

Trending Flavors and Ingredients in Snacks - US - February 2020

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"This Report examines flavor and ingredient trends in the salty snack category, taking a “now, near, next” approach to identify current and future product trends – all based on consumer data.”

- Mimi Bonnett, Director - Food and Drink, Foodservice

This report looks at the following areas:

- In a crowded snack aisle, let flavor be the difference
- Fickle snackers ripe for experimentation
- Next level interests point to consumers looking beyond “basic” innovation
- The future is flavorful

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Source: Lightspeed/Mintel

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Mintel Trend Drivers – Mapping the Catalyst of Change

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