

# TASTE BUD TEMPTATIONS

**A Guide  
To 2023  
Flavor Trends**



As brands attempt to make the best possible product to stand out above the competition, factors such as functionality, convenience, and flavor become key differentiators. In fact, according to a recent survey from FMCG Gurus, 87% of consumers consider flavor influential when choosing food and drink products<sup>1</sup>. That's why at Prinova, we strive to stay on top of flavor trends, helping you create custom flavor solutions your customers will love. This year, we identified five major trends we see influencing flavor creation over the next year.

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# International Comfort Flavors

As the world becomes increasingly connected, people are becoming more adventurous with their tastes in food and beverages. This is especially true when it comes to desserts and comfort foods, where unique and unexpected flavors are becoming more and more popular. Additionally, the increasing availability of international ingredients has made it easier for consumers to experiment with new flavors in their cooking, only adding to the international flavor craze.

A recent survey from FMCG Gurus proved this trend to be more than just a fad with 74% of consumers stating they like food and drink products with new and unusual/exotic flavors, and 85% claiming they like to try new flavors from around the world'. This shows that there is a growing interest in international cuisines and a willingness to experiment with different flavors.

The past few years we have seen the comfort flavor trend take off, as consumers looked for moments of indulgence for reward and escapism purposes. We see this trend combining with consumers desire for international flavors, creating a new twist on the comfort flavor trend. Moving into 2023, look for an increasing number of international comfort flavors to be launched into food, beverage, and nutrition products.

## Trending Flavors for 2023:

### Mangonada

Paletas are a popular Mexican dessert that pack a big flavor punch. Paletas come in many flavors but the flavor combo we hold in highest regard is called the Mangonada. This frozen treat combines the flavors of mango, chamoy, and chili lime spice garnished with candied tamarind.



### Baklava

This flavor based off the popular Mediterranean dessert has notes of honey, sweet pastry and a slightly nutty flavor.



### Mochi Donut

Indulgent mochi flavors will continue to grow in 2023 with options like strawberry funnel and milk cereal recently being launched in trendy mochi donuts.



### Banoffee Pie

Based off the British dessert, look for flavors of banana, whipped cream, and thick caramel with a buttery biscuit base to please the taste buds.



### Coquito

This flavor mimics the traditional Puerto Rican Christmas drink that tastes similar to eggnog, but with a coconut twist from its base.





## Familiar Flavors Reimagined

Recently, there has been a trend of brands tapping into the nostalgia of adult consumers by re-introducing popular flavors from the 80's and 90's. These flavors, which were once popular among kids and young teens, are now being reimagined into new products and marketed towards an older audience.

This is in part due to the fact that 76% of US consumers aged 25 to 44 said they liked products that reminded them of the past<sup>2</sup>. Examples of this trend we have seen this past year include Kellogg's relaunching grape-flavored Pop-Tarts, a Bubbleicious personal care scented line, and Pizza Hut relaunching the 80's favorite Edge pizza.

Looking forward, we expect this trend to continue, as brands look for new ways to make emotional connections with their customer base.

### Trending Flavors for 2023:



#### Retro Candy Flavors

These flavors can be given a new life when used in sweet-flavored beverages or desserts. Examples include sour gummies or sweet red fish.

#### Fruity Cereals

Not just for breakfast, these delicious flavors can be reimagined into ice cream or other desserts for a late-night snack. Mixed fruity flavors provide a delicious taste that can be used in many applications.



#### Carbonated Creations

Classic soda flavors such as cherry cola and lemon-lime have been used in confectionery for decades. The past year we have seen these flavors move into new formats such as alcohol. Expect this trend to continue branching into new applications.

# Booming Botanicals

Changing consumer interests have led to an increase in functional food, beverage, and nutrition products, as consumers look for new ways to improve their health and overall wellbeing. This has led to an increase in botanical ingredients being used in new formulations to add functionality to a product.

To go along with this trend, we have seen an increase in the number of botanical flavors being used, to help products appear healthier. Consumers have shown positive favor in this growing category as well, with interest in botanical flavors growing 31% over the past two years<sup>3</sup>.



Botanical flavors can range from fruity and sweet, to savory and spicy, and often add a bit of positive flavor complexity to a product when combined with other flavors.

## Trending Flavors for 2023:



### Elderberry

Piggybacking off the immunity trend, elderberry flavor has seen growth as the number of supplements with elderberry extract also rises.

### Ginger

Ginger provides a slightly spicy note that pares well with different citrus flavors to price a bright and slight spice taste.



### Mint

Mint is a great flavor for adding freshness to a product to create a light-tasting refreshing experience.

### Chamomile

Chamomile has been used as an ingredient in many calming products along with the flavor to provide a relaxing experience.



### White Tea

Tea has experienced positive growth with consumers looking for natural ways to provide energy during the day, or experiencing calming effects at night.

## Flavor Fusion

Consumers are continuing to seek out new and exciting taste experiences, which has many people turning to innovative flavor combinations to satisfy their desires. A great example of this is fusing different flavor types together, such as sweet & sour or sweet heat.

Spicy honey is one new flavor that has benefitted from this trend, with consumer interest growing 53%<sup>2</sup>. In addition, bakery products have also benefitted, with Mintel reporting a 138% increase in spicy flavors on bakery menus in 2022<sup>4</sup>.

Global cuisine has been a major influence on this flavor category, with flavors such as yuzu, Thai chili, or soy sauce often times providing the flavor fusion twist.

### Trending Flavors for 2023:

#### Hot Honey

Now a widely popular condiment, look for this flavor to be used in new food and beverage launches on store shelves.



#### Salted Fruit

Flavors like salted margarita have been popular for a while, but with the growing hydration beverage trend, we are seeing new fruit flavors combined with a salty taste.

#### Mango Habanero

What started out as a popular chicken wing sauce has seen new life in margaritas, confectionery, and even frozen dessert applications.



#### Sweet & Sour Candy

We have seen many popular sweet and sour candy flavors launch into pre-workouts, but this flavor combination is now branching out into other dessert and beverage products.

# Premiumization Evolution

Offering a premium product or experience is one method many brands have used to gain customer appeal. The premium experience for food, beverage, and nutrition products has shifted recently in an attempt to stand out from competitors even more. In the past, calling out an origin like Madagascar vanilla, or Arabica coffee bean, while providing a great-tasting flavor was enough to be considered premium, but now many brands are turning to unique taste experiences, or limited-time-offerings to keep their premium appeal.

An example of the premiumization evolution trend is a brand no longer offering a peanut butter and jelly flavored ice cream, but for a select time offering a vanilla ice cream with real pieces of a peanut butter and jelly sandwich in it. Not only does this create a new taste experience, but the limited time appeal increases the urgency to try the product as well.

We have also seen this trend catch on in the yogurt category, where adding real bits of chocolate is seen as a more premium offering than just a chocolate flavored yogurt. The base flavors of the offerings are still extremely import, but adding the extra bit of real product take these premium products to a new level.

## Trending Flavors for 2023:

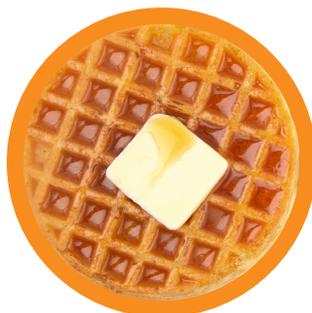


### Salted Caramel Cappuccino Cheesecake

A twist on a traditional favorite, cheesecake, this flavor adds a salty brown note with a bit of coffee flavor to create a delicious combo.

### Maple Syrup with Waffles

For those who like breakfast anytime. Pairing last years fall favorite, maple, with a waffle flavor creates a treat good for any time of day.



In 2023, this trend will not only continue, but also start branching out into even more categories. Expect an increasing number of food and beverage categories embracing regionality in their products, as well as launching more small-batch and limited-time-offering flavors.



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