or [click here](#) to chat us up.



Mixed Berry Cheesecake Cookies featuring a blend of vanilla, mixed berry and cheesecake flavors

HUNGRY FOR MORE?

Reach out to learn more about what we uncovered through our Sweet Cravings study, including insights from consumers about their sweet purchases based on cravings.



Request Your
FREE
Flavor Sample Here