



2023 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

Financial & Mental Health
Upcycled Sustainability
Mindful Alcohol & Alternatives
Functional at the Forefront
Organic Fundamentals



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

Tropical & Exotic Flavors
Category Blurring
Regional & Varietal Flavors
Speed of Information
Heritage Spotlights



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

Added Complexity
Sweet & Savory
Functional Botanicals
Adult Focused
Sensorial Attributes



Toying With Emotions

Online culture and social media has changed the way consumers are interacting with food. Food and drinks with emotional, visual or creative appeal are flooding social media, and in return expanding into foodservice and

Key Elements

Modern & Authentic Nostalgia
Function You Can Feel
Food Presentations
Media Pairing
Co-branding



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

Functional Changes
Plant-based Evolution
Sugar Alternatives
Maintaining Authenticity
Cost Savings

INNOVATORS IN NATURAL AND ORGANIC FLAVORS FOR OVER 40 YEARS

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