

2024 FOOD & BEVERAGE TRENDS: FLAVORS THAT CAPTIVATE AND CONNECT

OUR FLAVOR PREDICTIONS TO MEET NEEDS FOR ENERGY, REFRESHMENT, DELIGHT, AND NEW MEMORIES



FINDING FLAVOR OPPORTUNITIES IN 2024

Food and beverage trends are top-of-mind with formulators throughout the annual product development cycle. But as the calendar year draws to a close, interest in ‘what’s new, what’s next, and what’s disruptive’ begins to grow.

North American cultural shifts affect buying behaviors and expectations about food and drink brands. Our team of analysts, flavorists, and applications experts collaborated to share ideas (supported with data, industry know-how, and cake) and discuss how flavor can align to meet evolving needs.

The following pages offer you insights about how you can captivate and connect with people through flavor. We explored four key themes for 2024: energy, refreshment, delight, and new memories.

We’d enjoy discussing how you can bring these ideas to life in your food or beverage brand. Connect with our team through flavorsum.com to set up time to talk!



ENERGIZE ME (BUT HOLD THE JITTERS)



In the past year
social discussions
around 'energize'
increased¹

41%

4 in 10

North Americans
will change diets to
get more **energy** to
feel better²



50%

of North Americans
can find foods and
beverages to deliver
energy but only

1/3 are satisfied
with the results⁴

GIVE ME MORE THAN ENERGY

Who prefers energy drinks for their boost?

32% 

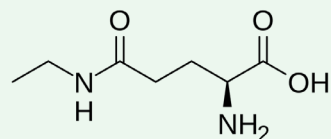
Of Americans

18% 

Of Canadians

*BUT PEOPLE ARE LOOKING FOR MORE THAN THE
FOUR-TO-SIX-HOUR UPTICK THAT CAFFEINE PROVIDES*

Some up-and-coming ingredients that food and beverage
brands can use to deliver **energy without the jitters** and with
additional welcomed **adaptogenic benefits**⁵



Improved mood and
stress relief (L-theanine)



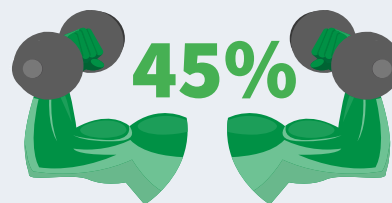
Heightened cognitive
function (Ginkgo biloba)



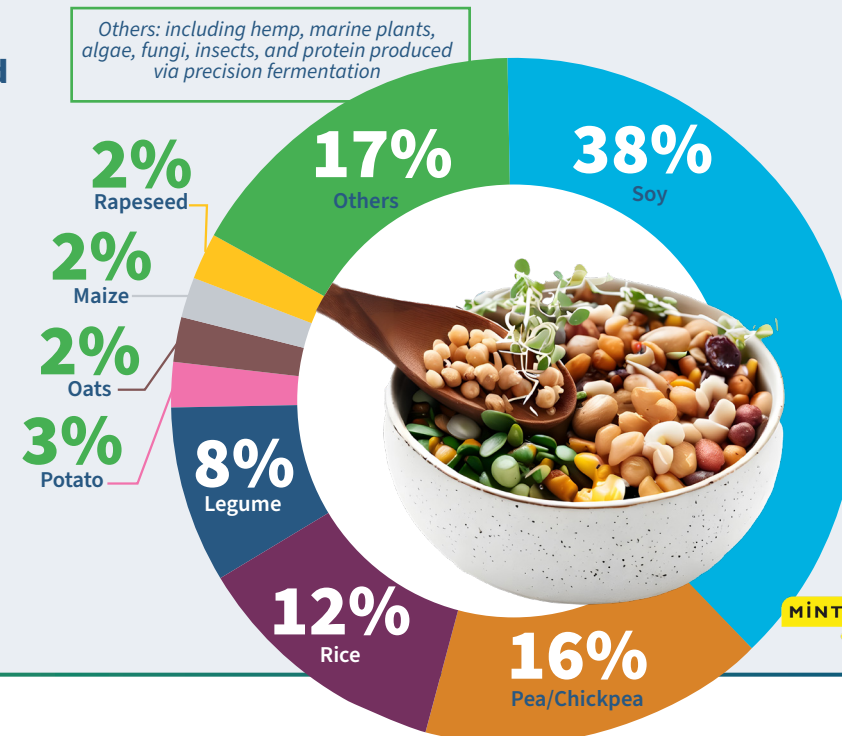
Reduced anxiety
(Rhodiola, maca)

SUSTAIN ME WITH (PLANT) PROTEIN

Global: % distribution of active patents
for food and drink disclosing plant-based
protein source, June 2023



45%
of North Americans
name protein as a path
toward endurance and
stronger performance⁶



FLAVORS THAT CUE ENERGY

Conversations about
'tropical flavors' are up

+65%
in the last year³

Tastes of the tropics deliver a bright, sweet-tart zing that supports alertness
and energy and some provide natural masking of energy or protein
ingredients. We expect more **energizing** launches featuring flavors like:



Dragonfruit



Passionfruit



Papaya



Pineapple




Mango

^{1,3} According to trend-watcher Tastewise

² International Food Information Council Survey

^{4,5,6} FlavorSum Proprietary Research


In social discussion
'Refresh' as a food
and beverage topic
grew last year³

+30%

70%
of North Americans
name hydrating
beverages their

#1
choice for
rejuvenating
their bodies²

Refreshing foods or
drinks contribute to
renewed emotions by
providing enjoyable
experiences



OFFER ME NATURAL REFRESHMENT

% of North Americans Agreeing Ingredient Fits with Hydration²

54%



Electrolytes

53%



Watermelon

46%



Coconut

30%



Aloe

28%



Cactus

30%



Lemongrass

23%



Hibiscus

REFRESH MY MOOD

Food launches positioned to
'refresh' increased by **+14%** across post-COVID years¹

"Chilled and Refreshing"



Plant
based

Grain-based products saw a 44% gain in launches
with **refreshing** characteristics

"Cool...as You Eat"



"Bright and Refreshing"



Water-based ices
launched **+36%**
more products with
refreshment claims

FLAVORS THAT REFRESH

Discussions about
citrus flavors are
rising, up

+25%
in the
last year⁴

Beyond familiar favorites like lemon, lime, grapefruit, and
orange, look for more novel citrus fruit flavors, including some
hybrids or those with provenance, to gain attention



Buddah's Hand



Star Fruit



Blood Orange



Tangor



Shaitan Pomelo



The FlavorSum team anticipates more innovation that provides opportunities to **delight** in the eating experience

In the past year, **'delight'** within food and drink discussion in the social space increased³

+179%

MAKE DELIGHT SHAREABLE

#1

Method people use to manage stress is spending time with family and friends.¹
Food and beverage can be a unifier

68%

Increase in North American launches of foods and beverages that highlight 'sharing'²



Large-format ready-to-drink cocktails are one example that illustrates how people are increasingly responding to convenient, quality drinks they can share with a group

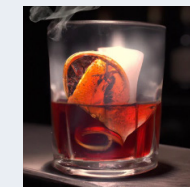
SURPRISE AND REASSURE ME

Unexpected taste experiences **delight** through the essence of surprise. Look for growth in trends like charred fruit flavors in ice cream or sweet baked goods. Smoked wines and cocktails are becoming mainstream. Global innovations like li hing mui, dried and pickled plums or apricots coated with salt and licorice powder are crossing categories.

Charred Peach Sundae



Smoked Old Fashioned



Li Hing Mui Cookies



Developers can also deliver **delight** through reassurance about ingredient sourcing, alignment with needs like convenience and wholesomeness, and supporting desires to care for self and family

FLAVORS THAT DELIGHT

Creativity will drive the **'delight'** food and beverage trend

- Lemon-lime paired with white chocolate in sweet baked goods
- Hot honey combined with butter toffee in snacks
- Cookie butter flavor topped with white chocolate in novelties

Delight arrives in pairings that connote simplicity, fun, or approachable global combinations



Vanilla-Apricot



Dark Chocolate-Coconut



Strawberry-Lemonade



Crème Brûlée



Churro

LET ME TASTE THE SEASONS YEAR-ROUND

Beyond enjoying the taste of seasonal flavors, people value the link to celebrations and fun

North American launches highlighting seasonality increased by **+28%** in the last year¹

Over **1/2** of the food and drink categories tracked showed more seasonal activity²

Conversations about 'year-round seasons' increased by **+24%** last year³

Fastest Growing Seasonal Flavors to Consider Offering Year-Round⁴



Flavor	5 Year CAGR
Red Velvet	61.5%
Cola	43.1%
Peach	40.6%
Hazelnut	35.1%
Pretzel	35.1%
Salted Carmel	29.7%
Brownie	24.6%
Strawberry 'n Crème	24.6%
Gingerbread	21.7%
Maple	14.9%



PERSONALIZE MY FAVORITES

Finding familiar flavors from occasions across the North American culture helps people personalize their **memory-making** experiences

Vacation

Pesto
Pistachio
Cheese Steak
Lager
Bundt Cake
Chocolate Mousse
Tacos
Burger

Sports

Pork Katsu
Profee
Mexican Beer
Croquette
Jerk Chicken
Boba
Impossible Burger
Swiss Cheese
Miso
Cheese Steak

Weddings

Bang Bang Shrimp
Frozen custard
Poke Bowl
Sweet Potato Fries
Bizcocho Dominicano
Black Forest Cake
Provolone
Butterfly Cakes
Birria
Carnitas
Espresso Martini

Graduation

Mousse Cake
PB&J
Black Coffee
Pork Katsu
Lumpia
Red Bean
Soba
Sour Sauce
Bulgogi



MEMORY-MAKING FLAVORS

Although any flavor linked to an event or setting can support **memory-making**, the FlavorSum team predicts growth in stone fruit flavors



Peach



Blackberry



Nectarine



Tart Cherry



Lychee

Personalized seasonal flavors can also tap into local or global fruits such as paw paws, honey bell oranges, guavasteen, mangosteen, or Cherimoya



Discover the
FlavorSum
Difference!

FlavorSum.com