

Whether it's in food, beverage or alcohol, consumers are constantly seeking healthier alternatives to products they already enjoy. This increased focus on personal "wellness" has resulted in consumers being not necessarily more calorie-conscious, but more ingredient-conscious and aware of what they put into their bodies. Brands that prioritize nutrition or free-from ingredients are more appealing to these consumers.

taste Clementines are famous for being very sweet and refreshing, with less tartness than other orange varieties.

aroma Clementines have a fresh, crisp citrus aroma with a complex and multi-layered sweetness. It possesses the sweetness of a Sweet Orange Rind or Tangerine, but more subtle with almost a touch of floral to it.

flavor combinations

Clementine Cranberry	Clementine Mango
Clementine Ginger	Clementine Creamsicle
Apple Clementine	Spiced Clementine
Pear Clementine	

+15%

average annual growth in food & beverage launches tracked with citrus flavors & an immune health claim.

83%

of consumers globally agree that having a healthy diet can build immunity to help prevent illness and disease.

how
could your
industry better
prioritize or
highlight healthy
products &
ingredients?

As the global population becomes older healthy aging gains in importance as the market prepares to meet consumer demand for healthy & sustainable options.

50%

year over year growth for new products with a clementine flavor.



The inclusion of botanicals in coffee blends is increasingly popular as brands look for ways to elevate their products. These items include everything from lavender flavors to stress-relieving botanicals. Experimenting with beverage flavors and benefits is common among North American consumers who prescribe to "foodie culture." Even in industries where people tend to be somewhat purist, like coffee and tea, many consumers are branching out in order to elevate their daily routines.

taste By itself, the elderflower flavor profile is described as uniquely fresh, fruity, green and slightly floral with subtle pear, lychee and tropical nuances. Elderflower flavors are slowly but surely are making their way into other beverages and foods either on its own or, more frequently, as a background note to familiar flavors like honey, apple, pear, blackberry, strawberry, passionfruit and citrus.

aroma Floral, creamy & 'summery'.

flavor combinations

Blood Orange Elderflower	Blackberry Peach Elderflower
Elderflower Vanilla	Blueberry Elderflower
Grapefruit Elderflower	
Elderflower Lime	

71%
of consumers choose products that positively boost their nutrition or benefit how their body functions.

55%
of new product development beverage launches, in the last 2 years, have had a floral flavor.



Floral ingredients are being incorporated into flavor combinations in food & beverages since their tonalities can offer new experiences, aromas and healthy connotations. Botanicals stand out as an immunity ingredient because they can add a functional health benefit while also adding color and flavor.

how is
your brand
catering to
its more
experimental
customers in
the form of
botanical
flavors?

star fruit apricot

INNOVATIVE

With the pandemic putting a halt to many people's travel plans over the past year, consumers are craving new experiences, unique products, and more adventurous flavor profiles. Brands can help consumers ease into more adventurous food and beverage options by combining familiar flavors or applications with more exotic or unexpected ingredients/flavors.

how
can your
company
conceptualize a
hybrid product
to capture
consumer
attention?

taste Apricots are smooth, juicy, tender, and sweet, with just a bit of tartness at the end. The flavor is often described as being somewhere between a peach and a plum. Where as star fruits have been said to taste similar to a mix of fruits like grapefruits, oranges, apples & pears.

aroma Apricots can be lush and sweet, or bitter, like the extract of the apricot kernel (*think of an Amaretto-ish bitter almond scent*). While star fruits have a fresh and sour fruity note, with a hint of citrus and green.

flavor combinations

Starfruit Pineapple

Starfruit Kiwi

Strawberry Starfruit

Apricot Ginger

Cranberry Apricot

Apricot Mint

Raspberry Apricot

Exotic fruits offer a unique taste to beverage applications, although sometimes consumers are hesitant to try something they have never heard of before. Pairing an exotic fruit with a domestic fruit makes the beverage a bit more enticing to try since it offers familiarity with a twist.

63%

of global consumers find exotic foods & beverages from all over the world appealing.

74%

of global consumers say they like products with new, unusual tastes.

3 out of 4

consumers express a preference for strong, novel and varied flavors.



coconut caramel cookie

INDULGENT

Now more than ever, consumers are drawn toward comfort foods and beverages. Many are leaning towards more rich, indulgent flavors within certain beverages since it provides the taste of their favorite pastime, desserts or snacks without the loaded calories that would come with it. Nearly a third of global consumers have increased their preference for nostalgic and traditional flavors in the beverage category.

taste Just like the classic cookie we all know and love, the taste of shortbread cookie topped with chocolate, caramel, and toasted coconut for a sweet, creamy, indulgent finish. Coconut flavors continue to be used across a variety of applications in connection with coconut's health benefits – including bone health, metabolism, and cell protection from antioxidants.

aroma Sweet aroma of chocolate and rich caramel with a hint of toasted coconut.

flavor combinations

Salted Caramel Cookie	Chocolate Caramel Pecan
Sea Salt Chocolate	Cookie Dough
Toasted Coconut	Spiced Gingerbread
Coconut Macaroon Cookie	Oatmeal Cream Cookie

71%
of US consumers enjoy things that remind them of their childhood.

7 in 10
consumers agree they like flavors reminiscent of their past or childhood.

what
novelty or
indulgent
flavor can
your brand use
for its next
offering?

Consumers will find comfort in familiar and warming flavors, while taking a more proactive approach to nourishing their bodies and minds. However, balancing flavor with functionality is key – consumers ultimately want products that deliver to all the senses, from taste and texture to natural or clean label positioning.

35%
of Gen Z are interested in more indulgent flavored coffee/tea drinks.

