

Flavor Lifecycles: Incl Impact of COVID-19 - US - December 2020

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This report looks at the following areas:

- Where consumers find and try new flavors
- How flavors emerge and grow within CPG and foodservice
- Barriers to trying new flavors
- Attitudes and behaviors related to new flavors and ingredients
- The impact of COVID-19 on new flavor trial and discovery



"The flavor lifecycle follows flavors and the paths they take through discovery and sometimes reinvention on the possible route to mainstream adoption and the many stops in between."

– Alyssa Hangartner, Flavor and Ingredient Trends Analyst

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