

FOOD & BEVERAGE TRENDS OF INTEREST FOR 2024

TREND REPORT BITE



From cooking at home to global flavors and clean label, 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 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.

KEY CONSUMER INTERESTS:

1. Cooking At Home
2. Functional Food & Beverages
3. Clean Label, Simple Ingredients
4. Global Flavors And Cuisine

*We surveyed 1,000 consumers with 50% male and 50% female participation at 18 to 65 years old to determine what topics were most important to consumers as it relates to food and beverage products. Consumers were asked the following "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."



**87% OF CONSUMERS RANK TASTE
AS THEIR #1 PURCHASE DRIVER**

for food and beverage products, a 7%
increase from 2022.

- FOODINSIGHT.ORG

Cooking at Home

While cooking at home initially ramped up at the start of COVID, recent inflationary prices and a general increased consumer interest in cooking has furthered this trend. Convenience, ingredient availability and social media all play a role in product purchase and recipe choice. Developers can find success by providing opportunities for at-home chefs to create simple, yet tasty dishes inspired by tastes and flavors they may purchase while dining out.

A LOOK AT MEAL PREPARATION

According to a recent survey at home cooks averaged **eight meals per week** from scratch, and say they use about **seven ingredients** for weeknight meals.

- THE KITCHN



PRODUCTS OF NOTE



WOOLWORTHS COOK JAPANESE INSPIRED MAPLE & MISO PORK BAO BUN KIT features tender pork shoulder pieces in a sweet and sticky maple miso sauce slow cooked for six hours. The product is ready to eat in 10 minutes. | Australia

29% of consumers responded that they likely or definitely would buy this product



DINNERLY is a family friendly meal kit service that allows consumers to choose from 100+ recipes each week including vegetarian, vegan, fast, healthy and reduced-carb options.

Functional Food & Beverages

Consumers are embracing “food as medicine.” In fact, healthy eating is more important than it was last year for 55% of home cooks, and a whopping 69% deem themselves “health conscious.” Formulating with functional ingredients can help consumers reach their health goals, but keep taste top of mind by working with your flavor partner, as many of these ingredients can cause taste challenges such as bitterness, texture challenges, off-notes and more.

FUNCTIONAL MARKET GROWTH

According to a new market research the **functional food and beverages market** is expected to reach **\$532.98 billion by 2030**, at a CAGR of 8.9% from 2023 to 2030.

- GLOBE NEWSWIRE ; METICULOUS RESEARCH



PRODUCTS OF NOTE



DYMATIZE ISO100 HYDROLYZED DUNKIN' MOCHA LATTE FLAVORED PROTEIN is a fast digesting 100% whey protein isolate for muscle support with 25g protein, 95mg caffeine in each scoop and 5.5g BCAAs.

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



MAYVER'S SUPER COLLAGEN PEANUT BUTTER is infused with marine collagen and claims to give a boost of goodness to hair, skin and nails.

20% of consumers responded that they likely or definitely would try this product. | Australia

Clean Label & Simple Ingredients

While a formal definition of clean label remains unknown, many consumers associate the term with natural, organic, no artificial ingredients, and/or simpler ingredient lists. Consumers appreciate the many aspects of clean label that directly correlates to their overall health— and with **83% of consumers saying that clean/natural ingredients are important** it's key that developers create food and beverage products that meet these interests and taste great.

RECOGNIZABLE INGREDIENT LISTS

showed as one of the purchase drivers with the largest growth from 2016-2023 with a **+7% increase**.

- MCCORMICK FONA 2023 NATIONAL CLEAN SURVEY



PRODUCTS OF NOTE



BRAZI BITES BACON, EGG & CHEDDAR HOMESTYLE BREAKFAST SANDWICH is claimed to be made with clean, simple ingredients, including cage-free eggs and nitrate-free bacon, and packed full of protein.

47% of consumers responded that they likely or definitely would buy this product.



ROLLIN GREENS PLANT-BASED ME'EAT SPICY CHORIZO is a vegan product that can be cooked in seven minutes. The manufacturer claims to use whole, clean, minimal ingredients that taste great and fuel one's day.

35% of consumers responded that they likely or definitely would buy this product.

Global Flavors & Cuisine

Flavors from around the world are influencing food and beverage development as well as consumer purchase decisions. This interest in global flavors has led to more adventurous and sophisticated palates for consumers, opening up innovation opportunity for developers cross-category. Italian flavors as well as cuisines from South America, Asia, and Africa have found popularity with consumers with spicy flavors continuing to heat up in the space.

Want more flavor inspiration?

Check out **Flavor Forecast's 24th Edition** trends on Thoughtfully Borrowed and the Flavor of the Year – Tamarind Pasilla Chile.



PRODUCTS OF NOTE



KOYO SODIUM REDUCED GARLIC PEPPER RAMEN is an authentic Asian fusion creation made with organic noodles and freshly milled heirloom grains and claims to feature clean ingredients.

36% of consumers responded they likely or definitely would buy this product.



PUBLIX PREMIUM MANCHEGO & CHORIZO EMPANADAS comprise Spanish-style Manchego cheese and chorizo in a savory pastry dough.

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

THE TAKEAWAYS

Food and beverage developers can find much opportunity in developing innovative products that fit in these trends, but at the end of the day, taste is key. In fact, 87% of consumers say that taste is their number one food and drink choice driver. Cooking at home, functional food and beverage, clean label and simple ingredients, and global flavors and cuisine are all topics of interest for consumers today – the question is, where does your brand fit in? And how can you use flavor to meet your consumers' expectations? We've got you covered. Stay tuned for our weekly insights that cover more key topics that are on consumers' minds.

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 consumer trends.

From concept to manufacturing, we're here for you — every step of the way. Contact your sales representative or chat us up at <https://www.fona.com/contact-fona>.



EVEN MORE TO COME!

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



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