



# 2021 TREND FORECAST

Transparently Delicious®

NEXT INSTORE

Next Instore reflects the macro trends that inspire new product development and innovations in food and beverage products.



## A Better Us

We all strive for self improvement, so let's start with what sustains us. From organic offerings to clean and clear labels, sustainable packaging and beyond, the food industry is adapting to consumer demand for more personalized and sustainable options.

### Key Elements

Healthier Comfort Food  
Immunity Focused  
Individualized Functionality  
Greater Transparency  
Stacking Benefits



## Borderless Taste

Taste has gotten bigger as the world has gotten smaller. Thanks to improvements in global communication along with consumers access to exotic ingredients, cooking techniques and recipes the flavors of the world are more available than ever.

### Key Elements

A More Regional Approach  
Virtual Global Food Influences  
Food Experimentation in Delivery & Home Cooking



## A Growing Palate

Basic taste has grown up. Flavor profiles that were once avoided or thought too niche for large brands have surprised the market and found commercial success. Taste profiles like bitter, sour and umami, that were once an afterthought, are now active discussions in new product development.

### Key Elements

Stepping Up Umami  
Sour Continues to Evolve  
Sensorial & Cooking Cues  
A Botanical & Herbal Infusion  
Younger Adaptation



## Toying With Emotions

The integration of online culture and social media has changed the way consumers are interacting with food. Food and drinks that appeal beyond taste and onto an emotional, visual or creative level are flooding social media and in return expanding into foodservice and then landing in retail spaces.

### Key Elements

Interactive & Playful Formats  
Eyecatching Applications  
Fun & Healthy  
Pulling on Nostalgia  
Gamer Influenced



## A Little Off-Base

As functionality continues to change the food and beverage landscape, it has carved an expanding path of consumer flavor interaction and acceptance. The rise of "alternative" products has evolved flavor masking into flavor mimicking finding flavor optimization to fill in the gaps of new products.

### Key Elements

Plant-Based Complexity  
Hybrid Products  
Transparency Challenges  
Functional Notes  
Sweetness Modification

INNOVATORS IN NATURAL AND ORGANIC FLAVORS FOR OVER 35 YEARS

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