

MID-YEAR INSIGHTS RECAP:

OUR TOP 6 PIECES FROM THE PAST 6 MONTHS



Consumer Insight: Gen Z Diets

Want to win with Gen Z? When it comes to what they eat and drink, Gen Z is all about nostalgia, global tastes, spicy additions, and the blend of technology and convenience in their food and beverage choices. This report dives into the trends resonating with Gen Z to provide inspiration for your brand.

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Trend Bite: Tropical Flavor Escapes

The infusion of passion (fruit) and the allure of island flavors are on the rise, fueled by a growing appreciation for the tropical taste experience. In this piece we take a look at 4 profiles of interest: Simple & Vibrant, Island Sweet Sauces, Fruit-Infused, Curried Effect.

Click here for more.



Trend Bite: Trends of Interest for 2024

In this piece, we dive into our proprietary survey that asked consumers to rate their interest in relevant trends in the industry and we're sharing the top four: Cooking at Home, Functional Food & Beverages, Clean Label & Simple Ingredients, and Global Flavors & Cuisine. Let's see where your brand can capitalize.

Click here for more.



Trend Bite: Heat Flavor Expressions

The demand for elevated heat continues to rise. In fact, research shows 82% of consumers are drawn to foods and beverages with hot and spicy flavors. In this piece we cover heat flavor themes of interest including Pepper Appreciation, Sweet & Spicy, African Cuisine Heat Expressions, and Indian heat Expressions.

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TREND BITE: HEAT FLAVOR EXPRESSIONS



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Trend Bite: Tracking Snacking

Whether to satisfy hunger or explore fun flavors and textures, snacking occasions are important to the North American lifestyle. Our proprietary survey uncovered consumer preferences for a variety of snack flavors with profiles of interest including Classic Snack Flavor Favorites, Regional & Global BBQ, Sweet Flavor Combinations, and Comfort Food Flavors.

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Flavor Spotlight: Salted Vanilla

Vanilla's deeply layered flavor and intense, alluring aroma has made it one of America's most beloved profiles for sweets from cakes to ice cream. As consumers desire complex taste experiences, the combo of 'sweet and salty' has spiked. Let's see where you can find inspiration for your brand.

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A hand is reaching towards a round cookie on a plate. The plate also contains other cookies and a small cup of dark liquid. In the background, there is a latte with a heart-shaped foam design, a bowl of green dip, and a plate of food including a salad, a fried item, and a bowl of noodles. The entire image has a blue tint.

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