

TRENDING NOW

IMMUNITY + COMFORT FOOD FLAVORS

IMMUNITY

The pandemic has reinforced the importance of having a healthy immune system. Consumers are turning to food and drink to help support their immune health.

70% of the immune system lives in the microbiome¹

Food and beverage products that contain immunity-boosting claims are increasing on shelves and in consumer awareness.

US immunity-boosting product launches have increased 42% in the last 3 years¹

Providing flavors that spotlight genuine immune-boosting nutrients will be timely in the immediate years to come.

¹Source: Mintel Reports; Mintel GNPD

FLAVOR INSPIRATION IMMUNITY

- Lemon Mint
- Carrot Kimchi
- Honey Ginseng
- Roasted Garlic + Peach
- Smoked Cumin Romesco
- Elderberry Cream Soda
- Papaya Rosemary
- Cinnamon Tangerine Twist
- Sage Brown Butter
- Blackberry Hibiscus Lemonade
- Miso Pickled Garlic
- Dark Chocolate Reishi

COMFORT FOOD

2020 has been a worrying time for consumers globally due to the COVID-19 pandemic and threat of an economic downturn.

66% of US adults are worried that the virus will impact their lifestyle²

Stressed consumers are turning to comfort food and nostalgic flavors in uncertain times. These flavors remind them of a safer and simpler time.

73% of US adults feel that their diet affects their emotional wellbeing²

Food and beverage manufacturers can curb the consumer craving for comfort food with nostalgic and feel-good flavors.

²Source: Lightspeed/Mintel; Base: US, 2,000 internet users aged 18+; March 20-25, 2020

FLAVOR INSPIRATION COMFORT FOOD

- Bacon Gouda Mac + Cheese
- Orange Dreamsicle
- French Onion
- Loaded Baked Potato
- Smoky Salsa Verde
- Dark Chocolate Banana Bread
- Savory Biscuits + Gravy
- Amber Ale Mustard
- Pimento Cheddar
- Honey Butter Fried Chicken
- Irish Cream Cold Brew
- Tomato + Grilled Cheese