



LOOKING FORWARD:
Food & Beverage Trends
of Interest for 2023

Gaining insights into consumer interest...

From cooking at home to experiential tastes and flavor experiences, we're taking a look at a few topics that are of interest this year for consumers in relation to their food and beverage purchases. Our team of marketing experts has tapped into consumers to see what's top of mind to help us research and gain insights for related food and beverage trends for 2023.

Our proprietary survey asked consumers to rate their interest in relevant trends in the industry and we will be sharing with you the top four trends consumers found most interested in.

Let's dive in and see where your brand can capitalize.



Consumers' Key Interests

We surveyed 1,000 consumers with 50% male and 50% female participation at 18 to 73 years old. The goal was to determine what topics below were most important to consumers as it relates to food and beverage products.

"As it relates to the food, beverage & healthcare products that you consume and purchase for your family, what is most important to you? Please place the items listed below in order of importance for you."

TOP 4 RESPONSES

1. Cooking at Home
2. Convenience
3. Experiential Tastes & Flavor Experiences
4. Simpler Ingredient Lists/ Clean Label In Food And Beverage Products

Even more to come!

Stay tuned for more insights on these topics throughout the year!

Let's take a look at what our consumers had to say about these top four topics of interest.



1 Cooking at Home

When the pandemic hit the US in 2020, consumers' at-home cooking skyrocketed as they were unable to dine out as usual. And although restaurant dining is now open for business, many consumers still choose to cook at home more than they did pre-pandemic. Let's take a look at a few trends in this space.

FAVORING FAMILIAR

Majority of home cooks enjoy cooking familiar recipes and often use the same spices/seasonings when they cook. While most consumers are sticking to what they know, 1/3 of consumers of consumers say that they're trying new recipes more than last year. Brands can find success in showing consumers how to change up familiar recipes with simple adjustments or product additions.

YOUNGER COOKS & EXPLORATION

Younger home cooks are more interested in trending cuisines in comparison to older generations. Mintel's The Gen Z Food Consumer – US, 2022 finds that 36% of respondents age 18-25 think they are more likely than other generations to be interested in traditional food/drinks from cultures different than their own.

LEAVE ROOM FOR LEFTOVERS

According to Mintel, 82% of consumers responded that they eat leftovers at least once a week. Not only does this save time for consumers, but also saves them money on grocery during recent rising costs.



PRODUCTS OF NOTE:



TASTY KOREAN-STYLE BBQ BEEF DINNER KIT

includes sauce, seasoning and rice, and can be prepared by just adding sirloin and red bell pepper. It is said to be ready in 30 minutes and retails in an 10-oz. pack with preparation instructions.

39% of consumers responded that they likely or definitely would buy this product.



STREET KITCHEN SWEET & SAVORY TEXAS BBQ SEASONING AND SAUCE

features a smokey spice blend and can be prepared in two steps in an oven, skillet, BBQ, air fryer or slow cooked. The packaging shows 2 steps of directions and "Tips from the Pitmaster."

45% of consumers responded that they likely or definitely would buy this product.



38% of Consumers
are *cooking more* compared to
last year

55% of Consumers
are *cooking about the same amount*
as last year

35% of Consumers
are *grocery shopping more* compared
to last year

SOURCE: MINTEL

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Convenience

From grab-and-go portions to meal kits, grocery delivery and more, there's been an increased demand in food and beverage products and offerings that provide a sense of convenience for consumers as they've returned to their on-the-go lifestyles.

Similarly, in the restaurant space, consumers consider how conveniently a restaurant is located when choosing where to dine. According to Datassential, "When asked to evaluate two restaurants selling a similar item for the same price, more than 40% of people rate characteristics like location and driving distance as important in deciding where they order from — That's on par with how much they consider taste."

PRODUCTS OF NOTE:



HAKUBAKU RESTAURANT STYLE FRESH UMAMI SHOYU RAMEN

is said to be made of hand-selected fresh ingredients, balancing the finest grains, seasonings, and artisan spices. The fresh and soft noodles are free from MSG, additives, and preservatives for an authentic taste. The easy one-pot meal can be ready in two minutes.

45% of consumers responded that they likely or definitely would buy this product.



PILLSBURY HEAT & EAT FUDGE FILLED BROWNIE

with fudge drizzle is ready in less than 30 seconds. This microwavable product can be paired with one's favorite ice cream. It contains four individual pouches with topping packets and features preparation instructions.

53% of consumers responded that they likely or definitely would buy this product.



58% OF CUSTOMERS

at least occasionally purchase to-go snacks or meals in supermarkets or discount stores.

Deloitte

23% OF CONSUMERS

note convenience as a food and drink choice driver in 2022 according to Mintel.

60% OF CONSUMERS

in the U.S. say they buy groceries online and an equal amount plan to take advantage of e-commerce at the same rate or more often when the pandemic truly eases.

Coresight Research - 2021



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Experience

Though a key to success, consumers today are looking for more than just great taste. They're looking for brands to push the envelope further than ever before, utilizing everything from immersive virtual reality experiences to unexpected collaborations and reimaginings of nostalgic favorites for a new generation.

The opportunity for innovation is vast in the experiential space both in new product launches and dining offerings alike. Looking to enter into this space? Consider unique flavor mashups that get consumers talking, nostalgic tastes that tie consumers to fond memories, and multi-sensory experiences that provide consumers with a memorable taste and activity.

PRODUCTS OF NOTE:



BUDDY THE ELF™ SPAGHETTI MEAL KITS BY HELLOFRESH

will be available exclusively through www.HelloFreshElfSpaghetti.com. Priced at \$14.99, the meal kits includes two servings with everything you need to make Buddy the Elf's spaghetti at home such as noodles, maple syrup, sprinkles, marshmallows and more.

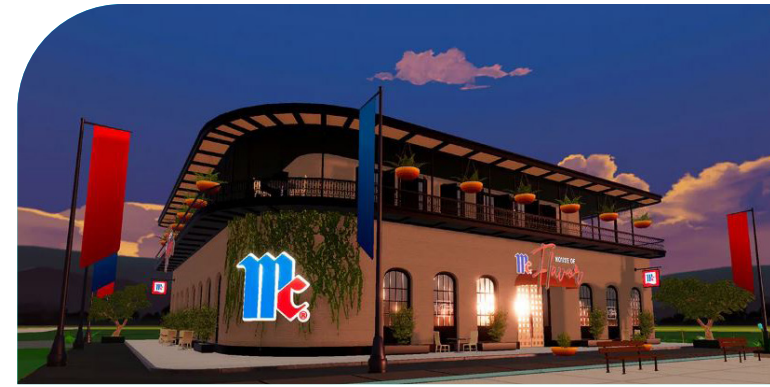
Source: Forbes



PEPSI S'MORES COLLECTION

launched on the last day of summer 2022 and featured three flavors – toasty marshmallow, graham cracker and chocolate in 7.5 oz cans. Pepsi's Chief Marketing Officer Todd Kaplan noted the tie to nostalgia with s'mores saying, " S'mores is one of the most unapologetically delicious treats that everyone likes to enjoy in a different way."

Source: Food Dive



McCormick
Flavor of the Year
Meets the Metaverse

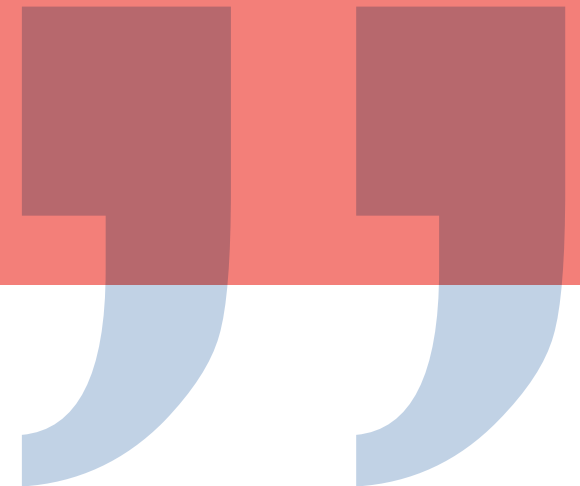
Hold on to your meta-senses! The House of Flavor by McCormick® has arrived in the Metaverse, ready to immerse you into an exciting multi-sensory experience that'll have you on the edge of your seat celebrating the first ever McCormick Flavor of the Year, attending live virtual events, earning wearables, collecting tips and tricks for your next dish, and so much more!

TAKE ME TO THE METAVERSE



“Brands understand that food is connected to mood and emotion, but going a step further allows consumers to take a routine experience and turn it into a moment of discovery. Household food brands can leverage out-of-home experiences to inspire a deeper connection to their core products.”

- MINTEL



4 Simple Ingredients & Clean Label

Largely due to their increased interest in health and wellness, consumers have been paying more attention to the labels and ingredient lists on pack. And as clean label is still not legally defined, consumers definitions vary. Many perceive the term as products that include simple or natural ingredient lists or products perceived as authentic, trustworthy, and natural to consume.

PRODUCTS OF NOTE:



TRÜ FRÜ DARK CHOCOLATE NATURE'S STRAWBERRIES

are said to be made with ripe picked, fresh frozen, hyper dried strawberries that are immersed in dark chocolate. The kosher certified, non GMO and gluten-free product is said to be made with clean ingredients and 54% cacao, in a 4.2-oz. pack.

54% of consumers responded that they likely or definitely would buy this product.



RX CHOCOLATE ALMOND CEREAL

is a kosher certified product said to be made with wholesome ingredients including brown rice, almonds, a touch of honey, crunchy flakes and No B.S. It can be enjoyed as a breakfast or midnight snack, is described as real, simple food, and contains no fillers.

27% of consumers responded that they likely or definitely would buy this product.



86% OF CONSUMERS

say that clean/natural ingredients are important.

FONA 2020 National Clean Survey

31% OF CONSUMERS

note health as a Food & Drink choice driver according to Mintel.

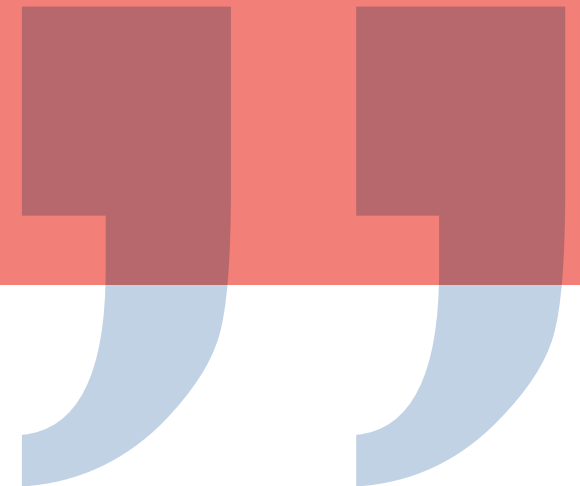
68% OF CONSUMERS

say they are willing to pay for products with "recognizable ingredient lists"

FONA 2020 National Clean Survey

“The fundamental of a clean label lies in the absence of ingredients that are perceived to be unnatural or artificial, such as artificial sweeteners, MSG, nitrates, or artificial flavors... In short, clean label is about finding real food ingredients in recipes where you would expect those ingredients.”

- FOOD NAVIGATOR



The Takeaways

Food and beverage developers can find much opportunity in developing innovative products that fit in these trends, but regardless of consumer interest, at the end of the day, flavor is critical in your product success. In fact, 63% of consumers say that taste is their number one food and drink choice driver according to Mintel. Cooking at home, convenience, experiential tastes and flavor experiences and simpler ingredient lists/ clean label in food and beverage products are all of interest for consumers today – the question is, where does your brand fit in? We've got you covered. Stay tuned in 2023 for insights each month on these topics of interest for consumers.

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/



SOURCES

Mintel	Food Dive
Mintel GNPD	Forbes
Suzy.com	Datassential
Food Navigator	Coresight Research
Clean Survey	

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