

December 2022

Free-from/Ingredients to Avoid - US

"While labels can be an effective tool for brands to differentiate their products nutritionally, they can also be a portal to additional information and ingredient education. Consumers across age groups are aligned in the need for label clarity, demonstrating a deeply rooted issue that calls for resolution through simplified messaging ...

Trending Flavors and Ingredients in Alcoholic Beverages - US

"Competing in the crowded alcoholic beverage industry and appealing to engaged Gen Z and Millennial drinkers will demand brands to create not only flavorful experiences but also expand the call for healthier options and functional ingredients. Yet, in an economic climate that makes discretionary spending and new product exploration a ...

November 2022

Food and Drink Nutrition Claims - US

"The pendulum is swinging away from the zealous health aspirations of 2020 to reveal what consumers truly want: real food that supports their personal health needs. Clear on-pack food and drink nutrition claims that connect ingredients to tangible benefits will empower consumers to feel in control of their health, while ...

October 2022

Trending Flavors and Ingredients in Dairy - US

"Dairy is a kitchen mainstay being called upon again to help consumers during an inflation-induced return to home kitchens. Despite price increases that outpace other categories, the omnipresence and relative affordability of dairy categories secures their central place on shopping lists. Instead of taking this privileged position for granted, brands ...