

Tasting the Future with Savor Seasonings

2024 Trends - Your Key
to Happy Taste Buds



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 allergen-friendly 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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Current Flavor Trends 2024

Sweet & Savory Combinations

Consumers seeking novelty explore **unique pairings 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 [Imagination Station](#), where we inspire culinary creativity through on-trend, bold and innovative flavor concepts. [Contact us for more information.](#)



Ethnic Inspired



Nostalgic



Bold Combinations



Spice It Up!

2024 Flavor Trend Report driven by:

Application Skill

Customized Products

Market Focused

Proactive Product Development