

# CHAI

## TRENDING SWEET FLAVOR SPOTLIGHT

### GROWING FLAVOR

Chai (Masala/Spice) is appearing as a growing flavor according to Mintel GNPD

### PAIRS WELL WITH:

- Pumpkin
- Maple
- Chocolate

**+200% GROWTH**  
in North America new  
product introductions from  
Q4 2020 vs Q4 2021

### TOP PRODUCT CATEGORIES

Hot Beverages, Nutritional  
Drinks & Other Beverages, RTDs

### 30% OF CONSUMERS

love or like Chai (tea),  
74% know it and 44%  
have tried it



#### LIPTON CHOCOLATE CHAI LATTE

**SWEETENED CHAI TEA MIX** features a rich chocolate taste combined with black tea and organic chai spices.

32% of consumers responded that they likely or definitely would buy this product



#### 365 WHOLE FOODS MARKET GOLDEN

**CHAI GRANOLA** is made with honey, cinnamon, turmeric, ginger, cardamom, black pepper and cloves.

40% of consumers responded that they likely or definitely would buy this product

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