

Tasting the Future

Current Snack Food Market Trends 2024



Purchasing Trends

Replacing Meals with Snacks

 Younger generations are more likely to replace a meal with a snack, with 92% replacing at least one meal a week with a snack

Healthier Snacks Top of Mind

- Increasing demands for allergen-free and allergenfriendly snacks continue to rank among top snack food priorities.
- Plant-based protein with snacks offering more than 15g of protein on the rise

Budget-Conscious Buyers

 20% of consumers are purchasing a smaller variety of snacks for their household to save money

Due to inflation pressures, 25% of consumers are researching what is on sale before making their purchase of snacks

Flavor Trends

Differentiating with Spicy Offerings

- Gravitating towards spicy flavors, different types of peppers influencing growth in the snack categories (ghost peppers, habanero, hints of lime, chili, chipotle, and adobo)
- Consumers looking for new ways to infuse spicy flavors into everyday foods

Global Flavors Stretch Buyer Dollars

 International snacks deliver an elevated experience for consumers looking to save money while exciting tastebuds

Bold Flavors & Unique Pairings

- Combining chocolate and honey with spicy ingredients like arbol peppers, gochugaru, and tajin seasonings
- Experimenting with sweet, savory, and bold combinations remain a trend with bacon milkshakes, coffee infused with black garlic, chocolate bars with wasabi
- Savory flavors start to appear in traditionally sweet treats

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Sweet & Savory Combinations

Consumers seeking novelty explore unique parings and savory flavors in traditionally sweet spaces

- Trending flavors: Bacon milkshakes, coffee infused with black garlic, chocolate bars with wasabi
- Savory granola bars coming into play, such as white cheddar, everything bagel, and smoky bbq nut crunch bars

Spicy & Bold Flavors Infusing spicy flavors into everyday foods

- Combining chocolate and honey with spicy ingredients like arbol peppers, gochugaru, and tajin seasonings
- Chili crisp, guacamole, sriracha, Kobe steak, spicy crayfish, and Aleppo pepper crusted fried chicken

Global Ethnic Flavor Adventures

Integration of ethnic flavors into all parts of food, specifically calling out **Filipino**, **Malaysian and Uzbekistan dishes**. Authentic flavor like **Tamarind and Chilis** remain focus.

Cultures inspire each other's cuisines: Birria Style, Viet Cajun,
 Za'atar Wings, Birria Ramen, Sashimi Tostadas, Tandoori
 Masala Pasta, Wasabi Mashed Potatoes, Cheeseburger
 Ravioli

Flavor Flashbacks with Nostalgic Twist

Millennials are embracing 1990's flavors that offer comfort and familiarity during these busy times

Sweet: Birthday Cake, Cotton Candy,
 Strawberry Lemonade, and Cinnamon Sugar

 Savory: Chicken Pot Pie, Beef Stroganoff, Macaroni and Cheese with Flatbread and Rosemary crumbs







Tasting the Future See the Process for Yourself



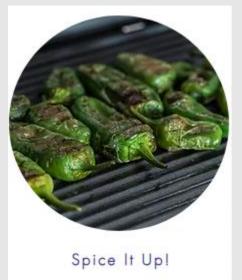
We Serve Happy Taste Buds!

Interested in learning more? Check out our <u>Imagination Station</u>, where we inspire culinary creativity through on-trend, bold and innovative flavor concepts. <u>Contact us for more information</u>.









2024 Flavor Trend Report driven by:

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