



# SALTED CARAMEL

## 2021 • FLAVOR INSIGHT REPORT

A wonderful combination of sweet and salty, salted caramel elevates a traditional confectionery mainstay and takes it to a whole new level. Salted caramel has gained consumer popularity in the past 10 years—with only 51 salted caramel new products introduced in 2011, salted caramel is showing significant growth. From 2015-2020, salted caramel grew 105% globally. Spotted in new products beyond confectionery, it is a tried-and-true flavor in the desserts and ice cream category around the globe. Let's dive into salted caramel and see where it is appearing on the menu, in new products and social media.

# SALTED CARAMEL

## Social Listening Summary

We conducted a social listening analysis on for salted caramel for the last 12 months. An overview is provided below.



Mentions in the Past Year



61%  
Female

Key Consumer Voice

### POPULAR POSTS



Twitter: @midwexican posted a recipe that includes salted caramel as an ingredient." Rich Salted caramel coffee #icecream with brownies and chocolate syrup #food #desserts"



Twitter: @Xtraordinary49 also posted a recipe that includes salted caramel as an ingredient. "I have to make this again now that it's fall. Cinnamon apple bread pudding, salted caramel & vanilla bean creme anglaise. #GoddessofCarbs"

# 314

SALTED CARAMEL  
RECIPES ON  
FOODNETWORK.COM

On Foodnetwork.com 314 total recipes appear when searching for salted caramel. The recipes include mostly desserts from salted caramel milkshakes, salted caramel cheesecake squares, salted caramel chocolate chip cookies and salted caramel cupcakes.

## Make the Most of Apple Picking with Salted Caramel Apple Cookies

In the October 2021 issue of Bon Appetit, they feature a recipe for salted caramel apple cookies.

They describe the recipe as, "imagine a caramel apple and a snickerdoodle got together and created some seriously delicious magic and you'll end up with these cookies."

The caramel is swirled into the cookie dough and topped with flaky sea salt for "swirls of deep apple flavor in every salty-sweet bite."



# SALTED CARAMEL

ON THE MENU Q1 2020-Q2 2021

628

SALTED CARAMEL  
MENTIONS ON  
THE MENU

Source: Mintel Menu Insights

Casual dining is the top restaurant segment, with dessert and beverage as the top menu sections with the most salted caramel flavored menu items. Desserts account for 54% of all salted caramel flavored menu items.



## MENU MENTIONS:

- **Salted Caramel Goey Butter Cake** is a St. Louis signature dessert, Houlihan's style-finished with Ghirardelli **salted caramel sauce**, powdered sugar and vanilla ice cream at Houlihan's nationwide.
- **Caramel Apple Mimosa** featuring **salted caramel vodka**, apple cider, sparkling wine, cinnamon sugar rim at The Bongo Room in Chicago, IL.
- **Salted Caramel Bacon Kettle Corn** is featured in a Signatura Bacon Flight for 3-5 guests, or 1 bacon lover at Slater's 50/50 in San Diego, CA.

## Consumer Awareness of Salted Caramel

Salted caramel is growing in popularity with consumers and according to Datassential's Flavor Tool, it is in the 85th percentile among all food and flavors, meaning that consumers love salted caramel more than 85% of all other items.

- 59% love or like it
- 89% know it
- 73% have tried it
- Most popular with Gen X consumers

# SALTED CARAMEL

Global New Product Introductions: 2015-2020

3,118

SALTED CARAMEL  
FLAVORED  
NEW PRODUCT  
INTRODUCTIONS

## GLOBAL FAST FACTS:

- **EUROPE** is the top global region for salted caramel flavored new product introductions.
- **DESSERTS & ICE CREAM** is the top product category globally for salted caramel flavored new products.
- **CHOCOLATE** is the top flavor paired with salted caramel.



## MY MUSCLE CHEF SALTED CARAMEL & MACADAMIA PROTEIN COOKIE:

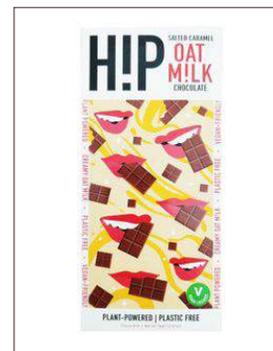
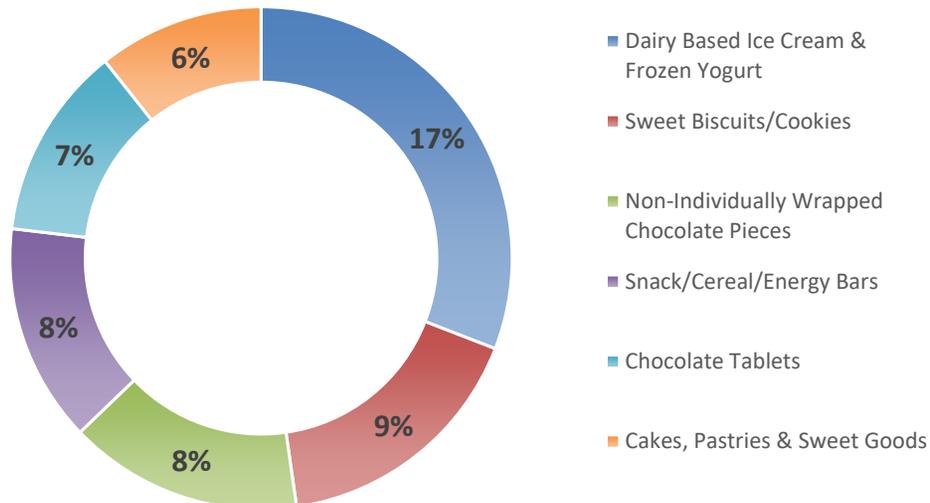
All-natural, high protein oven-baked cookies feature a unique recipe containing a blend of high-quality whey protein, egg whites and gut friendly prebiotic fiber. Contains 25g of protein per serving. | Australia



## CAPTAIN WEBBS TWO SWALLOWS CITRUS & SALTED CARAMEL SPICED RUM :

Described as a spirit drink made with the finest spiced rum. | UK

## TOP SALTED CARAMEL FLAVORED PRODUCT CATEGORIES



## H!P SALTED CARAMEL OAT MILK CHOCOLATE:

Made from ethically and sustainably sourced ingredients at origin such as creamy oat milk, less sugar and more cocoa. The vegan plant powered product with 41% cocoa. | UAE

# SALTED CARAMEL

North America New Product Introductions: 2015-2020

708

SALTED CARAMEL  
FLAVORED  
NEW PRODUCT  
INTRODUCTIONS

## NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 16% of the dark chocolate flavored new product introductions.
- **DESSERTS & ICE CREAM** is the top product category for salted caramel flavored new products in North America.
- **CHOCOLATE** is the top flavor paired with salted caramel in North America.



**DUNCAN HINES EPIC SALTED CARAMEL BROWNIE KIT:** This product includes brownie mix, frosting, crust mix, candies and pretzels.

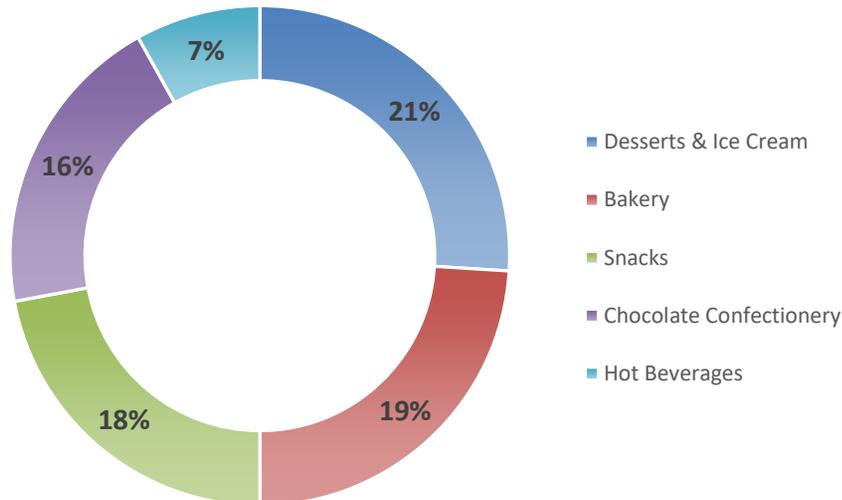
52% of consumers responded that they likely of definitely would buy this product, significantly outperforming its subcategory. | USA



**WILDROOTS SALTED CARAMEL CHOCOLATE BANANA TRAIL MIX:** This product is naturally flavored & made with non-GMO ingredients, contains almonds, banana chips, salted caramel rice clusters, milk chocolate chunks and pretzel balls.

47% of consumers responded that they likely of definitely would buy this product, outperforming its subcategory. | USA

## TOP DARK CHOCOLATE FLAVORED PRODUCT CATEGORIES



**SWISS MISS SALTED CARAMEL FLAVORED HOT COCOA MIX:** A This product is flavored with other natural flavors and has been made with premium imported cocoa.

55% of consumers responded that they likely of definitely would buy this product, significantly outperforming its subcategory. | USA

# THE TAKEAWAYS

Salted caramel is showing growth around the world with 54% of new products appearing in Europe. We are spotting salted caramel flavored menu items in a variety of restaurants with casual dining the key restaurant segment. Desserts account for 54% of all salted caramel flavored menu items. Consumers are extremely familiar with salted caramel and is in the 85th percentile among all food and flavors, meaning that consumers love salted caramel more than 85% of all other items. The question is—is salted caramel on your Flavor Radar?



## 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 FONA's 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 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. Let's mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at [www.fona.com/contact-fona/](http://www.fona.com/contact-fona/)

### SOURCES:

Mintel GNPD

NetBase

Datassential

Bon Appetit

Mintel Purchase Intelligence

Foodnetwork.com

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