

2025 FLAVOR MACRO TRENDS

Discover the trends that will impact innovation in 2025. Want more? Wixon customers get exclusive access to the trends that create meaningful connections with consumers.



CREATIVE COMBINATIONS

49%

of consumers globally look for intense or bold flavors¹

FLAVOR INSPIRATION

- brown butter + lychee
- strawberry, black pepper + balsamic
- green apple + wasabi



DECADENT LUXURY

89%

of consumers say they indulge in a food or beverage at least one a week²

FLAVOR INSPIRATION

- saffron + maple
- smoked salt + tarragon
- strawberry champagne



SAVOR THE FLAVOR

40%

of consumers globally say that rich flavor makes the food and beverage experience impressive to them³

FLAVOR INSPIRATION

- miso caramel apple
- roquefort + candied fig
- smoked bacon + cheddar

Contact your Account Manager to discuss how Wixon can help your company create targeted innovation in 2025. **NEW TO WIXON?** Reach out to begin your journey to custom taste.

Source: ¹⁺³ Innova Market Insights; ² Datassential