

Trending Flavors and Ingredients in Protein: Incl Impact of COVID-19 - US - June 2020

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

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"Even before the events of 2020, consumers were looking for versatility and variety not only from the proteins they consumed, but the recipes, flavors and ingredients used in the preparation process. Flavor innovation will be an important means to keeping consumers engaged and excited at meal and snack time."

– Alyssa Hangartner,
Flavor & Ingredient Trends Analyst

This report looks at the following areas:

- How the COVID-19 pandemic is impacting shopping and consumption trends
- Consumers' go-to flavors for proteins
- Flavors and ingredients to put in the pipeline

Proteins are a staple in the consumer diet and regardless of if they are plant or animal based, flavor is a top priority. Top protein choices are versatile and act as a base for an assortment of flavors for recipes, prepared products, and menu dishes. Consumers are looking for ways to keep everyday proteins exciting for themselves, and their families. Current flavor trends leverage classic and familiar flavor families, but also act as an anchor point for a brand portfolio and a base for innovative flavor combinations. Future flavor innovation must prioritize the mealtime *experience* and leveraging adventure through unique flavors can enhance the excitement of trying something new.

This Report looks across product categories to examine flavor and ingredient trends with proteins to identify opportunities for brands. We take a "now, near, next" approach to consumption and behavior trends, interest and awareness in flavors and ingredients and product development activities that can guide brands now and in the future.

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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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Abbreviations

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