



SALTED CARAMEL

2023 • FLAVOR INSIGHT REPORT

OVERVIEW

A delicious combination of sweet and salty, salted caramel pairs the warm brown notes of caramel with a hint of salt. Caramel standalone has a wonderful following with consumers and the hint of added salt takes this flavor profile to the next level. We are seeing 10% growth in global salted caramel flavored new product introductions from 2021-2022 and 78% growth since 2017. Appearing in chocolate confectionary, desserts and ice cream, bakery and snacks, this flavor profile is versatile and gaining popularity with consumers. On the menu, salted caramel is showing 2% growth in the past year and 8% growth in the past 4 years. Let's take a closer look at where salted caramel is appearing on the menu, in new products, and social media.



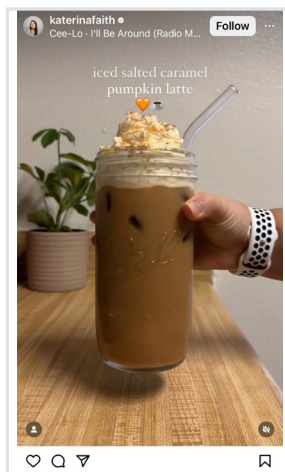
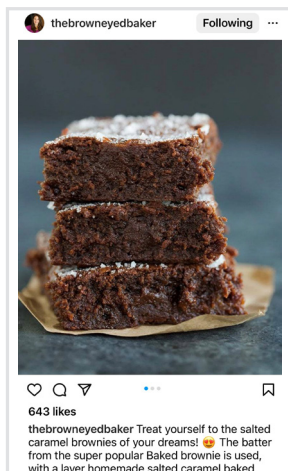
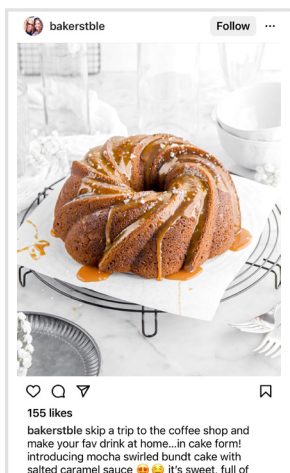
**10% growth in global
salted caramel new
products from 2021-
2022.**

SALTED CARAMEL

Social Listening Summary

While searching for the hashtag salted caramel on Instagram, there are more than 1.7 million posts. The majority of posts are for salted caramel desserts including cupcakes, brownies, chocolate chip cookie bars, lattes and even DIY salted caramel recipes.

- @bakerstble shares a recipe for a mocha swirled Bundt cake with salted caramel sauce.
- @thebrowneyedbaker shares a recipe for "the salted caramel brownies of your dreams."
- @katerinafaith shows you how to make an iced salted caramel pumpkin spice latte at home.



360

SALTED CARAMEL
RECIPES ON
FOODNETWORK.COM

Flavor solutions

When searching Foodnetwork.com they have 360 recipes featuring salted caramel. Most of the recipes are for desserts including salted caramel s'mores brownies, salted caramel apple tart, salted caramel shortbread, salted caramel beignets and there is one beverage recipe featuring salted caramel and that is for a milkshake.

This Is the Sweet & Salty Treat That Ina Garten Says We Need After a Long Day at Work | Eating Well

In the September issue of Eating Well magazine, they share a recipe from celebrity chef Ina Garten featuring Salted Caramel Nuts. This recipe can be made in as little as 10 minutes. The reference Ina's recent Instagram video where she showcases an assortment of nuts including almonds, cashews, pecans, and walnuts where they are turned into a brittle with salted caramel.



SALTED CARAMEL

ON THE MENU

448

SALTED CARAMEL
MENTIONS ON
THE MENU

Source: Datassential

- **2% growth** in salted caramel flavored menu items from 2021-2022 and 8% growth in the past 4 years.
- **Fine dining** is the top restaurant segment with 45% of salted caramel flavored menu items.
- **Dessert** is the top menu section with 76% of all salted caramel flavored menu items.



MENU MENTIONS:

CASUAL DINING: Fig Bread Pudding featuring rosemary focaccia, figs, and spiced custard topped with **orange salted caramel sauce** at Lombardi's Italian Restaurants in Frisco, TX.

CASUAL DINING: **Salted Caramel Chicken and Waffles** featuring sugar waffles, crispy skin-on chicken thighs, salted caramel butter, hickory-smoked bacon and maple syrup at Hopcat in Michigan.

FINE DINING: **Salted Caramel Peanut Butter** Martini featuring O'Reilly's salted caramel cream liqueur, Knucklenoggin peanut butter whiskey and cream at Emeril's New Orleans Fish House in New Orleans's, LA.

Consumer Awareness of Salted Caramel

Salted caramel is a very familiar flavor with consumers. According to Datassential Consumer Preference tool, salted caramel is in the 79th percentile among all foods and flavors, meaning consumers love salted caramel more than 79% of all other items.

- **93%** know it
- **65%** love or like it
- **78%** have tried it

SALTED CARAMEL

Global New Product Introductions

3,957

SALTED CARAMEL FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **Europe** is the top global region for salted caramel flavored new product introductions.
- **Chocolate confectionery** is the top product category globally for salted caramel flavored new products.
- **Chocolate** is the top flavor paired with salted caramel.



SARA LEE CHOCOLATE & SALTED CARAMEL DELUXE SNACK COOKIE

PIES: This product is a soft baked chocolate cookie with a crispy crust, filled with salted caramel sauce.

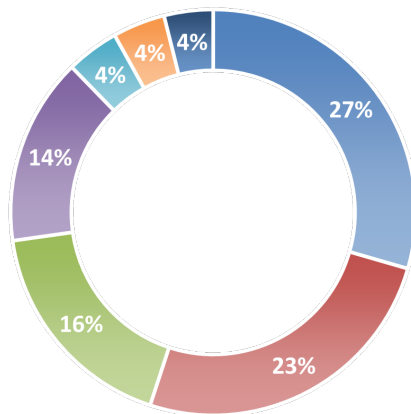
46% of consumers responded that they likely or definitely would buy this product, significantly outperforming its subcategory. | Australia



GO ACTIVE SALTED CARAMEL

FLAVORED ENERGY GEL: This product is a carbohydrate gel with vitamins B1, B6, B12, E in a salted caramel flavor. | Poland

TOP SALTED CARAMEL FLAVORED PRODUCT CATEGORIES



- Chocolate Confectionery
- Desserts & Ice Cream
- Bakery
- Snacks
- Hot Beverages
- Sweet Spreads
- Dairy



MR. NUTZ PRETZEL MINI BITES WITH PEANUTS, HAZELNUT & SALTED CARAMEL FILLING:

This product is salted mini pretzel that is filled with peanuts, hazelnuts and salted caramel. | Norway

SALTED CARAMEL

North America New Product Introductions

418

SALTED CARAMEL FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **North America** accounts for 11% of salted caramel flavored new product introductions.
- **Desserts & Ice Cream** is the top product category in North America for salted caramel flavored new products.
- **Chocolate** is the top flavor paired with salted caramel



VITAL PROTEINS SALTED CARAMEL COLLAGEN PEPTIDES DIETARY SUPPLEMENT: This product is a daily serving of bovine collagen peptides in a limited edition salted caramel flavor. | US



BNUTTY SIMPLY SALTED CARAMEL X PEANUT BUTTER: Founded by two spunky soccer moms, BNutty nut butters were formulated to be a gourmet tasting, unfussy snack that can be easily enjoyed by the whole family.

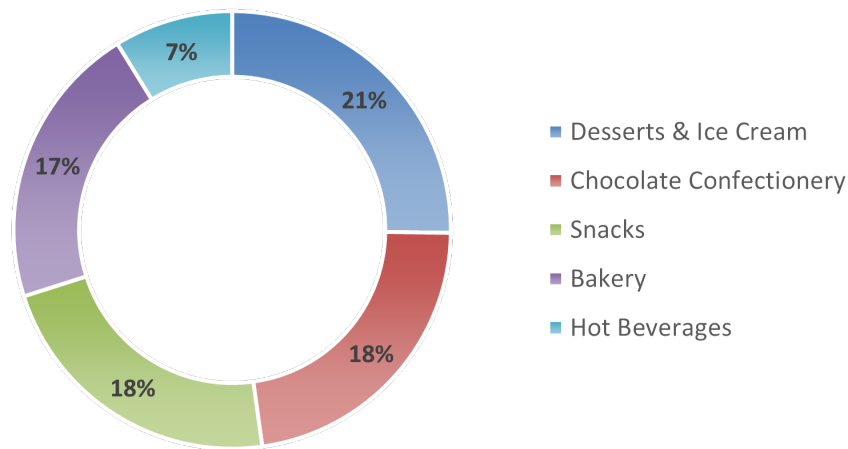
42% of consumers responded that they likely or definitely would buy this product, significantly outperforming its subcategory. | US



BLUE BUNNY STUFFED PUFFS SALTED CARAMEL S'MORES SANDWICHES: This product is graham and marshmallow flavored ice cream with salted caramel swirls between two crispy graham crackers.

59% of consumers responded that they likely or definitely would buy this product, significantly outperforming its subcategory. | US

TOP SALTED CARAMEL FLAVORED PRODUCT CATEGORIES



THE TAKEAWAYS

As a delicious and familiar flavor profile, salted caramel is gaining consumer popularity across the globe. Salted caramel is showing growth in new products and on restaurant menus with casual dining as the key segment with 45% of all salted caramel flavored menu items. On the menu, desserts are the top menu section with 76% of all salted caramel flavored menu items appearing on the dessert menu. With its sweet and salty flavor profile, salted caramel is a favorite among consumers. 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 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.

Sometimes natural versions of flavors like Salted Caramel can be hard to source. Your flavor supplier partners can help you understand your options, whether it is regulatory implications or the taste impact of alternative characterizing flavors.

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 GNPD

Datassential

Foodnetwork.com

Instagram

Eating Well



**Request Your
FREE
Flavor Sample Here**

