

Trending Flavors and Ingredients in Desserts and Confections: Inc Impact of COVID-19 - US - May 2020

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This report looks at the following areas:

- How the COVID-19 pandemic is impacting shopping and consumption trends
- How brands can help anxious consumers weather tough times
- Consumers' go-to flavors for desserts and confections
- Flavors and ingredients to put in the pipeline



“Consumers are making room for small treats on a routine basis and familiar, comforting flavors are easing consumers through stressful times. As health and wellness trends continue to focus on collective wellbeing, there is room for regular indulgence and healthy innovation as long as brands uphold flavor as a top priority.”

– **Alyssa Hangartner, Flavor and Ingredient Trends Analyst**

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