The flavour market is ever evolving with a broad range of possibilities

KEY TRENDS TO WATCH

Hybridization and crossovers
Flavor inspiration comes from many places, but the sweet packaged foods category continues to take its cues from associated markets.

Reinventing the classics
Nostalgia and authentically traditional products are increasingly important in a COVID-19 world where consumers find comfort in their food and drink. New twists on popular classics are a leading trend.

Natural tastes and flavours
Naturalness remains a positive trend in all areas of the food and beverage market so flavours that are recognizable from nature and have a positive nutritional profile are showing strong growth.

Flower power
The botanical world continues to offer scope for flavour innovators. At present, flowers are the standout botanicals in sweet packaged foods.

WINNERS
Cake & Cookies
- Coffee

WINNERS
Salted Caramel
- Cookie Dough

WINNERS
Pistachio
- Hazelnut

WINNERS
Rose
- Lavender

INNOVA TOP 10 TRENDS 2022: IMPACT ON FLAVOUR DEVELOPMENT

Every year Innova looks at the Top 10 trends for the coming year. Some of the trends have more direct impact on flavours than others:

Trend #1 Shared Planet
- There is a strong focus on providing ever more detail about the sourcing of individual flavour ingredients, including regional sources and specific varieties with better traceability.
- Consumer demand for more natural and sustainable foods is encouraging a focus on natural flavors and the use of fewer artificial ingredients.

Trend #2 Plant-Based: Canvas for Innovation
- Plant-based demands are boosting interest in all kinds of botanicals. Herbs, spices and even floral flavours are increasingly prevalent alongside more varied fruit, vegetable and nut tastes.
- 59% increase in launches of new plant-based products in H1 2021

Trend #4 Shifting Occasions
- The pandemic reshaped eating occasions, with a greater focus on the at-home market. This intensified the trend toward bringing premium restaurant flavours into the retail market.
- Demand for authentic international tastes is also growing as consumers look to create more premium meals at-home.

INNOVA TOP 10 TRENDING FLAVOURS

- International tastes
- Fruits and vegetables
- Botanicals
- Indulgent tastes

Korean kimchi +43%
Himalayan salt
Truffle mushrooms +35%
Red bell pepper
Turmeric +31%
Mediterranean
Brownie +28%
Tropical fruits
Rose
Oreo