

## Trending Flavors and Ingredients in Snacks - US - February 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

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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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Source: Lightspeed/Mintel

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### Mintel Trend Drivers – Mapping the Catalyst of Change

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Source: Lightspeed/Mintel

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Purchase Intelligence

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