



2024

TREND

forecast

The Flavor Producers Difference

For over four decades, Flavor Producers has been expertly crafting natural and organic flavors. We're renowned for our creative spirit, industry-leading order fulfillment, accessible minimums, and a wide array of delicious options, making it easy for our customers to succeed.



INDUSTRY LEADING ORDER FULFILLMENT

Best in Class
9 - Business Day Lead Time on Liquid MTO Deliveries

Rütz TrüBrüz
Unique Transparent Technology



OVER 5,000
Organic Certifiable Flavors in our Library

OVER 40 YEARS
As Pioneers in Plant-based, Natural and Organic Flavors



TRANSPARENT & TASTEFUL TECHNOLOGY INVESTMENTS

Supported by Extensive Regulatory & Sensory Experience



INDUSTRY LEADING ORDER FULFILLMENT
Best in Class MTO Deliveries



100+ YEARS
of Plant-based Flavor, Extract & Essence Expertise



Leader in the Taste of Vanilla from Natural extracts to Organic Flavors



CALIFORNIA GROWN

Founded in Los Angeles in 1981, Flavor Producers expanded to 3 U.S. production sites and 3 R&D centers in North America

Peelz Oatz

Rooted in Nature Flavor Delivery Options



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Macrotrend Platform

Next Instore embodies the macro trends that drive innovation and inspire new product development in the food and beverage industry. Flavor Producers specialize in creating natural, organic, and transparent flavor options, crafted to enhance the sensory experience and cater to consumer preferences.



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.



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.



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 part of the discussion in new product development.



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 landing in retail spaces.



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.

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2024 Overarching Trend: An Alien Atmosphere

Uncertainty pervades every facet of life, extending from financial instability and worldwide unrest to the rise of AI, an impending presidential election, and a multitude of other external forces. Individuals consistently grapple with the ongoing task of protecting their personal lives from the uncertainties originating in the world around them

- Food & Beverage Escapism
- Personal Functionality & Mental Health
- Stay-flation: The New Norm
- A Private Label Generation



Quality & Inflation: A New Private Label Generation

Real Struggles

37% of participants in Dunnhumby's latest Consumer Trends Tracker **said they have cut or skipped meals because they did not have enough money to buy food.**

That number shoots up to 42% for people with children at home a first since the tracker's inception.

Source: [Dunnhumby/Grocery Dive](#)



Trading Down

of North American **consumers reported that they had traded down on groceries** over the past three months, four points higher than the same survey conducted during January of 2022.

Source: McKinsey, [The state of grocery in North America 2023](#)

Exceeding Expectations

“Store’s own foods are equal or superior in quality to branded products.”

83%
of overall consumers

“Store’s own foods offer similar or superior value for money to branded products.”

89%
of overall consumers



Source: McKinsey, [The state of grocery in North America 2023](#)



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Mental Games & Countering the Insecurity



Building Pressure

Nearly half of Gen Zs (46%) and 39% of millennials say they feel stressed or anxious at work all or most of the time.

Source: [Deloitte Global 2023 Gen Z and Millennial Survey](#)



Emotional Generation

What aspects have you engaged in most in order to live healthily in the past 12 months?

(Top responses for Generation Z)
(Average: 11 countries) (2023)

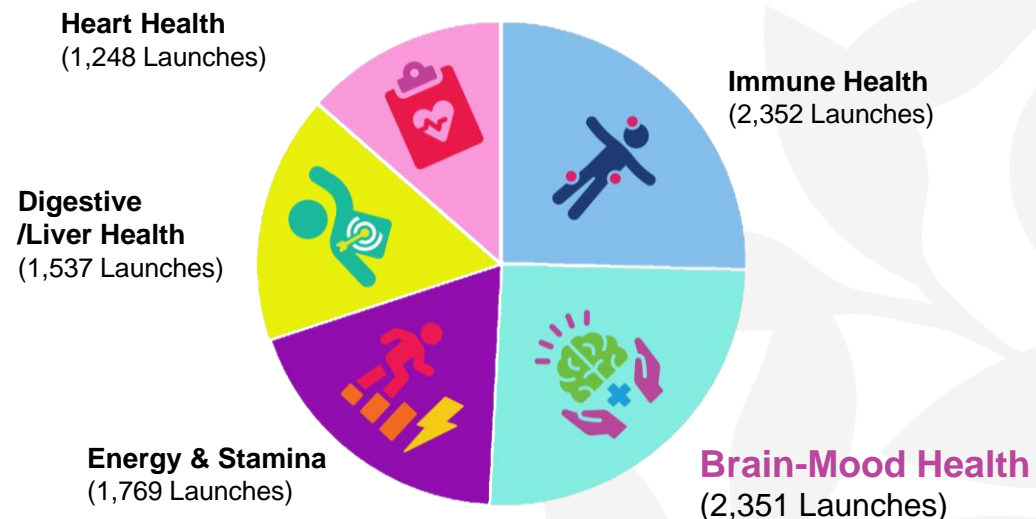
1. Looking after my mental/emotional health
2. Taking regular physical exercise/activity
3. Eating a healthy, nutritious diet

Source: Innova Lifestyle & Attitudes Survey 2023

Mental Enhancement

The U.S. supplement category is responding to the increase in mental/emotional health as new product launches focused on **brain/mood health** are on pace to be the **biggest subcategory** going into 2024.

U.S. Top New Supplement Launches, by Subcategory: Jan 2023 - November 2023



Source: Innova Product Database

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2024 Trend: Retro Futurism

Drawing inspiration from the past while incorporating modern conveniences, retro futurism is not an entirely new concept, but it's gaining more attention in 2024. Whether it's in car design, fashion, music, or food, nostalgia has a significant presence in today's society and is becoming more prominent through the influence of social media and product launches.

- Nostalgic Pop
- Functionally For Fun
- Flash Trends Forward
- Sustainable Service

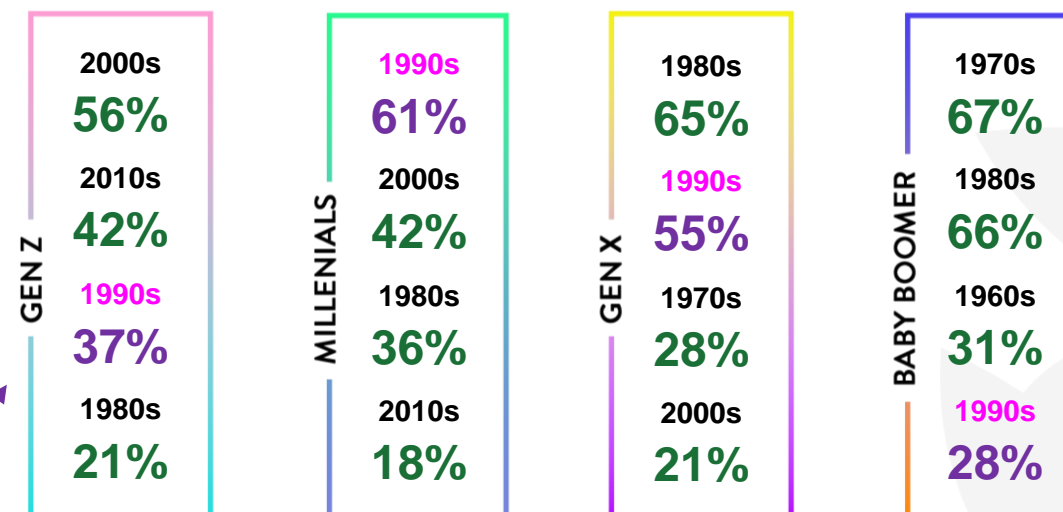


Driving Nostalgia: 90s Strong, 00s Long

Generationally, Gen Z is the most
*nostalgic (15%) although Millennials
are not far behind (14%) them.

*Q: Would you rather think about the past rather than the future?

Percent of people who feel nostalgic for media of the following time periods.



Experience Not Needed

Gen Z is unique in its nostalgic aspects, as nearly 1/3 of the generation reports being nostalgic to media from the 1990s even though the majority were born in the 2000s.

The 1990s also have the greatest crossover appeal of all the generations analyzed.

Source: GWI, [How are Gen Z and millennials driving nostalgia?](#)

Energized Nostalgia

The energy drink category remains a leader in driving nostalgia. The image to the right showcases all the new U.S. energy drink products launched with a nostalgic profile in *2023 (YTD).

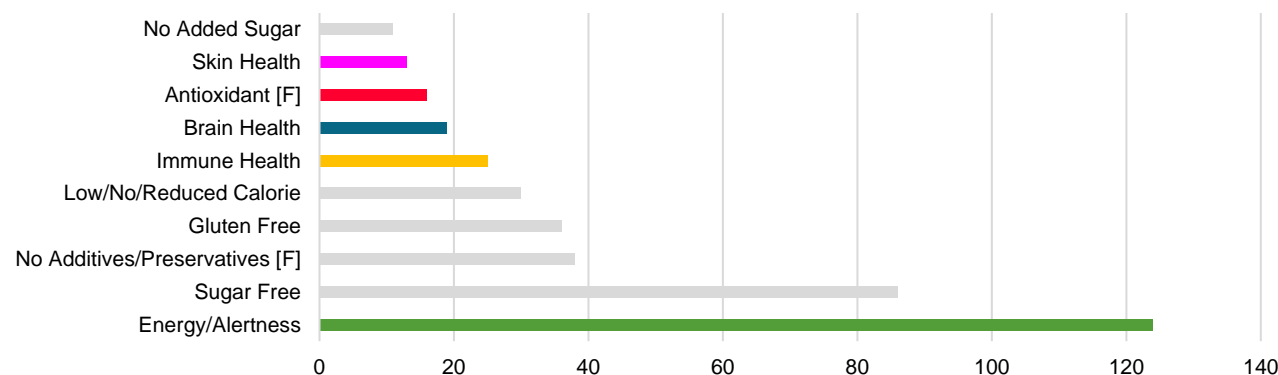
23.3%

of all new energy drinks launched in the U.S. had a nostalgic flavor profile.

Rising Fun: Flavors in Energy

- Blue Raspberry
- Candy (Generic)
- Gummies
- Ice Pop / Red White & Blue Pop
- Slushy
- Sour Gummies

More Than Energy: Top Subcategories



*Source: Innova Market Insights Database, U.S. New Energy Drink Launches, Jan 2023 –Nov 2023



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2024 Trend: The Rise of Artificial

Technology is swiftly reshaping consumers' perceptions of artificial products. While Artificial Intelligence (A.I.) often takes the spotlight in most discussions, behind the scenes, new technologies in food and beverage ingredient manufacturing are blurring the distinction between man-made and natural.

- Plant back in Plant-based
- Revolt or Revolution: Robots & A.I.
- Sustainable Fermentation / Animal Free
- Modern Price Pressures
- The Science of Weight Loss



Digital Frights or Delights

The Rise of the Machines

85%

percent of retailers reported experimenting with new technologies to improve the customer experience.

35%

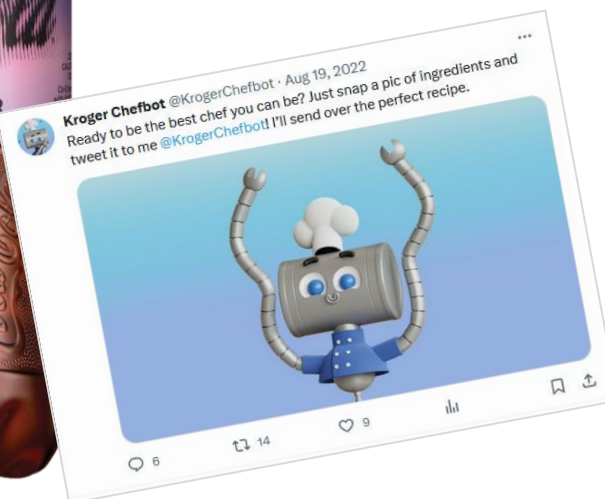
percent of suppliers are using AI to better harness customer data.

Source: McKinsey, [The state of grocery in North America 2023](#)



Coca-Cola launched Y3000 a limited time flavor that utilized A.I. to build its futuristic flavor profile.

Kroger Launched Chefbot on X (Twitter) where you can take a picture of ingredients and it will use A.I. to craft you a recipe.



A.I. Goes Creative

Artificial intelligence is making its mark in the creative realm as brands delve into its application in the food and beverage industry. While certain AI-driven innovations may appear somewhat gimmicky, others are positioning their products as a wellspring of inspiration and enhanced convenience.

*This text was edited and enhanced with OpenAI's ChatGPT AI-powered Language Model

DNA or DN-Whey: Precision Fermentation

While lab-grown meats have not reached mainstream scalability, an adjacent category of Animal Free products containing whey proteins are trickling into your store shelves.

PERFECT DAY®

Perfect Day is licensing its precision fermentation technology to large scale and emerging brands and along the way establishing new category of animal free whey protein products.



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2024 Trend: The Next Frontier

Food and beverage offerings in the United States are undergoing unexpected transformations, as they shift established flavors and ingredients into unconventional applications and showcase exotic flavors and functionalities from around the world.

- Savory Sensationalized
- Shock & Awe
- Seeking Out Food Culture
- Alcohol Alternatives & New Generation Cocktails
- Exclusivity & Limited Time



Flavor Innovation is Driving Younger Generations

What are the most important drivers of enjoyment and pleasure in food for you...
(Generation Z/Millennials) (11 Countries, 2022)



1. New Taste



2. Sweetness



3. Interesting/Enjoyable Texture

EXCLUSIVE

4. Exotic/Exclusive Ingredients/Brand

Source: Innova Lifestyle & Attitudes Survey 2022

How likely are you to make a one-time impulse purchase when the food or beverage product is...
(Gen Z) (NOAM, 2023)



1. Innovative Flavor/Taste



2. Promoted with Free Samples

EXCLUSIVE

3. Limited Edition



4. Advertised Appealingly

Source: Innova Trends Survey 2023

Exploring New Territories: Next Generation Savory

Non-traditional savory categories are taking more interesting cues from the culinary world.



Jonny Walker partnered with Michelin star chef Kei Kobayashi, to craft a blend showcasing the flavors of umami in a premium scotch whisky.



Aura Bora is jumping into the alcohol alternative cocktail space with a take on a martini that features Graza Extra Virgin Olive Oil.



Van Leeuwen's continues to push the envelope in the ice cream with its two newest offerings featuring the flavors of Hidden Valley Ranch and dill pickle

A Global Foodprint – Tracking Inspiration

Taste Traveling

47%



of US travelers have booked a destination based on a specific restaurant they wanted to visit.

- 37% say it's something they'd like to do.
- 27% of US travelers say eating the local cuisine and trying authentic food is one of their most popular activities.

Source: SkyScanner, [7 Travel Trends for 2024](#)

Global Interest

Top 5 most talked about cuisines with year-over-year growth in social conversations

CUISINE	SHARE	YOY GROWTH
1. Mexican	3.9%	+2.41%
2. Asian	3.84%	+1.73%
3. Latin American	2.61%	+0.26%
4. South East Asian	1.06	+3.37%
5. German	0.96%	+0.46%

Top 5 fastest rising cuisines in social conversations

CUISINE	SHARE	YOY GROWTH
1. Javanese	<0.01%	+114.14%
2. Uyghur	<0.01%	+113.60%
3. Peruvian Chinese	<0.01%	+110.82%
4. Himalayan	0.01%	+106.25%
5. Micronesian	<0.01%	+94.29%

Source: Tastewise, Nov. 2023

Fastest Rising Exotic Fruit Conversations: Food & Beverage

Food



Saba Banana

45.1%

Social YoY Growth



Blue Banana

20.2%

Social YoY Growth



Mangosteen

14.9%

Social YoY Growth



Salak (Snake Fruit)

14.1%

Social YoY Growth



Ataulfo Mango

12.1%

Social YoY Growth

Beverage



Red Banana

92.3%

Social YoY Growth



Ataulfo Mango

77.7%

Social YoY Growth



Honeyberry

58.8%

Social YoY Growth



Ume Plum

44.1%

Social YoY Growth



Blue Banana

42%

Social YoY Growth

Source: Tastewise, Nov. 2023

*Tastewise is a food and beverage research platform that utilizes A.I. to analyze billions of data points collected from social media posts, blogs, recipes and restaurant menus to give relevant and actionable insights to help guide product development.

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2024 Macrotrend Key Elements

FP 2024 TREND Forecast

A Little Off-Base

- Functional Morphs
- Animal Free
- Private Label: Equal or Better
- Price Sensitivity
- Science of Diet



A Better Us

- Financial & Mental Health
- Artificially Better
- All In One: Stacking Benefits
- Mindful Generations
- Sustainability Forward



Borderless Taste

- Escapism
- Blurred Vision
- Getting More Exotic
- Flash Trends Forward
- Seeking Out Culture



A Growing Palate

- Savory Sensationalized
- Shock & Awe
- Ferment My Heart
- Textural Teasing
- Adult Focused



Toying With Emotions

- Poppy Nostalgia
- Make My Mood
- Exclusivity & Limited Time
- Getting Funky



Let's Stay in Touch!





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