

2023
TASTE AND NUTRITION CHARTS
UNITED STATES

KERRY



FORCE for CHANGE



A FORCE for CHANGE

We believe anything is possible. Including bringing great-tasting sustainable nutrition to two billion consumers by decade's end. But we can't do it alone—and thanks to you, we don't have to. Together, we can be a Force for Change in the industry, creating food and beverage products that are better for people and the planet. When our passionate innovators co-create with yours, the possibilities are limitless. Let's work together, and be a Force for Change.






Delicious and Sustainably Nutritious

The 2023 Kerry Taste and Nutrition Charts are your guide to delivering delicious food and beverages people can feel good about.

Our insights come from tracking menu trends, product launches and ingredient labels; listening to consumer preferences and scanning social media chatter; proprietary research and an analysis of the thousands of new product launches we're supporting across the globe.

With the support of our insights teams, marketers, chefs, baristas, nutritionists and more, we're able to make well-founded predictions about future flavor and health ingredient preferences.





Using the 2023 Charts

Our comprehensive taste and nutrition charts are designed to inspire food and drink innovations that surpass consumer demands for nutrition and deliver unforgettable taste experiences. Our charts cover the regional and local preferences of consumers across the world.

The charts are categorized by:

1. **Taste**, including flavor recommendations across: Sweet, Salty Snacks, Savory, Cuisine, Hot and Dairy-based Beverages and Cold and Water-based Beverages
2. **Nutrition**, showcasing mainstream to emerging nutritional trends and claims
3. **Ingredients**, including emerging and long-standing ingredients

The charts span four phases of adoption:

- **Mainstream**: Top 10 flavors/claims for the last 5 years
- **Key**: Next 15 flavors/claims for the last 5 years
- **Up and Coming**: Top 20 fastest growing flavors/claims in the last 3 years
- **Emerging**: Top 20 fastest growing flavors/claims within the last year

Tracking the Proliferation of Sriracha

Kerry studies the progression of hundreds of trends over time. For example, here is a look at how Sriracha has grown and how Kerry tracked its rise over the years. From a condiment and a single flavor, Sriracha has blended with other flavors and inspired innovation across food and beverage categories.

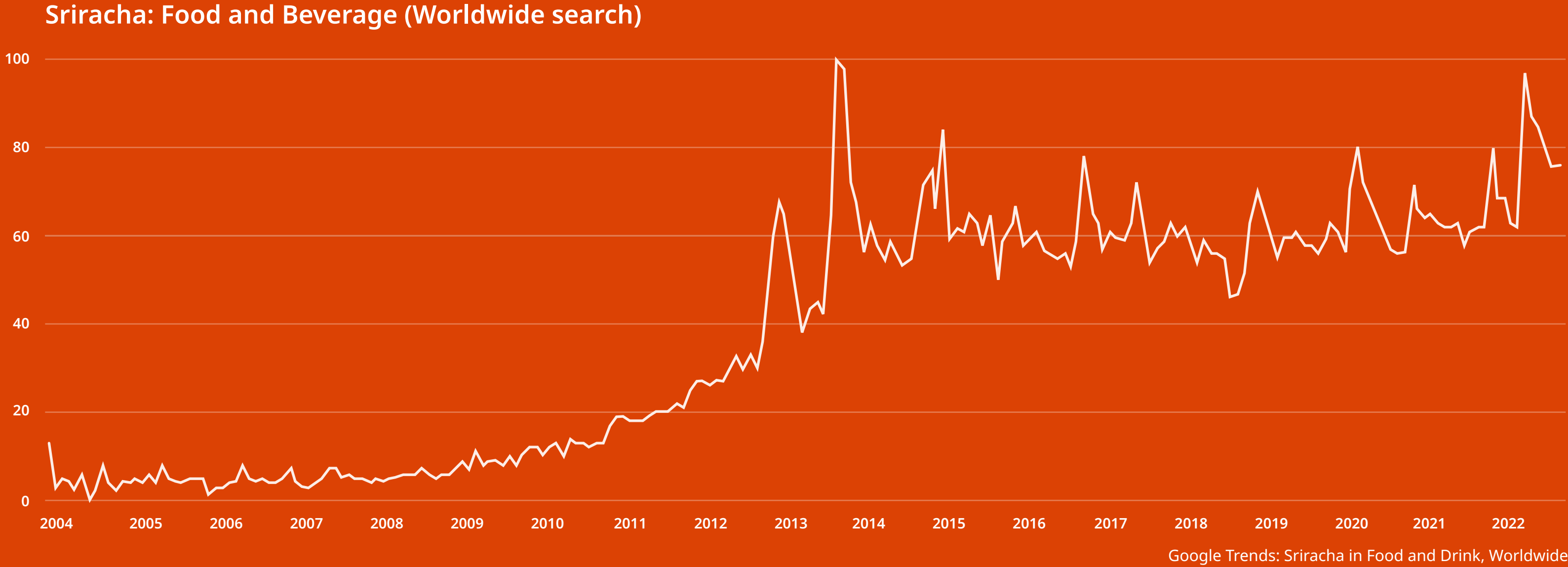


In 2012, over **20 million bottles** of Sriracha were sold, and today that iconic green and red bottle has amounted to **\$150 million in annual sales** (or approximately 40 million bottles).

Sriracha Lifecycle – Growth Over Time

Sriracha has become a worldwide phenomenon, with the iconic spicy condiment appearing across the world as a popular flavor in various food and drinks.

From its authentic beginnings in Thai culture, Sriracha also tracked from an emerging flavor to a mainstream must-have on Kerry’s Taste Charts over the years.



Appearance in Kerry Taste Charts

| | | | |
|---|--|--|--|
| USA 2018 Emerging Sweet Key Culinary Key Salty Snacks | | USA 2019 - 2020 Key Salty Snacks Key Savory | USA 2021 Emerging Sweet Key Salty Snacks Key Savory |
| Canada 2018 Emerging Sweet Up and Coming Culinary Key Salty Snacks | Canada 2019 Key Salty Snacks Up and Coming Savory | | Canada 2021 Key Salty Snacks Up and Coming Savory |
| | | | LATAM 2021 Mexico Emerging Salty Snacks Cacar Key Salty Snacks |
| Europe 2018 Up and Coming Culinary | Europe 2019 Key Culinary | Europe 2020 Up and Coming Salty Snacks Mainstream Culinary | Europe 2021-22 Up and Coming Salty Snacks Up and Coming Culinary |
| APAC 2018 Up and Coming Culinary | APAC/SEA/MENAT 2019 Up and Coming Salty Snacks, Savoury | | APAC 2022 Emerging Salty Snack |

Sriracha product launches have **grown 45%** between 2007 and 2021 worldwide.

INNOVA PRODUCT LAUNCH DATABASE 2022

EXPERT PICK | BLACK SESAME

Soumya Nair

Global Insights and Consumer
Research Director

Madison, Wisconsin, USA

“While the world rediscovers sesame, it ticks the box of comfort, nostalgia, authenticity, adventure and even nutrition among flavors and ingredients. Our team at Kerry identifies it as an emerging flavor in savory and sweet across several countries and regions, and the versatility of sesame lends itself to creative uses. It was certainly the star ingredient of my holiday bakes – adding savoriness to brownies, a creaminess to salad dressing and lifting my morning protein smoothie. I have been experimenting myself with its bolder close cousin – the black sesame – as a crunchy coating to my chicken tenders and a savory topping on breads and cakes. I’ve even used it to reinvent a very dear Indian sweet treat – the sesame chikki, laddoo, and gajak.”





TOP 10 FLAVORS FOR THE PAST 5 YEARS

Mainstream

| | | |
|----------------|-----------|----------------|
| Milk Chocolate | Almond | Dark Chocolate |
| Strawberry | Caramel | Cinnamon |
| Vanilla | Blueberry | |
| Peanut Butter | Coconut | |

NEXT 15 FLAVORS FOR THE PAST 5 YEARS

Key

| | | | |
|--------|----------------|---------------|---------------------------|
| Cherry | Salted Caramel | Hazelnut | Cookies and Cream |
| Lemon | Mint | Maple | Pumpkin/ Pumpkin Spice |
| Orange | Honey | Peppermint | |
| Fudge | Banana | Cocoa | |
| | | Birthday Cake | |

20 FASTEST GROWING FLAVORS FOR THE PAST 3 YEARS

Up and Coming

| | | | |
|-----------------|---------------|--------------------|--------------------|
| Cappuccino | Lime | S'mores | Sea Salt |
| Brown Sugar | Brownie | Cookie Dough | Strawberry & Cream |
| Gingerbread | Passion Fruit | French Vanilla | Butterscotch |
| White Chocolate | Cheesecake | Madagascar Vanilla | Raspberry |
| Grape | Pineapple | Marshmallow | Bacon |

TOP 20 FASTEST GROWING FLAVORS LAST YEAR

Emerging

| | | | |
|-------------------|-------------|--------------|---------------|
| Cream Cheese | Churro | Black Cherry | Pecan Nut |
| Truffle Chocolate | Green Apple | Key Lime Pie | Tangerine |
| Dulce de Leche | Lemonade | Nougat | Toffee |
| Pomegranate | Wildberry | Fig | Watermelon |
| Buttermilk | Matcha Tea | Blackberry | Macadamia Nut |

EXPERT PICK | GUAVA

Patricio R. Lozano, PhD

Director of Taste Creation
for North America

Madison, Wisconsin, USA

“The taste of guava, or guayaba as we call it, brings me back to my childhood in South America, where guava is used extensively in beverages, sweets, ice cream and pastries. I still remember picking up ripe, yellow fruit that had dropped from the tree on the way back from the soccer field. It was a juicy dessert after a few hours of running. As a flavorist, recreating the taste experience of guava is about balancing the fruity, fleshy, pear-like and floral components with some sulfur and sweet and creamy notes. I am happy to see those familiar notes entering the U.S. beverage and sweet markets, and it is an honor for my team to mimic that tropical experience.”



TOP 10 FLAVORS FOR THE PAST 5 YEARS

Mainstream

| | | |
|----------------|----------------|--------|
| Cheddar Cheese | Garlic | Butter |
| Sea Salt | Honey | Ranch |
| Barbecue | Jalapeño Chili | |
| Hickory Smoked | Lime | |

20 FASTEST GROWING FLAVORS FOR THE PAST 3 YEARS

Up and Coming

| | | | |
|---------------------------------|------------------------------|------------------------|---------------------------------|
| Honey Mustard | Apple | Himalayan Salt | Tangy Barbecue (South Carolina) |
| Toffee | Wasabi | Smoky Barbecue (Texas) | Chipotle Chili |
| White Chocolate | Sweet Barbecue (Kansas City) | Mozzarella Cheese | Pumpkin/ Pumpkin Spice |
| Dill | Habanero Chili | Tomato | Romano Cheese |
| Spicy Barbecue (North Carolina) | Parmesan Cheese | Buffalo | |
| Peanut Butter | | | |

NEXT 15 FLAVORS FOR THE PAST 5 YEARS

Key

| | | | |
|--------------------|----------------------|---------------|----------------------|
| Milk Chocolate | White Cheddar Cheese | Cinnamon | Rosemary |
| Caramel | Dark Chocolate | Nacho Cheese | Salt & Vinegar |
| Sour Cream & Onion | Coconut | Black Pepper | Sour Cream & Cheddar |
| Onion | Teriyaki | Sweet & Salty | |

TOP 20 FASTEST GROWING FLAVORS LAST YEAR

Emerging

| | | | |
|---------------------------|---------------------|-------------------|---------------------------|
| Birthday Cake | Maple | Soy Sauce/ Tamari | Taco Flavoring/ Seasoning |
| Caramelized Onion | Bacon | Asiago Cheese | Gouda Cheese |
| Sesame | Roasted Bell Pepper | Truffle Mushroom | Salsa |
| Sweet Heat/ Sweet & Spicy | Korean Barbecue | Mango | Basil |
| Peppermint | Feta Cheese | Salted Caramel | Churro |

EXPERT PICK | DULCE DE LECHE

Isabelle Lesschaeve

Global Head of Sensory Science
Atlanta, Georgia, USA

"I first tasted dulce de leche in France, when working at the National Institute for Agricultural, Food and Environmental Research, which is the equivalent of our USDA in the U.S. One of my sensory panelists, who was born in Argentina, brought me a jar of this gooey and flavorful paste that she made at home. I fell in love and added it to my plain yogurt every day until the jar was empty. As a sensory and consumer scientist, I think the appeal of dulce de leche comes from its duality of being novel and exotic by its name while being familiar and comforting by its taste. I've begun to see it in yogurts and ice creams and sweets, but as it gains recognition it will be interesting to see how else it is used, such as by culinary teams that want to add complexity to a dish."





TOP 10 FLAVORS FOR THE PAST 5 YEARS

Mainstream

| | | |
|----------------|-----------------|----------------|
| Tomato | Jalapeño Chili | Chipotle Chili |
| Garlic | Onion | Lemon |
| Hickory Smoked | Basil | |
| Cheddar Cheese | Parmesan Cheese | |

NEXT 15 FLAVORS FOR THE PAST 5 YEARS

Key

| | | | |
|--------------|--------------------------|---------------------|------------------------------|
| Ginger | Bacon | Roasted Bell Pepper | Habanero Chili |
| Mushroom | Lime | | Cinnamon |
| Honey | Taco Flavoring/Seasoning | Barbecue | Ranch |
| Black Pepper | Teriyaki | Mozzarella Cheese | Sweet Barbecue (Kansas City) |

20 FASTEST GROWING FLAVORS FOR THE PAST 3 YEARS

Up and Coming

| | | | |
|---------------------------------|------------------------|-----------------|---------------------------------|
| Pepperoncini Chili | Smoky Barbecue (Texas) | Saffron | Sweet Heat/ Sweet and Spicy |
| Kimchi | Buffalo | Sage | Tandoori |
| Red Pesto | Sweet and Sour | Romano Cheese | Blue Cheese |
| Spicy Barbecue (North Carolina) | Truffle Mushroom | Masala | Tangy Barbecue (South Carolina) |
| Herbs de Provence | Miso | Korean Barbecue | |
| | Szechuan | | |

TOP 20 FASTEST GROWING FLAVORS LAST YEAR

Emerging

| | | | |
|-------------------------------|------------|---------------------------------|------------------------|
| Espresso/ Coffee | Wasabi | Sloppy Joe Flavoring/ Seasoning | Apple |
| Banana Pepper | Pickle | | Soy Sauce |
| Sweet Onion | Kung Pao | Swiss Cheese | Nashville Hot |
| Tonkatsu Flavoring/ Seasoning | Mustard | Coriander | Furikake |
| Nutmeg | Lemongrass | Adobo Flavoring/ Seasoning | Pumpkin/ Pumpkin Spice |
| | Cloves | | |

TOP CUISINES FOR THE PAST 5 YEARS

Mainstream

- | | | |
|----------|---------|---------|
| Southern | Chinese | Tex Mex |
| Italian | Mexican | |

NEXT CUISINES FOR THE PAST 5 YEARS

Key

- | | | |
|----------|--------------|----------|
| Creole | Greek | English |
| Hawaiian | Southwestern | Japanese |
| Thai | Spanish | |
| French | Indian | |

FASTEST GROWING CUISINES FOR THE PAST 3 YEARS

Up and Coming

- | | | |
|-----------|-----------|--------|
| Szechuan | Cuban | Irish |
| Mongolian | Malaysian | Danish |
| Belgian | Caribbean | |
| Korean | Bavarian | |

TOP FASTEST GROWING CUISINES LAST YEAR

Emerging

- | | | | |
|------------|-----------|---------------|----------------------|
| Vietnamese | Norwegian | Ethiopian | Cantonese |
| Jamaican | Scottish | Filipino | Jewish/ Ashkenazi |
| German | Swedish | South African | Nigerian |
| Polish | Peruvian | Sicilian | |

WATER AND COLD
Beverage

2023 US TASTE CHARTS



TOP 10 FLAVORS FOR THE PAST 5 YEARS

Mainstream

| | | |
|------------|------------|-----------|
| Strawberry | Lemon | Lime |
| Orange | Pineapple | Raspberry |
| Mango | Peach | |
| Lemonade | Watermelon | |

20 FASTEST GROWING FLAVORS FOR THE PAST 3 YEARS

Up and Coming

| | | | |
|-------------|----------------|---------------------------|--------------|
| Hibiscus | Lychee | Chamomile | Guava |
| Apricot | Rhubarb | Pumpkin/ Pumpkin Spice | Dragon Fruit |
| Almond | Cayenne Pepper | Lemongrass | Lavender |
| Marshmallow | Elderberry | Plum | |
| Fig | Rose | Prickly Pear | |
| Yuzu | Maple | | |

NEXT 15 FLAVORS FOR THE PAST 5 YEARS

Key

| | | | |
|--------|------------|-----------------------|-------------|
| Coffee | Blueberry | Passion Fruit | Blackberry |
| Cherry | Coconut | Cranberry | Pomegranate |
| Ginger | Grape | Strawberry & Cream | Mint |
| Apple | Grapefruit | | Cucumber |

TOP 20 FASTEST GROWING FLAVORS LAST YEAR

Emerging

| | | | |
|-------------|----------------|----------------|----------------|
| Root Beer | Margarita | Bubble Gum | Brownie |
| Toffee | Cream Soda | Pickle | Blue Raspberry |
| Daiquiri | Red Grapefruit | Habanero Chili | Mandarin |
| Espresso | Mimosa | Cosmopolitan | Green Tea |
| Sour Cherry | Pink Lemonade | Mojito | Dark Chocolate |

TOP 10 FLAVORS FOR THE PAST 5 YEARS

Mainstream

| | | |
|----------------|------------|----------------|
| Vanilla | Peppermint | French Vanilla |
| Milk Chocolate | Ginger | Mint |
| Strawberry | Cinnamon | |
| Caramel | Hazelnut | |

NEXT 15 FLAVORS FOR THE PAST 5 YEARS

Key

| | | | |
|---------------------------|-----------|----------------|--------------|
| Lemon | Banana | Salted Caramel | Sweet Cream |
| Blueberry | Coconut | Peach | Vanilla Bean |
| Pumpkin/ Pumpkin Spice | Mango | Marshmallow | Raspberry |
| | Chamomile | Mocha Coffee | Honey |

20 FASTEST GROWING FLAVORS FOR THE PAST 3 YEARS

Up and Coming

| | | | |
|-----------------|----------------|--------------------|----------------|
| White Chocolate | Pecan Nut | Gingerbread | Cinnamon Bun |
| Jasmine | Dark Chocolate | Cookies & Cream | Apple Cinnamon |
| Lemongrass | Cocoa | Almond | Ube |
| Brown Sugar | Cranberry | Peanut Butter | |
| Lavender | Rose | Elderberry | |
| Maple | Blood Orange | | |

TOP 20 FASTEST GROWING FLAVORS LAST YEAR

Emerging

| | | | |
|--------------|--------------------|---------------------|----------|
| Cardamom | Black Pepper | Passion Fruit | Horchata |
| Cherry | Bourbon Whiskey | Licorice | Matcha |
| Crème Brûlée | Spearmint | Hibiscus | Lime |
| Fennel/Anise | Wildberry | Turmeric | Fig |
| Orange | Churro | Macchiato Coffee | |
| Toffee | | | |

TOP NUTRITION THEMES AND CLAIMS FOR THE PAST 5 YEARS

Mainstream

- | | | |
|--------------------------------|--|-------------------------|
| Gluten Free | Vegan (Dairy/ Animal Free) | Plant Based |
| GMO Free | Organic | Energy/ Alertness |
| No Additives/ Preservatives | Natural/ No Artificial Ingredients | High/Source of Fiber |
| High/Source of Protein | | |

FASTEST GROWING NUTRITION THEMES AND CLAIMS FOR THE PAST 3 YEARS

Up and Coming

- | | | | |
|----------------------|---------------|----------------|-----------------------------|
| Antioxidants | Joint Health | Eye Health | Low Sugar |
| No Alcohol | Palm Oil Free | Heart Health | No Allergens |
| Weight Management | Added Iron | Women’s Health | Keto Friendly/ Certified |
| Brain-mood Health | Prebiotic | Added Calcium | |

NEXT NUTRITION THEMES AND CLAIMS FOR THE PAST 5 YEARS

Key

- | | | | |
|-------------------------------|------------------------------|-------------------------|--------------|
| Low/No/ Reduced Fat | Wholegrain | Low/No/ Reduced Carb | Probiotic |
| Sugar Free | HFCS Free | Vegetarian | Lactose Free |
| No Added Sugar | Digestive Health | Grain Free | |
| Low/No/ Reduced Calorie | No Trans Fats | Immune Health | |
| | Low/No/ Reduced Sodium | | |

TOP FASTEST GROWING NUTRITION THEMES AND CLAIMS LAST YEAR

Emerging

- | | | | |
|-------------------------------|-----------------------|---------------------------|-----------------------------------|
| Skin Health | Brain Health | Kidney/ Bladder Health | Low/No/ Reduced Cholesterol |
| Vitamin/ Mineral Fortified | Oral Health | Bone Health | |
| Omega-3/DHA | Energy and Stamina | Postbiotics | |

Multisensorial

Long-standing*

Air Puff
Texture

Beet
Visual

Cookie/Crumble
Texture

Crunch/Crunchy
Texture and Sound

Drizzle Drawing
Visual

Foam
Texture

Grilled/Charred
Visual and Texture

Honeycomb
Texture

Layers
Visual and Texture

Nitro
Texture

Pearls
Texture

Pickled
Texture

Purple Yam
Visual

Roasted
Visual and Texture

Spicy Honey
Multi-stimulation

Toasted
Visual and Texture

Waffles
Visual and Texture

Whipped
Texture

Emerging**

Culinary Perfumes
Scent-Based, Scent

Metallic Leaf
& Glitter
Visual

Multiple Thin
Flaky Layers
*Croissant/Biscuit,
Texture*

Alternative

Long-standing*

Agave Nectar

Almond
Yogurt and Cheese

Coconut Sugar

Maple

Monk Fruit

Pea Protein

Plant Protein
Blends

Turbinado Sugar

Emerging**

Algae

Allulose

Animal & Plant
Protein Blends

Canola

Insect Flour/
Protein

Inulin

Mycoprotein

Protein Sugar

Tapioca

Whole Muscle
Plant-based Meat

Yacon Syrup

Functional

Long-standing*

Apple Cider
Vinegar

Ashwagandha

Bone Broth

Coenzyme Q10
CoQ10

Collagen

Fibers

Ginger

Ginseng

Green Coffee
Extract

Mushroom
*Reishi, Cordyceps,
Lion's Mane*

Prebiotics

Probiotics

Turmeric

Vitamin B Blends

Vitamin D

Vitamin K2

Emerging**

Astaxanthin

GABA

Hops Extract

Longjack

Lutein

Magnesium

Moringa

Postbiotics

Processes

Long-standing*

Cold Brew

Cold Press

Fermentation

Locally Sourced
& Processed

Low Heat
Treatment

Emerging**

Minimally
Processed

Regenerative
Agriculture

Upcycled

Whipped

* More than a year

** Within the past year

