

Trending Flavors and Ingredients in Dairy: Incl Impact of COVID-19 - US - July 2020

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“Dairy food and drinks have a unique distinction: they are perceived to be inherently healthy yet still come with a sense of indulgence. This among other things contributes to the natural versatility consumers find in the category, and one that perhaps stifles flavor exploration.”
 – **Alyssa Hangartner, Flavor and Ingredient Trends Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the dairy market
- Flavor innovation opportunities
- Attitudes about dairy and non-dairy flavors
- Current and future flavor trends within dairy and dairy alternatives

The dichotomy and depth of combined dairy categories have impacted consumer interest in flavor exploration in the dairy space, especially compared to other categories. Half of consumers are steadfast in sticking to flavors they are familiar with, while the remainder are open to innovation in a variety of forms. This Report explores experience and interest in flavor and ingredients on all sides of the dairy (and non-dairy) industry – the sweet and the savory, the food or drink enhancer and the standalone products and those that lean into both territories.

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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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