



COOKING AT HOME

OPPORTUNITIES IN THE FOOD AND BEVERAGE SPACE

2023 TREND REPORT BITE



WHAT'S NEXT WITH AT-HOME CHEFS?

About three years after the start of the pandemic, many consumers still find enjoyment from cooking some of their favorite “away from home” meals in the comfort of their own home. As time went on, consumers increasingly reached for convenient (yet flavorful) options that ensured quick clean up, easy cook and just as delicious meals. 70% of consumers said they would continue cooking at home after the pandemic, but it’s key to see how their flavor preferences, purchase drivers and interests might be shifting.

So what are we craving now? Read on to learn what’s on the menu for the 2023 home cook!



65%

of consumers say it's important when considering making a recipe from social media that it's easy to make.

73%

of consumers say cooking at home makes them feel accomplished.

Source: Instacart, Mintel

Fun Flavors are Taking Flight

Flavor is always top of mind when consumers are buying groceries and cooking, so what's hot for 2023?

FERMENTED FOODS

Whether it's pickles, kombucha, kimchi or kefir, consumers are loving the tangy flavors and gut-health benefits of fermentation. Yelp reports that searches for *pickle-flavored foods were up a staggering 55% in 2022!*

IS PINK A FLAVOR?

Retro-feeling and associated with fun and lightheartedness, Technomic predicts that **pink-related flavors** like bubblegum, funfetti and maraschino are going to be huge in the coming year.



FLORALS

Of course, there are the old favorites like lavender and rose, but don't miss out on the new wave of more exotic offerings. Consumers are loving the **bright blue butterfly pea** (up 16.1% in year-over-year growth); **delicate linden blossom** (up 118.7%); and **fruity geranium** (up 87.5%).

PRODUCTS OF NOTE



MUSEUM OF ICE CREAM CHERRYLICIOUS ICE CREAM is described as a maraschino cherry ice cream with sugar cookie bites.

33% of consumers responded that they likely or definitely would buy this product



NABISCO RITZ CRISP & THINS DILL PICKLE FLAVORED POTATO AND WHEAT CHIPS are new to the range. The limited edition, oven baked chips are described as deliciously thin and richly flavored.

55% of consumers responded that they likely or definitely would buy this product



HARVEY & SONS INDIGO PUNCH FLAVORED HERBAL TEA is made using tea sourced from the most reputable, established estates and gardens worldwide. It is said to be an indigo bouquet of beautiful butterfly pea flower, fragrant apple, and rose hips, over crisp lemon, raspberry, and honey.

Make it Simple

While many consumers found a new love for cooking throughout the pandemic, others are torn between wanting to cook at home and being burned out on the time and effort involved.

47% of consumers say the time it takes to cook prevents them from cooking at home more often.

SO, HOW CAN YOU MAKE IT EASIER FOR THEM?

- Offer **easy clean-up** options like slow cooker liners, individual portion sizes or semi-prepared ingredients.
- Provide **on-packaging or digital one-pot recipes** for less kitchen mess.
- “**Flavor starters**” such as concentrated stocks or sauces, or spice blends, are quick shortcuts to delicious meals.
- **Sales of quick-cooking gadgets** like Instantpots and air fryers increased by roughly 30% during the pandemic. Developers can try offering products or recipes suitable for easy cook technologies.



TO GO GREEN, JUST ADD WATER!

Dehydrated products are gaining momentum with consumers. Not only are they simple to prepare, but they require less fuel for shipping and less storage space.

PRODUCTS OF NOTE



KELLOGG'S INSTABOWLS are single-serving portions of some of consumers' favorite cereals, including Froot Loops and Frosted Flakes, that include powdered milk. All you need to do is add water and enjoy.



OMSOM FLAVOR PACKETS contain all the sauces, aromatics and seasonings necessary for a variety of delicious Asian dishes, including Vietnamese lemongrass BBQ and Thai krapow.



MCCORMICK AIR FRYER GARLIC PARMESAN SEASONING MIX contains no artificial flavors and is made with McCormick spices. The mix can be used to prepare golden garlic pamesan chicken, fries and more.

#FOODTOK

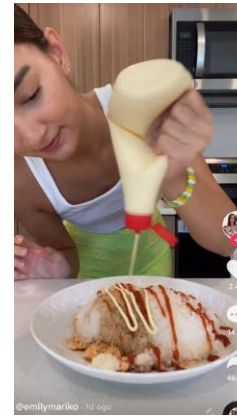
Move over, Instagram— TikTok is where all the biggest food trends are happening now. But just because something goes viral doesn't mean it impacts consumer behavior.

Grocery delivery company Instacart did a deep dive into how TikTok affects buyer behavior and found that

- **56%** of those who view food and recipe content on social media factor in affordability when considering making a recipe they viewed.
- **49%** factor in already having most of the ingredients at home.
- **65%** say it is important to them when considering making a recipe from social media that it be easy to make.

LEVERAGING TIK TOK TRENDS FOR YOUR BRAND

- Suggest recipes that feature pantry staples and shelf-stable ingredients.
- Help people take shortcuts with offerings like pre-chopped mirepoix and stock concentrate.
- Offer or highlight products inspired by viral TikTok recipes, such as last year's popular negroni sbagliato, green goddess salad, or biscoff tiramisu.



@emilymariko salmon bowl - Mashable



@jujimakessdrinks Negroni Sbagliato - TikTok



@littleblogofvegan Biscoff Tiramisu - TikTok

PRODUCTS OF NOTE



MI TIERRA HANDCRAFTED POZOLE SOUP BASE brings authentic pozole flavor from the kitchen to the table, and the packaging includes a recipe suggestion.

23% of consumers responded that they likely or definitely would buy this product



SPIRITY COCKTAILS MINDFUL NEGRONI NON-ALCOHOLIC COCKTAIL is a cocktail crafted with spirits distilled from tea for a new complex sipping experience. It is conveniently pre-mixed using traditional fermentation and distillation techniques and fermented for three years.

21% of consumers responded that they likely or definitely would buy this product.



TRADER JOE'S GREEN GODDESS SEASONING BLEND is described as a versatile seasoning blend which may be sprinkled on vegetables, rice, fish or eggs, and may also be used in a dip or dressing.

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

THE TAKEAWAYS

The restaurant industry may be slowly moving toward its pre-pandemic popularity, but consumers are still excited about a home-cooked meal. When grocery shopping, flavor is still king, followed closely by convenience and cost. Brands who can continue to push the envelope on fun new flavors while offering prep shortcuts and still come in under budget will find plenty of enthusiastic home chefs eager to share their latest creation on FoodTok—and maybe even go viral!



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 McCormick Flavor Solutions 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, seasoning 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.

From concept to manufacturing, we're here for you — every step of the way.

Contact your sales representative or chat us up at www.mccormickflavor.com/en-us/contact-us



SOURCES

- Mintel
- Mintel GNPD
- Mashable
- TikTok
- Deloitte
- Winsight Media
- Food Network
- Osom
- Yelp
- Tastewise
- Instacart



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