



# The Top Food and Beverage Trends of 2024

THE INFORMATION CONTAINED IN THESE DOCUMENTS IS CONFIDENTIAL, PRIVILEGED, AND ONLY FOR THE INFORMATION OF THE INTENDED RECIPIENT AND MAY NOT BE USED, PUBLISHED, OR REDISTRIBUTED, WITHOUT THE PRIOR WRITTEN CONSENT OF FLAVORCHEM CORPORATION.





# What's in Store for 2024?

Global food and drink trends are in a constant state of evolution, shaped by shifting consumer lifestyles, diverse health requirements, economic factors, and the hope for a more sustainable future.

Despite the current inflationary environment, more than three quarters of consumers are excited about new food and beverage trends in 2024. They are increasingly seeking value-driven products while pioneering a new approach to healthy aging, affordable indulgences, convenience, and their engagement with technology.

We keep a close eye on the newest product releases, market intelligence reports, data sources, and social media buzz to bring you our curated predictions for 2024.

Gain an exclusive look into our thoughtfully crafted insights, designed to empower you in innovating and launching exceptional products.

# NEW NOSTALGIA

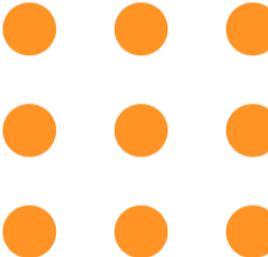
Consumers' cravings for nostalgic foods will significantly drive flavor innovation and new product development in the years ahead.

 **Childhood Classics**

 **Dessert-Inspired**

 **Mood Food**

 **Aging-Up Nostalgia**



Classic comforts from childhood such as PB&J, s'mores, candy, and breakfast-based flavors are resurging in elevated new formats.

Decadent dessert profiles featuring strawberry, vanilla, and chocolate are will remain in fashion as brands look to elevate their current portfolio.

To help alleviate consumer stress, brands are redefining comfort with contemporary twists that evoke elements of fun and excitement.

Brands can appeal to mature audiences by meeting the demand for sophisticated, convenient, and nutritionally enhanced options.



# Strawberry Cheesecake



## TASTE THE TREND



### STRAWBERRY CHEESECAKE

87.1068

**Flavor Trend:** New Nostalgia

**Strawberry dessert-inspired with sweet, jammy, vanilla, and creamy notes.**



**Form:** liquid

**Notes:** strawberry, creamy, buttery, vanilla, slightly jammy, sweet

**Suggested Flavor Usage:** 0.10% - 0.30%

**Claims:** natural, non-GM, kosher, allergen-free, vegan, prop 65 free

**Innovative Solution for..**

cakes, cookies, baking mixes, confection chews, icing, and more!

Our signature flavors can be optimized in a variety of food and drink applications.

# SOPHISTICATED SIPS

Mixologists will push boundaries in the adult beverage space as premium trends point to cross-over creations that deliver elevated sensory experiences.

 **Mixology Mashup**

 **Latin Libations**

 **Coffee Cocktails**

 **Mindful Drinking**

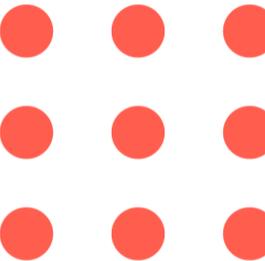


Classic drink categories are becoming increasingly blurred by the emergence of wine cocktails, dessert drinks, hard kombucha, tea and soda.

Spirits, liqueurs, and cocktails originating from Latin America and the Caribbean are rapidly gaining traction among consumers.

From Espresso Martinis and Irish Coffee to Cold Brew Negronis and Spanish Carajillo, coffee will surge as a prominent ingredient in cocktails.

Brands are reimagining the sober curious movement with low/no drinks that cater to the demand for variety, fun, and mindfulness.





# Prickly Pear



## TASTE THE TREND



### PRICKLY PEAR

33.782

**Flavor Trend:** Sophisticated Sips

Bright and fruity, layered with apple and sweet melon-like notes.



**Form:** liquid

**Notes:** bright, green, crisp, notes of apple, pear, melon

**Suggested Flavor Usage:** 0.05% - 0.20%

**Claims:** natural, kosher, allergen-free, vegetarian

**Innovative Solution for..**

flavored alcoholic beverages, hard seltzers, mocktails, soft drinks, and more!

Our signature flavors can be optimized in a variety of food and drink applications.

# MENU REFRESH

The hottest menu trends poised for 2024 will offer consumers novel taste experiences, allowing exploration of new dishes, ingredients, and flavors.

 **Global Comfort**

 **Chicken Wings**

 **Energy Drinks**

 **Social Media**



Comfort-seeking consumers are exploring hearty stews, savory soups, and cooked cheeses with unique regional ingredients.



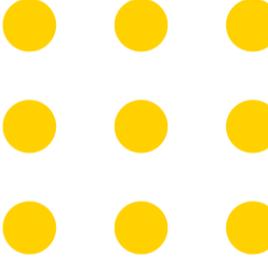
Fast-casual menus saw triple-digit growth in flavorful chicken wings featuring diverse regional and international barbecue styles.



Fueled by demand for focus-enhancing products, energy drinks were cited as one of the fastest-growing items at Top 500 chains in 2023.



Restaurant dishes are achieving viral status, leading to the introduction of new menu items, flavors, and limited-time offers.



Source: Technomic, Datassential



# Korean BBQ



## TASTE THE TREND



### KOREAN BBQ

82.3218

**Flavor Trend:** Menu Refresh

A worldwide blend of zesty and savory seasonings often found in Korean cuisine.



**Form:** powder

**Notes:** spicy, pepper, fermented, soy sauce, sesame, garlic, onion, savory, slightly smoky, caramelized

**Suggested Flavor Usage:** 5.0% - 10.0%

**Claims:** natural, kosher, vegetarian

**Innovative Solution for..**

savory snacks and mixes, sauces, marinades, seasonings, prepared meals, and more!

Our signature flavors can be optimized in a variety of food and drink applications.

# SAVORY MOVEMENT

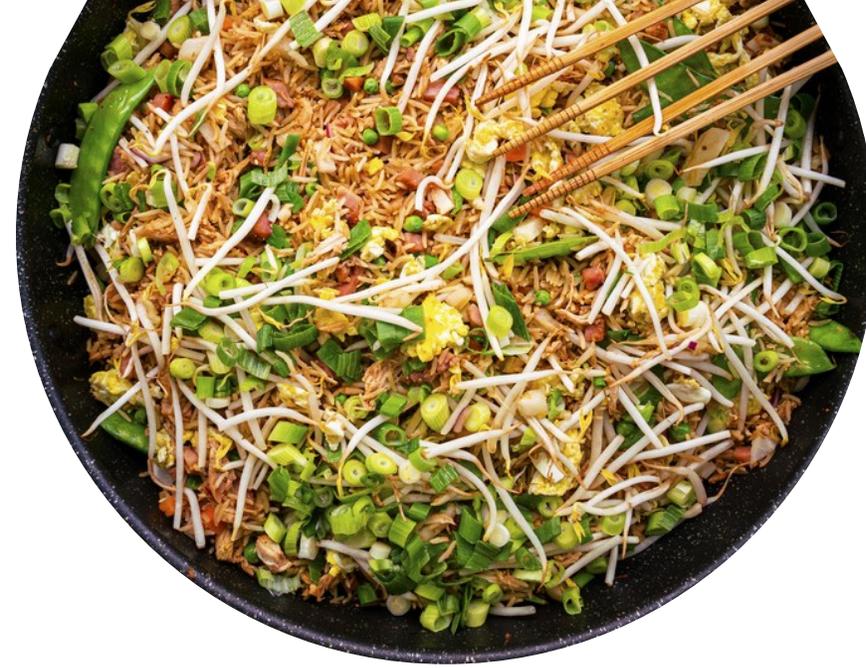
Innovative savory flavor pairings that captivate consumers' taste sensations will unfold across a series of new product lineups.

 **Umami Inspires**

 **Sweet Fusion**

 **Sour Flavors**

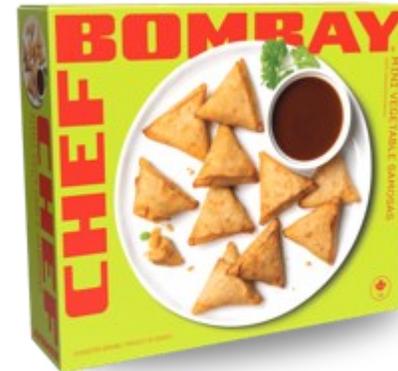
 **Global Exploration**



Bold, umami-rich flavors have witnessed 66% growth on U.S. menus since 2019, delivering depth to familiar dishes.



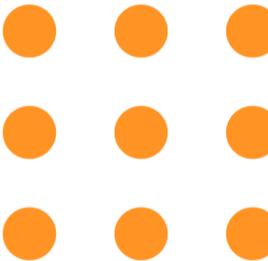
Savory creations featuring sweet profiles like maple, honey, bacon, and mango are creating upscale twists in new product categories.



From vinegar varieties to exotic fruits, sour tastes are taking center stage by delivering thoughtful flavor nuances that enhance food and drink.



Specialty global chili and pepper varieties such as Scorpion Pepper, Gochujang, and Harissa are heating up in global launches.





# Maple Harissa



## TASTE THE TREND



### MAPLE HARISSA

82.3605

**Flavor Trend:** Savory Movement

Garlic, pepper, and brown maple notes comprise this sweet and spicy flavor fusion.



**Form:** powder

**Notes:** pepper, onion, garlic, spicy, brown, maple, slightly herbal, smoky

**Suggested Flavor Usage:** 5.0% - 10.0%

**Claims:** natural, non-GM, vegan, kosher, allergen-free

**Innovative Solution for..**

sweet and savory snacks, crackers, dips, seasonings, and more!

Our signature flavors can be optimized in a variety of food and drink applications.

# HER WELLNESS

Food and drink brands are strengthening emphasis on products designed to support the evolution of women’s health needs across different life stages.



 **Healthy Aging**

 **Symptom Relief**

 **Reproductive Health**

 **Menopause Support**



Women are pioneering a new approach to healthy aging by turning to products that compliment a healthy and active lifestyle.



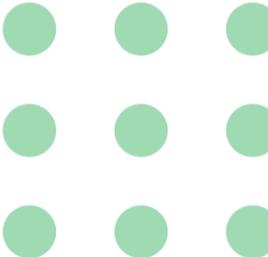
90% of women say that solving a menstrual or menopause symptom improved overall quality of life.



Opportunity exists for food and beverage products that promote fertility and support reproductive health.



Social conversations of menopause across food and beverage increased 55% in 2023, presenting a major untapped opportunity.



Source: Bonafide Health, Tastewise



# Pomegranate Hibiscus



## TASTE THE TREND



### **POMEGRANATE HIBISCUS**

46.321

**Flavor Trend:** Her Wellness

Hints of red berry, floral, and spicy undertones complement this tropical flavor fusion.



**Form:** liquid

**Notes:** bright, fruity, sweet, red berry, floral, spicy undertones

**Suggested Flavor Usage:** 0.10% - 0.50%

**Claims:** natural, non-GM, vegan, kosher, allergen-free, prop 65 free

**Innovative Solution for..**

functional products, shakes and smoothies, gummies, yogurt, and more!

Our signature flavors can be optimized in a variety of food and drink applications.

# PLANT POWERED

The next wave of plant-based innovation will extend beyond conventional alternatives, incorporating novel ingredients, formats, and functionality.

 Familiar Formats

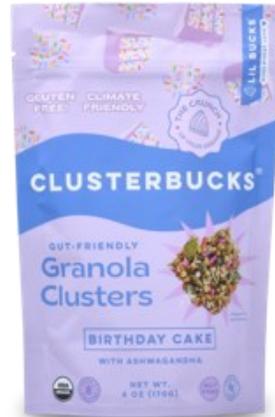
 Alternative Ingredients

 Veggie Spotlight

 Tech Advancement



50% of global consumers say that familiar culinary formats are important for them when buying plant-based products.



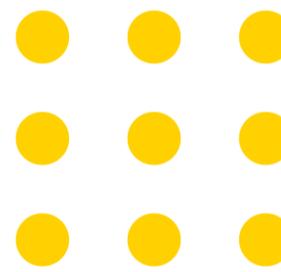
Alternative proteins, blends, and base ingredients featuring buckwheat, fungi, hemp, and coconut will further emerge in new plant-based launches.



Vegetables are reclaiming the ingredient spotlight as more consumers explore vegan alternatives and opt for cleaner labels.



Significant strides have been made in ingredient innovation to overcome plant-based taste challenges and improve sensory attributes.





# Oatmeal Cookie



## TASTE THE TREND



### OATMEAL COOKIE

63.571

**Flavor Trend:** Plant Powered

Permissibly indulgent take on an iconic cookie with sweet vanilla, caramel, and cinnamon notes.



**Form:** liquid

**Notes:** sweet, vanilla, molasses, brown, caramellic, slightly cinnamic

**Suggested Flavor Usage:** 0.10% - 0.30%

**Claims:** natural, non-GM, vegan, kosher, vegan, allergen-free, prop 65 free

**Innovative Solution for..**

protein bars and bites, dairy and non-dairy nutritional beverages, plant milks, ice cream, and more!

Our signature flavors can be optimized in a variety of food and drink applications.

# AI REVOLUTION

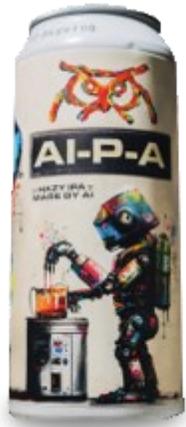
The food industry is experiencing rapid transformation as artificial intelligence revolutionizes the way that brands and manufacturers operate.

 Trendspotting

 Custom Experiences

 Sustainable Future

 Convenience



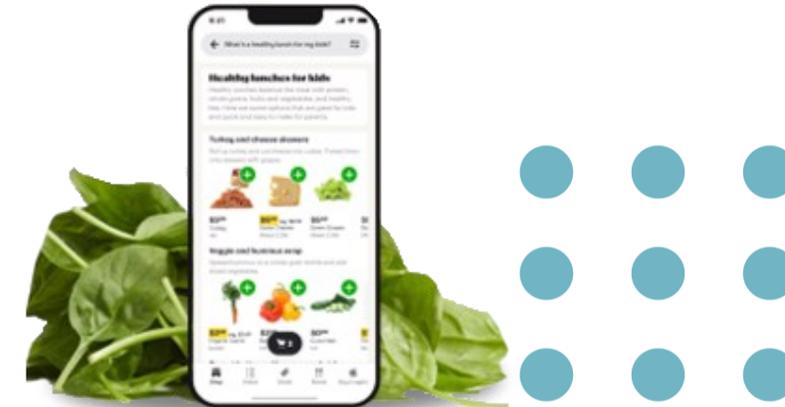
AI helps brands develop new products by analyzing extensive data from flavor, menu, and market trends.



Brands are leveraging AI for consumer insight that will generate personalized, proactive experiences and drive customer engagement.



AI fosters a more sustainable food system through personalized nutrition, food waste reduction, supply chain optimization, and other initiatives.



AI will change the way consumers meal plan, shop, and cook by unlocking new digital conveniences.

# Request Our Flavors



Strawberry  
Cheesecake



Prickly  
Pear



Korean  
BBQ



Maple  
Harissa



Pomegranate  
Hibiscus



Oatmeal  
Cookie

Scan  
for  
Samples!



We'd love to help you leverage these flavor trends for your specific product, customer, and brand.

Available in both liquid and powder form.

[www.flavorchem.com](http://www.flavorchem.com) | [contact@flavorchem.com](mailto:contact@flavorchem.com) | (800) 4 - FLAVORS

 @Flavorchem

Product images are intended to illustrate trend insights and do not suggest a working relationship between other companies and Flavorchem.



**flavorchem**<sup>®</sup>

&



[www.flavorchem.com](http://www.flavorchem.com) | [info@flavorchem.com](mailto:info@flavorchem.com)



### Headquarters

1525 Brook Drive  
Downers Grove, IL 60515  
(630) 932-8100



### West (USA)

271 Calle Pintoresco  
San Clemente, CA 92672  
(949) 369-7900



### Europe

Vasút utca 42 H-2144  
Kerepes, Hungary  
+ 36 28 509 105



### Asia

Room 212, Floor 2, 696 Weihai Road  
Jing'an Dist, Shanghai, China, 200041  
+86 216 154 5903