



## 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.

**WINNERS**  
Cake & Cookies  
Coffee



#### 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**.

**WINNERS**  
Salted Caramel  
Cookie Dough



#### 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.

**WINNERS**  
Pistachio  
Hazelnut



#### Flower power

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

**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**.

### TOP TRENDING FLAVOURS

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

