

CUSTARD

TRENDING SWEET FLAVOR SPOTLIGHT



GROWING FLAVOR

Custard/Pastry Cream is appearing as a growing flavor according to Mintel GNPD



PAIRS WELL WITH:

- Caramel
- Coconut
- Banana

+300% GROWTH
in North America new
product introductions from
Q4 2020 vs Q4 2021

TOP PRODUCT CATEGORIES

Bakery, Desserts & Ice Cream,
Snacks

**48% OF
CONSUMERS**
love or like Custard,
86% know it and 64%
have tried it



**PUBLIX PREMIUM SOUTHERN BANANA
PUDDING ICE CREAM** is a French custard
ice cream with swirls of creamy banana
sauce and bits of vanilla wafer.

60% of consumers responded that they
likely or definitely would buy this product.



**TAZAH VANILLA FLAVORED CUSTARD
POWDER MIX** is a vegetarian, easy to
prepare product that contains no added
sugar.

30% of consumers responded that they
likely or definitely would buy this product.

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