



Top flavor & ingredient trends for 2023





Letter from the CEO

The way we order, cook, and eat is transforming in the face of climate change, public health crises, new technologies, economic instability, and more. Today's consumers require food and beverage that responds to their needs, and provides solutions to their problems - from the personal to the planetary.

Ten years ago, affordability and taste were the top motivators behind America's food and beverage choices: if it was tasty and good for the wallet, it was on the plate. Health - while always a consideration for some - has become a much more mainstream consideration in the interim, joining other demands like convenience, authenticity, nostalgia, and sustainability on the table.

Political, economic, and cultural developments have a direct impact on how people relate to food. Climate change offers urgent and exciting opportunities to revolutionize the industry for the good of people and planet. COVID has accelerated and shifted people's priorities, and expanded how we use food and beverage. 2023 is a year when food will offer opportunities to experience, experiment, create community, sustain, and heal.

In this report, our trend team identified the top 7 trends we expect to make a big impact in 2023, beyond the 'usual suspects' that have been gaining major steam and attention in reporting over the past two years. We hope you use these interesting, exciting, and creative insights — always driven by data — to strategically position your brand for success in the new year. To make your day-to-day easier, our team has put together a [library](#) of all the graphs in this report for you to use.

If we can be helpful to your product development, marketing, or sales needs, please let us know.

Wishing you success in 2023,

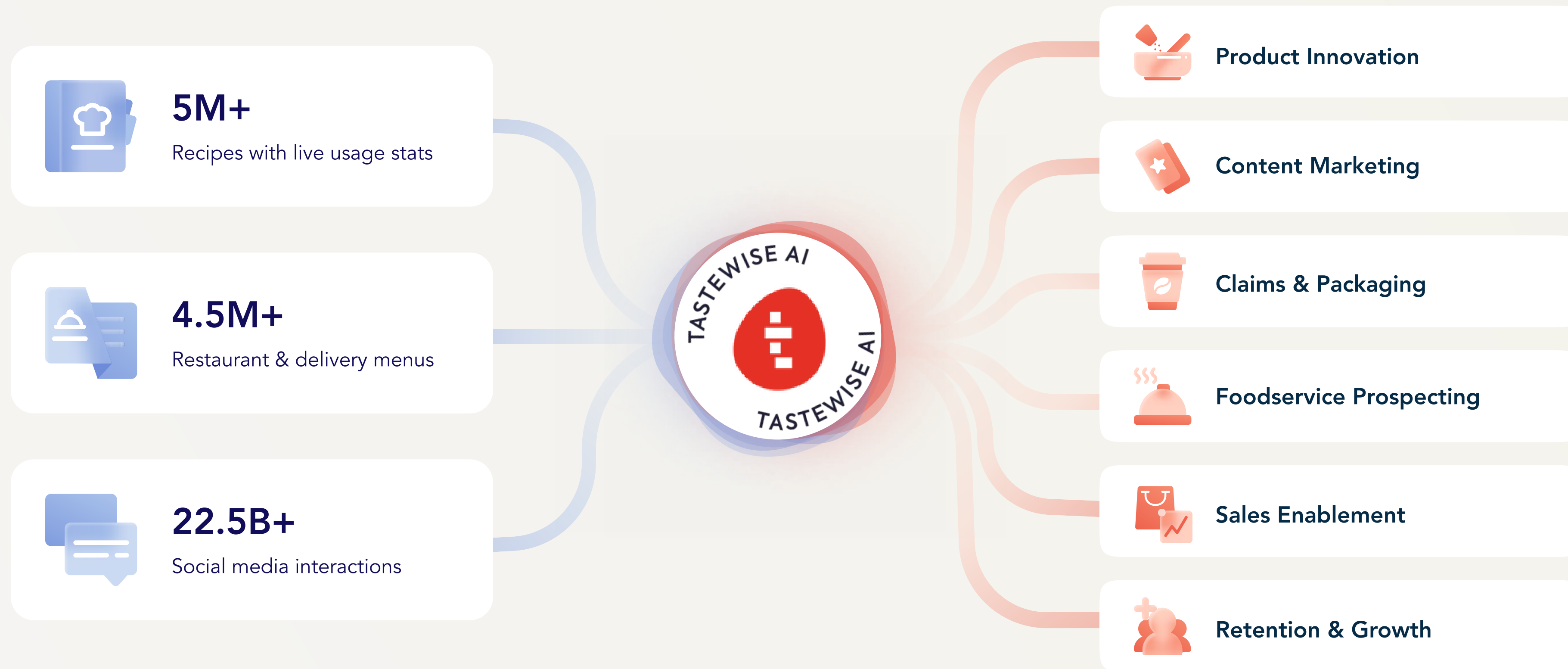
Alon Chen | CEO @ Tastewise





The Tastewise Food Intelligence Platform

Using AI to turn billions of data points into solutions that grow food & beverage brands, the Tastewise solutions enable sales, marketing, and new product development teams to get closer to their consumers.





We help the world's leading food brands make fast, data-driven decisions.





How did we create this report?



How do we define a “trend”?

At Tastewise, we define a trend as a significant reflection of consumer taste that experiences growth over the course of time, meaning that more people talk about it, order it, cook it, and eat it. In today’s increasingly dynamic world, what ends up on people’s plate can change fast; that’s why we focus on the deep motivations behind top trends. This approach lets us identify, with confidence, what other dishes, concepts, or ingredients will be important to tomorrow’s consumers. When you know the “why”, it’s easier to identify (and even create!) the next “what”. This approach is similar to what our customers do every day with the Tastewise SaaS solutions.



We used several criteria to guide our trend predictions:

- Trends must reach a critical ‘threshold’ of interest, meaning super small trends with little engagement are unlikely to make the cut.
- Trends must experience positive, consistent growth in consumer interest over the past 2 years; peaks and valleys and seasonality are part of the story.
- Trends must reflect growth and engagement across multiple data sources - one source is not enough!



Why did we choose to work with 2 year data (2YoY)?

Each trend is a chapter in a broader story. The broader story of the past 3+ years has been the COVID-19 pandemic. Trends that not only weathered the initial storm of disruption caused by the public health crisis, but evolved to meet changing consumer needs, are worth watching. In short: it would be unreliable to predict a solid trend in 2023 based only on what happened over the past year; however, if a trend has grown and evolved since pandemic times, there must be ‘meat on the bones’.

In this report, we are tracking the ‘off-the-beaten-path’ trend moments that are worth keeping an eye on, with the assumption that you are already aware of the high level, macro trends that have been relevant for the past ~3 years (like plant-based, functional food, etc.), and influence the exciting trends we cover here.

Please note: none of the evaluations within this report constitute medical advice or scientific claims; our data is a reflection of consumer perception. Any functional health association made outside of the context of consumer perception has been cited to the appropriate source.



Top 7 Ingredient & Flavor Trends for 2023



1. The end of healthy eating: routine and ritual elevate functional health



2. Women's reproductive health comes out of the pantry



3. Redefined energy drinks customize health and experience



4. Personal health is the ticket to planetary health



5. Condiments bring florals and botanicals to the party



6. Fusion flavors meet indulgence & nostalgia in mashup desserts



7. Latin American beverages provide authenticity and connection



The end of "healthy" eating is here

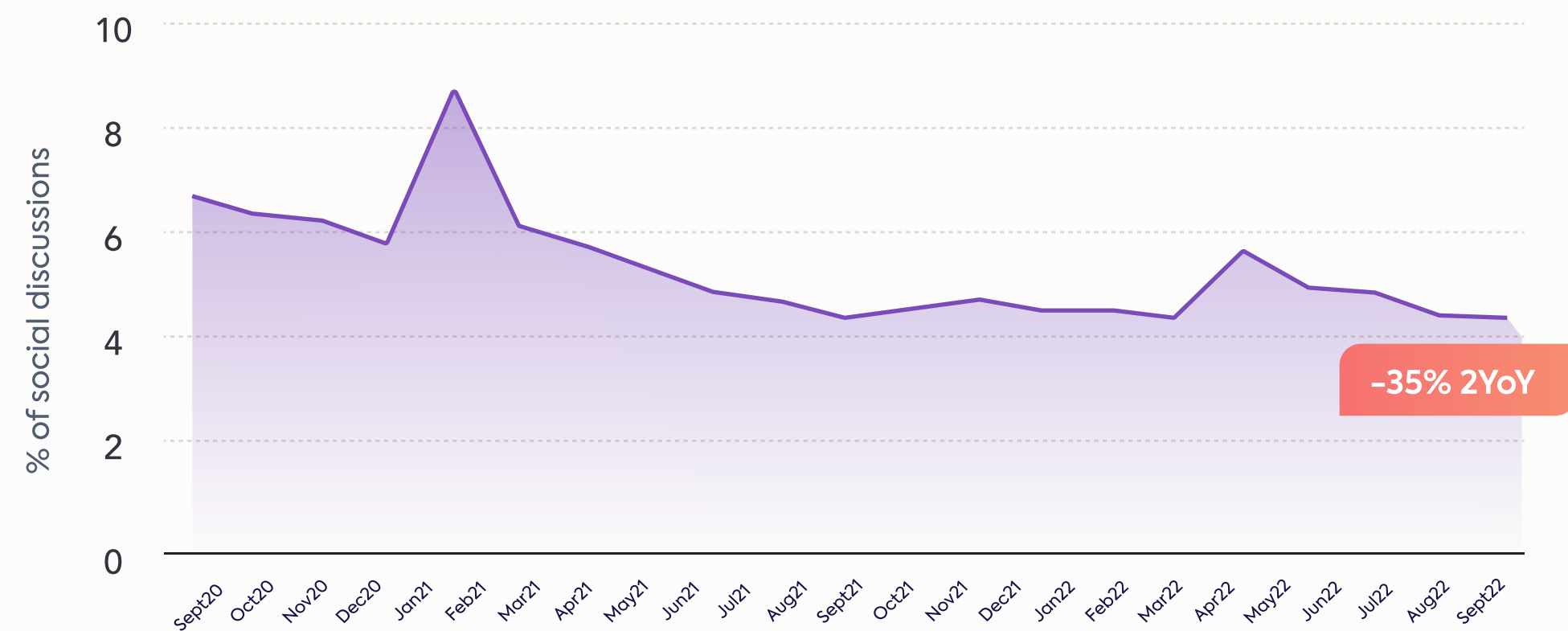
Consumer interest in healthy food is down **-35%** since September '20, but **4% more** people (remember, we're talking about millions of people here) demand functional health support from food and beverage YoY, with specific functional health claims like hair & skin, metabolism, and gut health growing significantly YoY. How can both sides be true?

Today's consumers are smarter about the world of health: they access information on health and wellness more frequently, they make decisions in the supermarket aisle to meet specific goals in ways that they never did before, and they bring their complexity and diverse needs to the table. This results in **18% of all Americans** calling out the health benefits of their food and beverage when sitting down to eat.

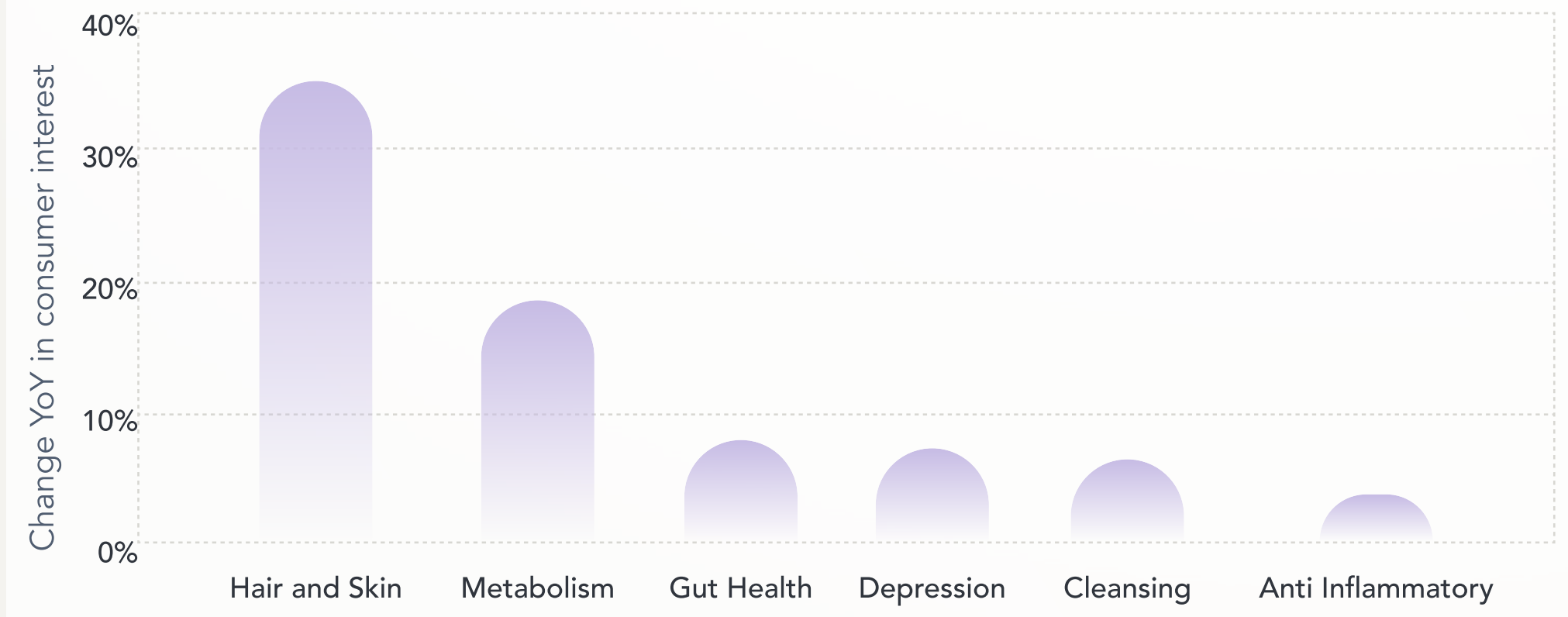
In 2023, consumers will continue to expect food and beverage to address their specific health demands more granularly; instead of taking at face value that a product or ingredient is "healthy", consumers will create moments of consumption specific to their needs.

The opportunity for 2023? Curated food and beverage experiences that seamlessly meet specific consumer demands from **around-the-clock** will be in high demand in 2023, with a focus on star ingredients that support functional health.

Consumer interest in general "health" in food and beverage over time



Over time growth in popularity of top trending functional health claims



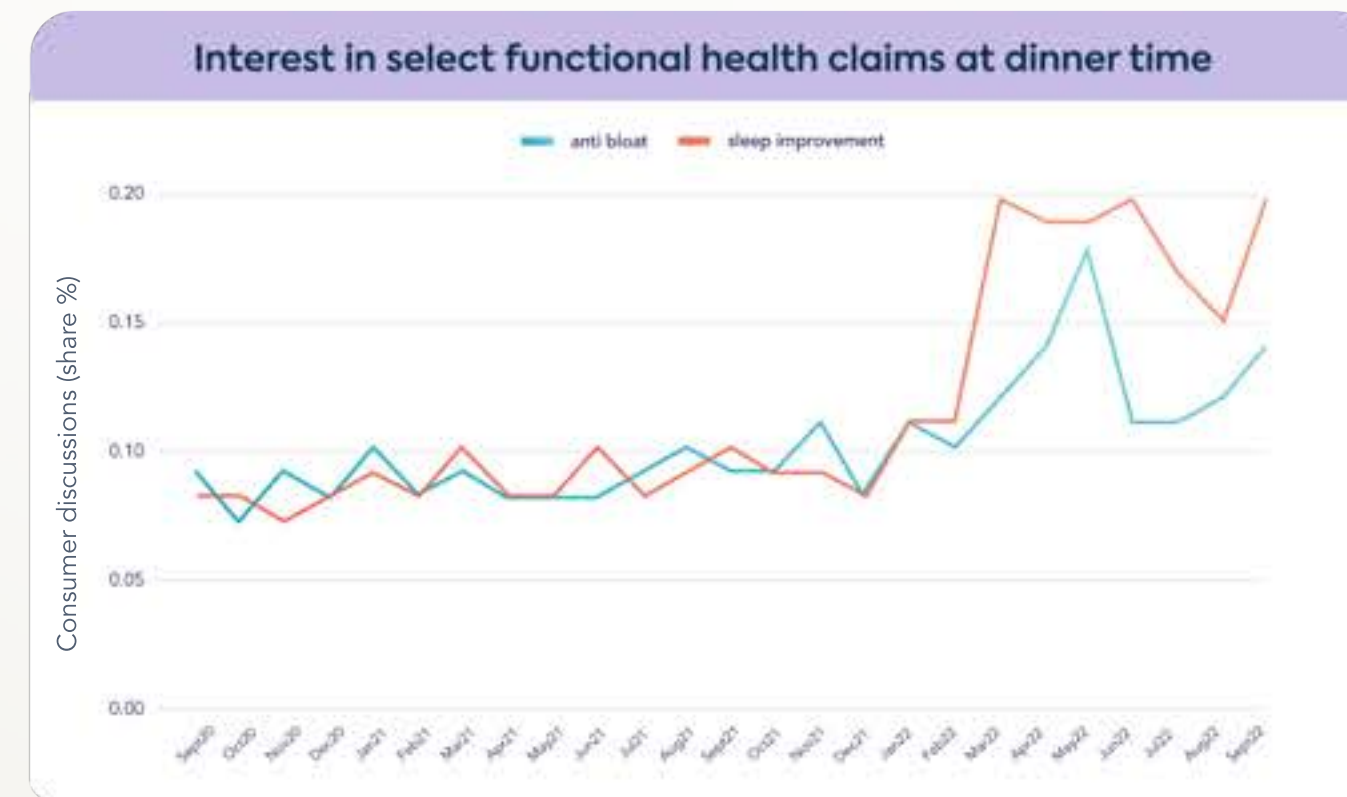
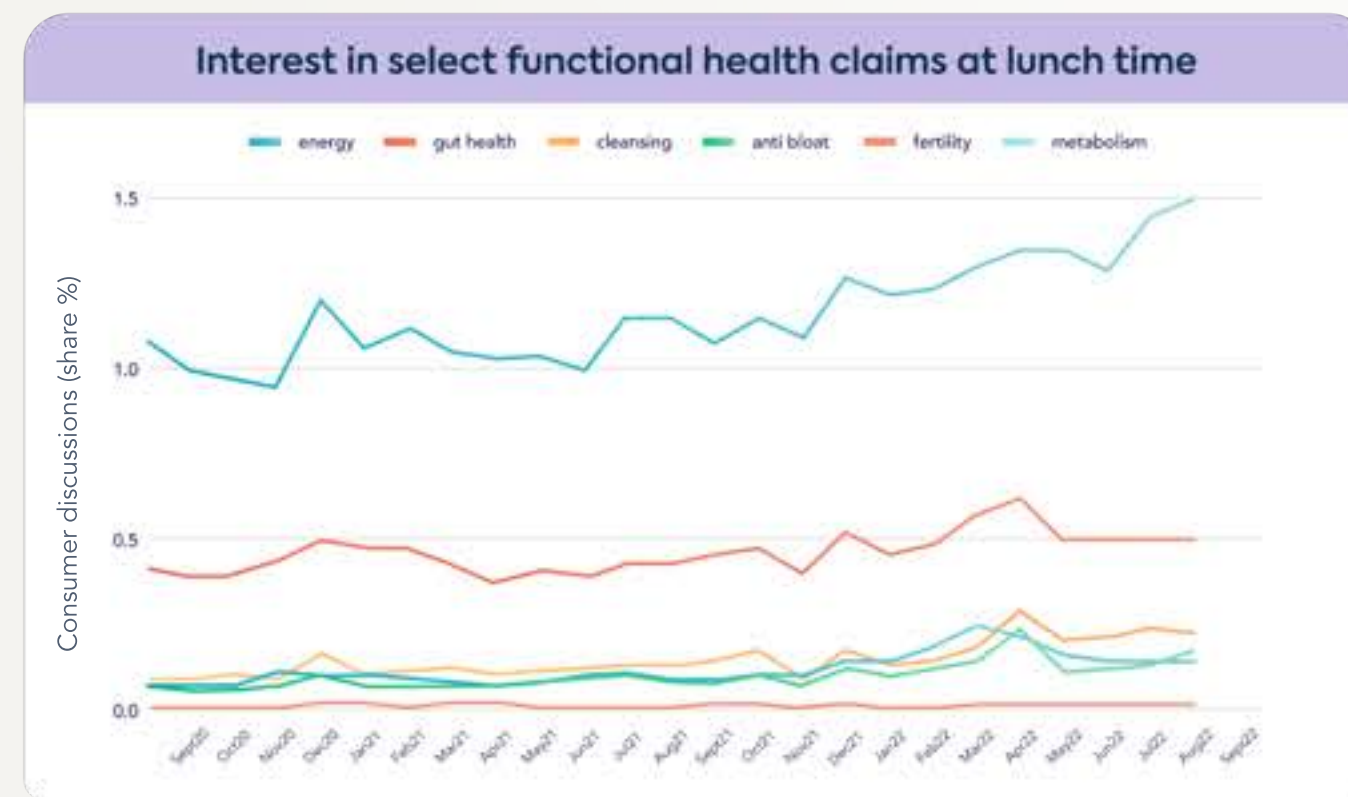
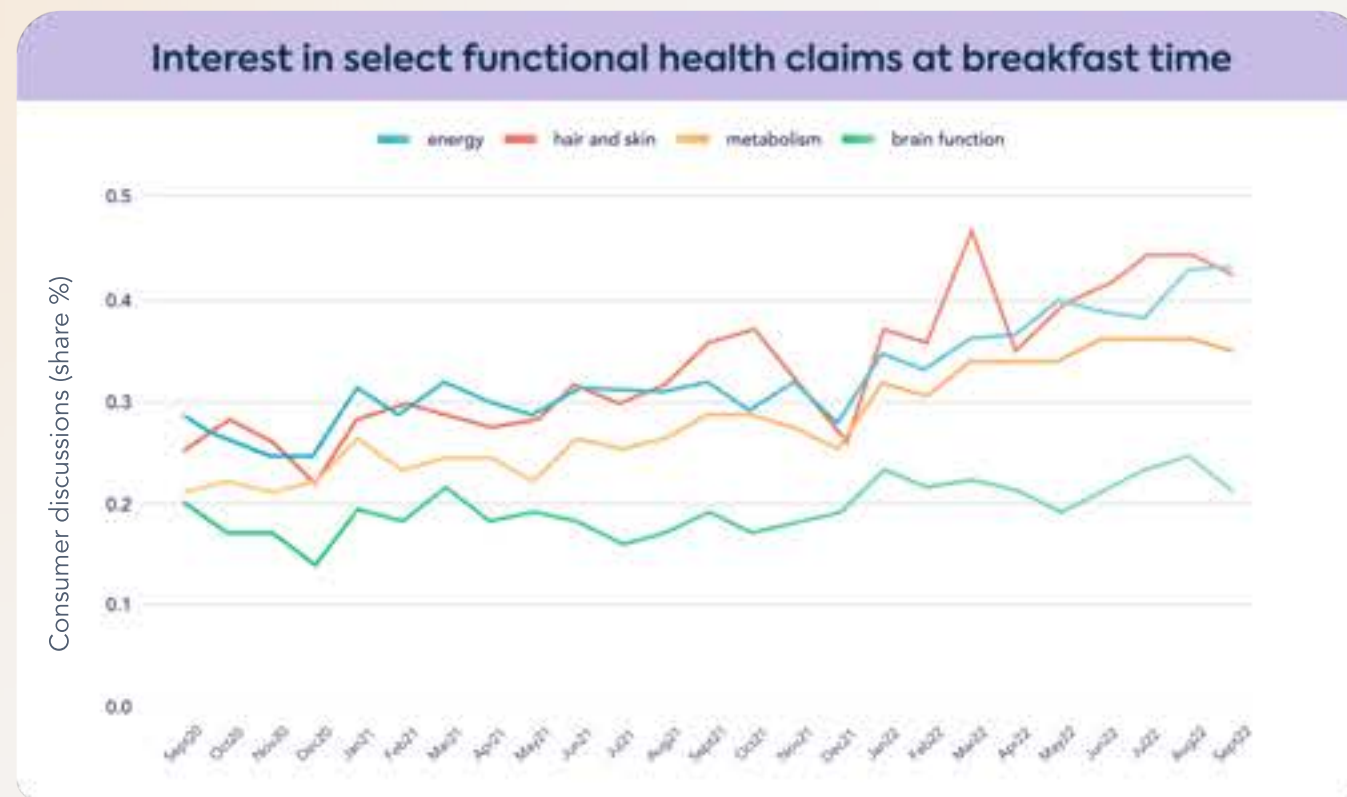


2023's consumers will expect functional health opportunities throughout every moment of the day

Brands that provide whole-day solutions that are aligned with top consumer needs are poised to win consumer loyalty. Whether it's a snack that specifically calls out midday eye support on pack, or a dinner recipe that is mindful of bloat, the products that make most sense for consumers' evolving needs (with minimal effort required!) will earn repeated purchases.



Tip: recipes built around functions tied to **specific** times of day are in high demand, but there aren't enough options; eye health, for example, is explicitly called out in only 9 recipes in the US! As many consumer lifestyles continue to be home-centric, build content that calls out this tie between function and time for increased consumption frequency.



+14% YoY
Consumer discussions of energy in the morning

+8% YoY
Consumer discussions of snacks for eye support

+35% YoY
Consumer discussions of metabolism at lunch

+47% YoY
Consumer discussions of fertility at lunch

+56% YoY
Consumer discussions of sleep support at dinner

+22% YoY
Consumer discussions of anti-bloat at dinner

+33% YoY
Consumer discussions of sex drive at dessert



What does morning-to-night functional health look like on the plate?

Breakfast: Energy



making sure to keep my body fueled + immune system supported through the foods we get to eat everyday ✨ ... try to think how the foods you're eating actually benefit your body 🍌 how are they going to FUEL you through the day, **give you energy**, and keep you satiated?

Lunch: Fertility support



The herbs and egg are amazing for liver detoxification as well as helping with heavy metals chelation, supporting the body in getting rid of mercury and lead that might be in your system. **#fertility #pcos**

Snack: Eye health



Trust me... if you love carrot cake and you love chocolate, then you will absolutely LOVE this healthy, easy, naturally sweet fudge! High in Protein... **Great For Eye Health.**

Dinner: Sleep support



"MILK AND COOKIES" milkshake should be on the main menu! One of my favorite fruit-free smoothie combos - good for the gut, good for the soul... Benefits of dinner smoothies: Less bloat, **sleep better**, gives your digestion a break.

Dessert: Libido support



Cordyceps and Rose are two of my favorite ingredients to work with, lending their tonic magic to the heart & respiratory system. This is a no-bake, super simple recipe that is loaded with energizing, **libido-enhancing**, immune-boosting goodness...



Tip: call out the lesser-known functional benefits of well-known ingredients to make an impact in unexpected places. Collagen, for example, is popular for its hair & skin benefits, but 13% of consumers already use it for gut health -- and interest is growing 8% YoY.



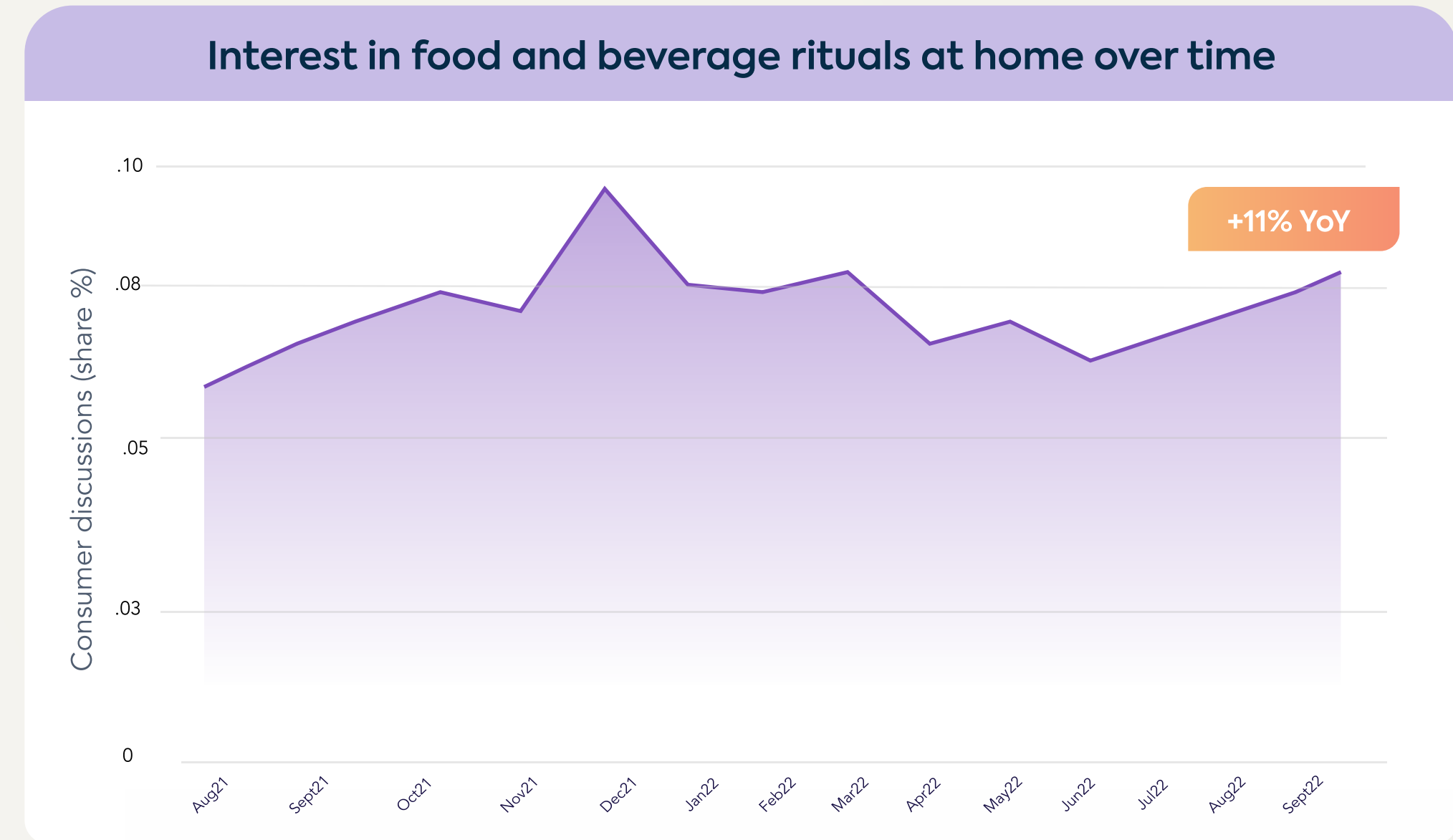
Opportunity: Functional rituals hack 2023's WFH routine

Convenient food and beverage solutions that allow people to eat well while working from home have grown in popularity over the last 3 years - think the rise of delivery, meal kits, and more. **Today's challenge?** How to create at-home food experiences that hit nutritional and functional goals, all while the boundaries between work and home continue to blur.

Meal and snack prep between video calls is the new normal; hands-free solutions like air fryers, slow cookers, and smart ovens allow for time-saving customization at different budget points, and will see increased attention in 2023.

Rituals, ceremonial, repeated actions that add meaning to a moment in time, can be deeply connected to food and beverage; think coffee & a newspaper in the morning, or cake at a birthday. With **58%* of people working from home at least 1 day a week**, we see an opportunity for new kinds of rituals to inspire 2023 routines -- rituals that elevate daily moments through food and beverage, and set boundaries between work and home in the process.

* source: [Mckinsey](#)





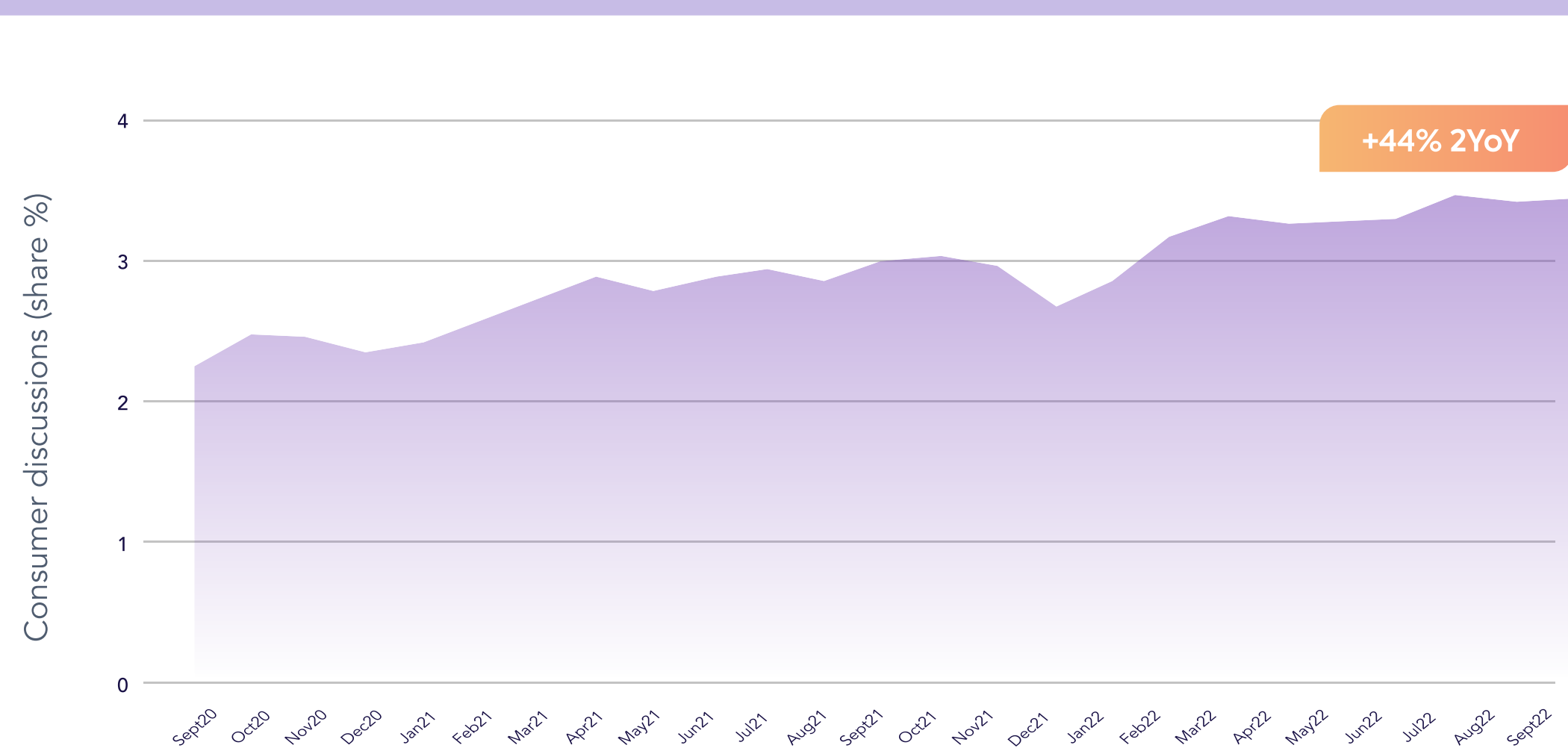
Spending time on prep makes breakfast feel gourmet without necessitating expensive ingredients

A great starting place? **Breakfast.** Consumer interest in gourmet, elevated moments in the morning is up **+44%** over the last two years, indicating a cultural movement away from grab n' go, bare-bones breakfasts towards morning meals that set the day with intention. Gen Z shows the fastest adoption of this trend, with **+50% growth** in interest in gourmet breakfast over the past year. Functional bonus: gourmet breakfasts over-index for mental health needs. Gourmet breakfasts considered relaxing **6x** more than general breakfasts, and **3x** more stress relieving.



Tip: Gourmet doesn't have to mean expensive; breakfasts that feel luxe through a focus on one star ingredient, or because of the intentional time spent in preparation, can be budget-friendly. Create and market affordable breakfast products that can elevate morning rituals to tap into this rising opportunity.

Consumer interest in gourmet breakfast over time



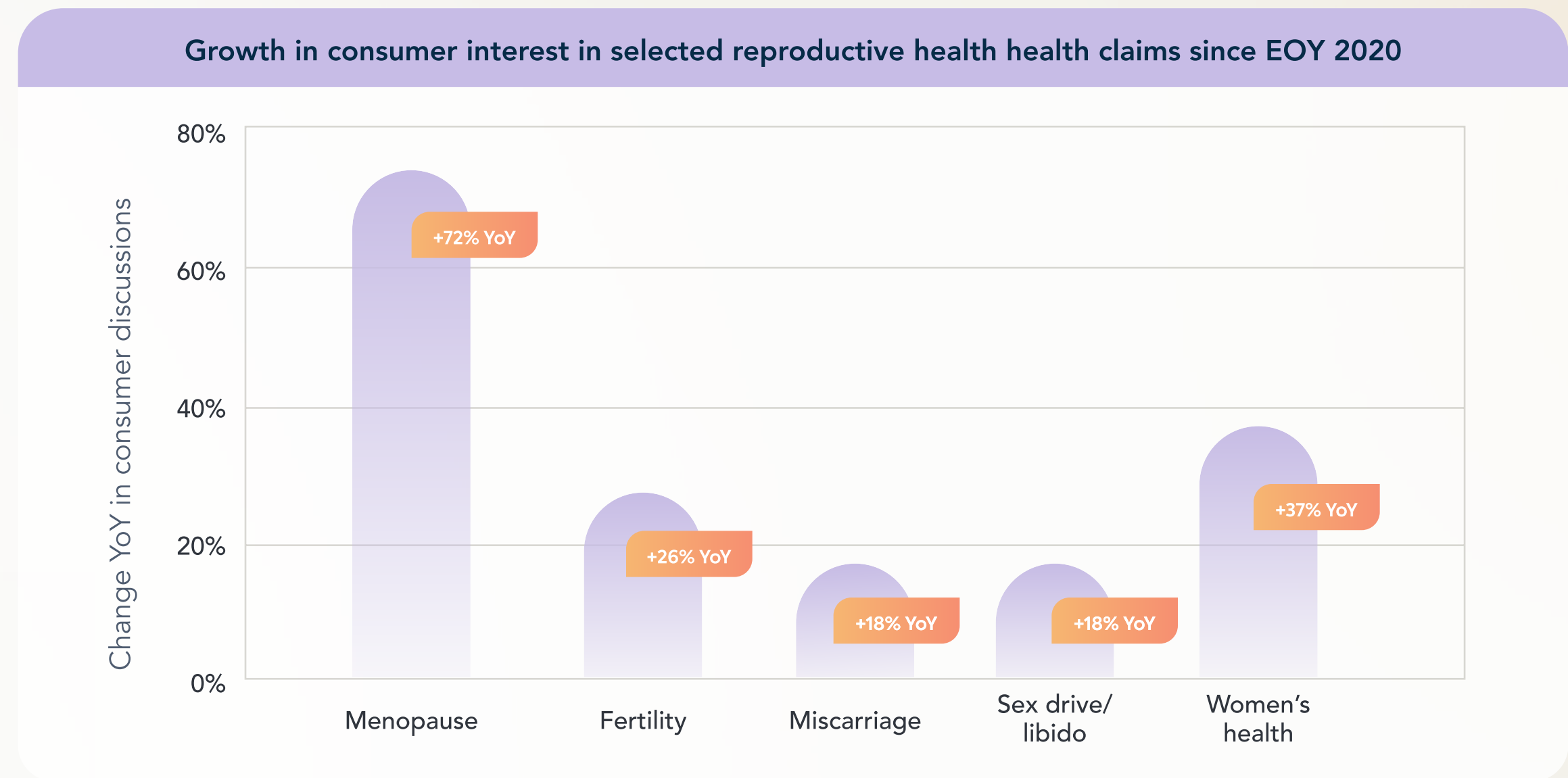
just have my perfect pancakes for breakfast then go about my day with a silly secret that my stupid breakfast was absolutely gourmet and barely cost anything.



40% of all American women face fertility issues. In 2023, support is finally on the plate.

Reproductive health, once a social taboo to discuss in public, has finally found its moment in the mainstream. COVID-19 broke down barriers around personal health in public, while the American political events of 2022 around abortion continue to fuel a nation-wide discussion of women’s reproductive rights.

Ingredients that support the life cycle of women’s reproductive health - from menstrual support to fertility to menopause and more - will have ample opportunities for adoption in 2023 as women take ownership of their health and experience through food.





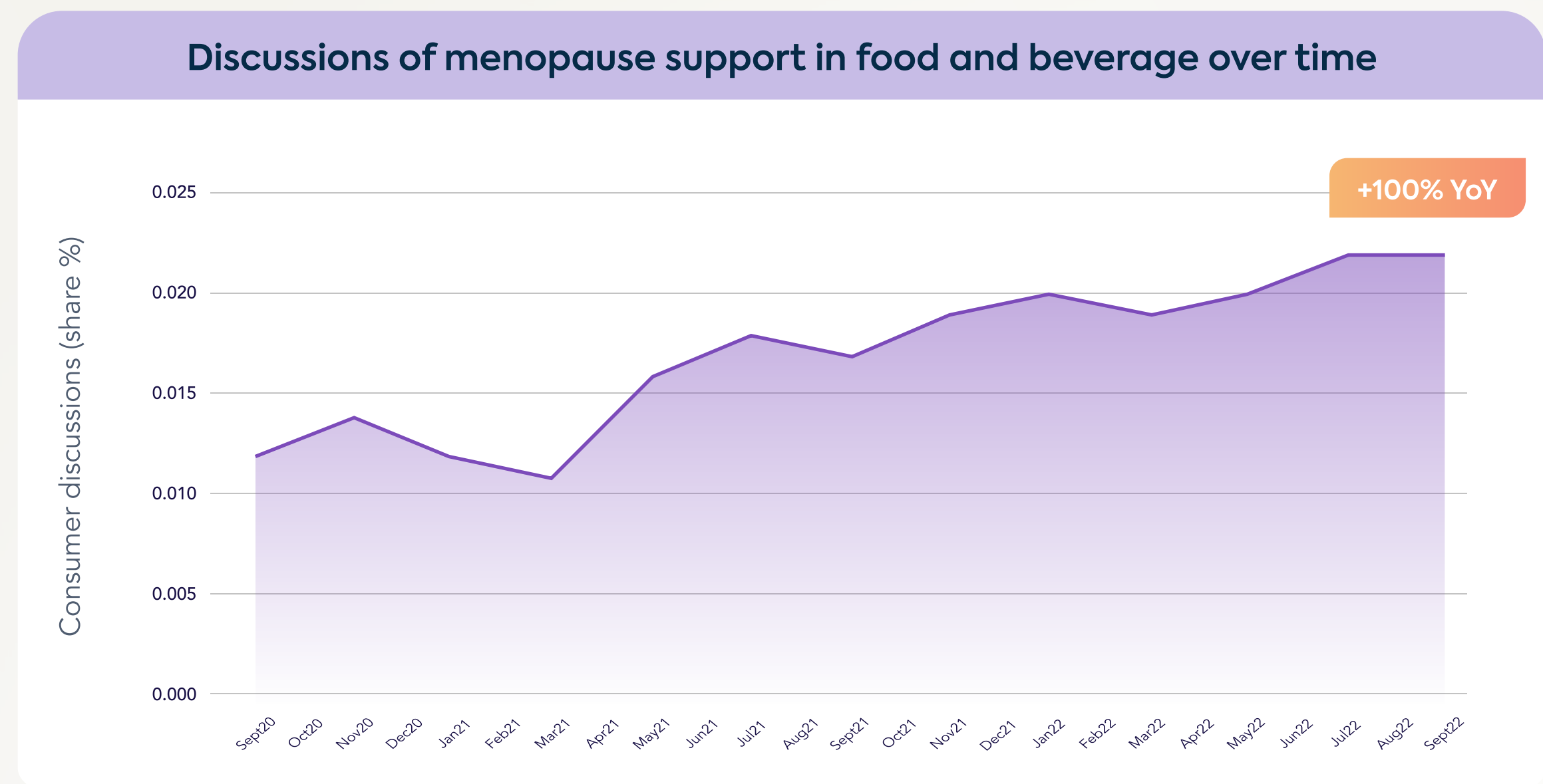
37% more women used food and beverage for health needs in 2022 than in 2021

Urgent opportunities exist across home cooking and restaurants for food and beverage solutions tailored to reproductive health. What do these opportunities look like at the moment of consumption?

On the plate:

On social media, April, May, and June (Q2) are the most popular months for discussion of women's reproductive health, aligning with the most common time period for second trimesters (August is the most common birth month in the US).

On the other side of the life cycle calendar, menopause saw the fastest quarterly growth of all reproductive claims in the last year, increasing **+32%** in popularity on average each quarter in 2021.



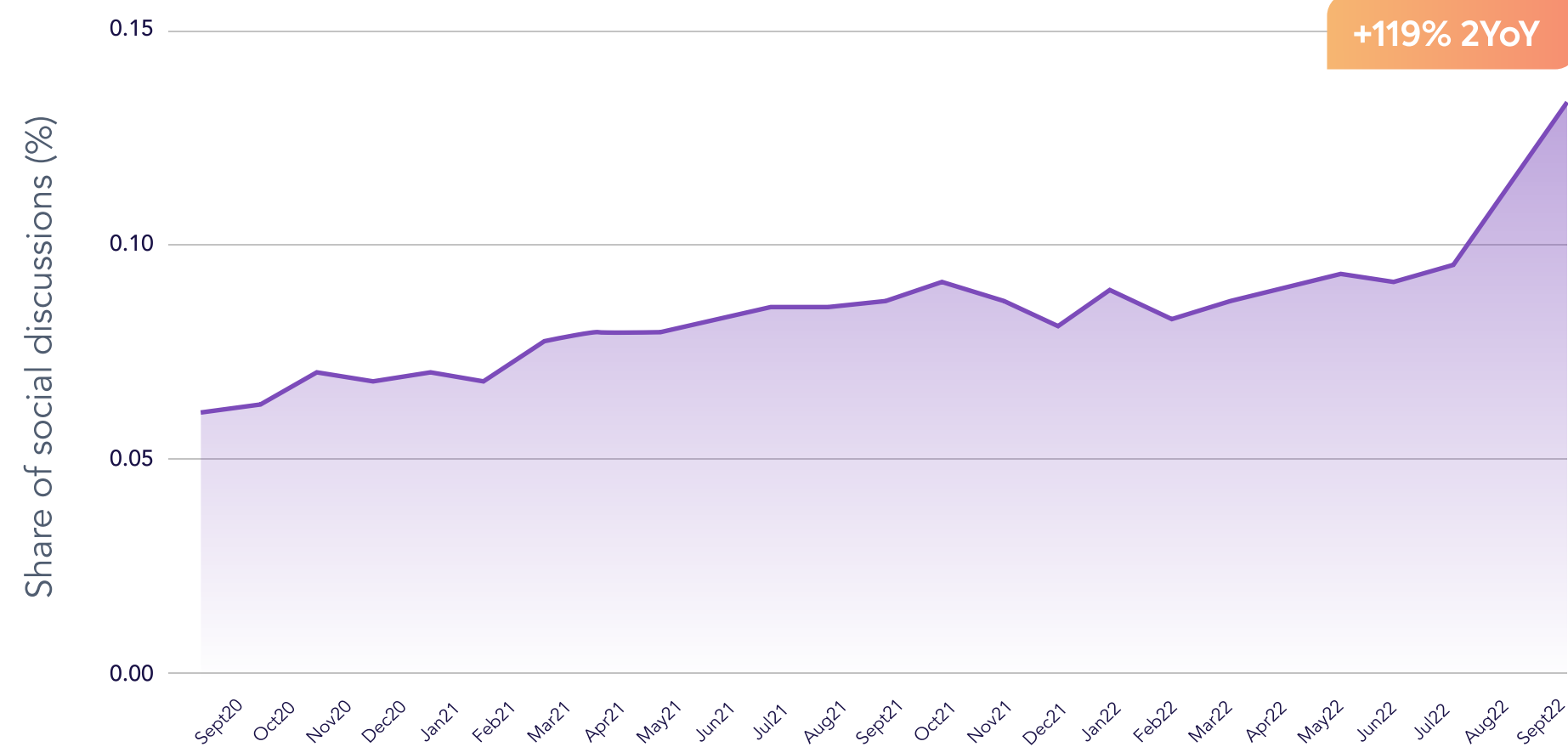


Home cooking must catch up to food service opportunities for reproductive health support

On the menu:

Restaurants are adapting to this shift by increasingly calling out reproductive health claims on menus +119% more over the past two years.

Menu mentions of reproductive health claims over time



In the kitchen:

The number of recipes that call out reproductive health benefits has grown +30% over the past two years, but the landscape is fairly barren, consisting of only a few hundred recipes.



Tip: Create recipes that pair your product with an ingredient that boosts reproductive health for higher consumption frequency.



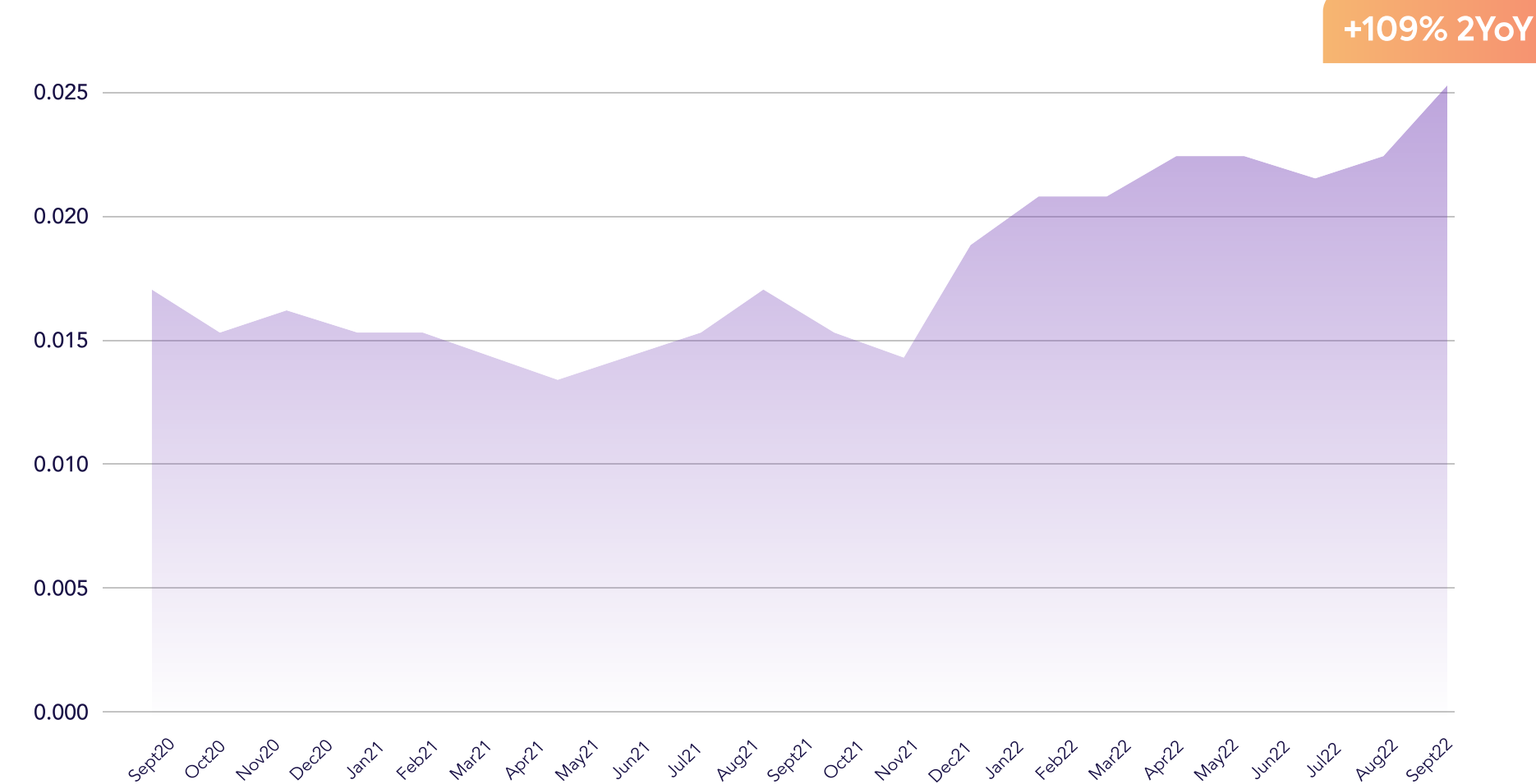
1M+ women need menopause solutions from food & beverage; flax seeds fill the gap

Food and beverage for menopause support is up **+97% YoY** in consumer interest. Consumers used flax **+31%** more for menstrual support and **21%** more for fertility this year than last. Flax seeds are prized for their benefits for the female reproductive system; in ground form, the seed contains absorbable Omega 3 and 6 essential fatty acids that help to balance hormones and aid in fertility.*



Tip: Be transparent, and help consumers address their reproductive health issues; call out the menopausal, fertility, hormonal, and menstrual benefits of star ingredients in your product -- and back it up.

Consumer discussions of menopause across all food and beverage, over time



* Source: [Health Shots](#)

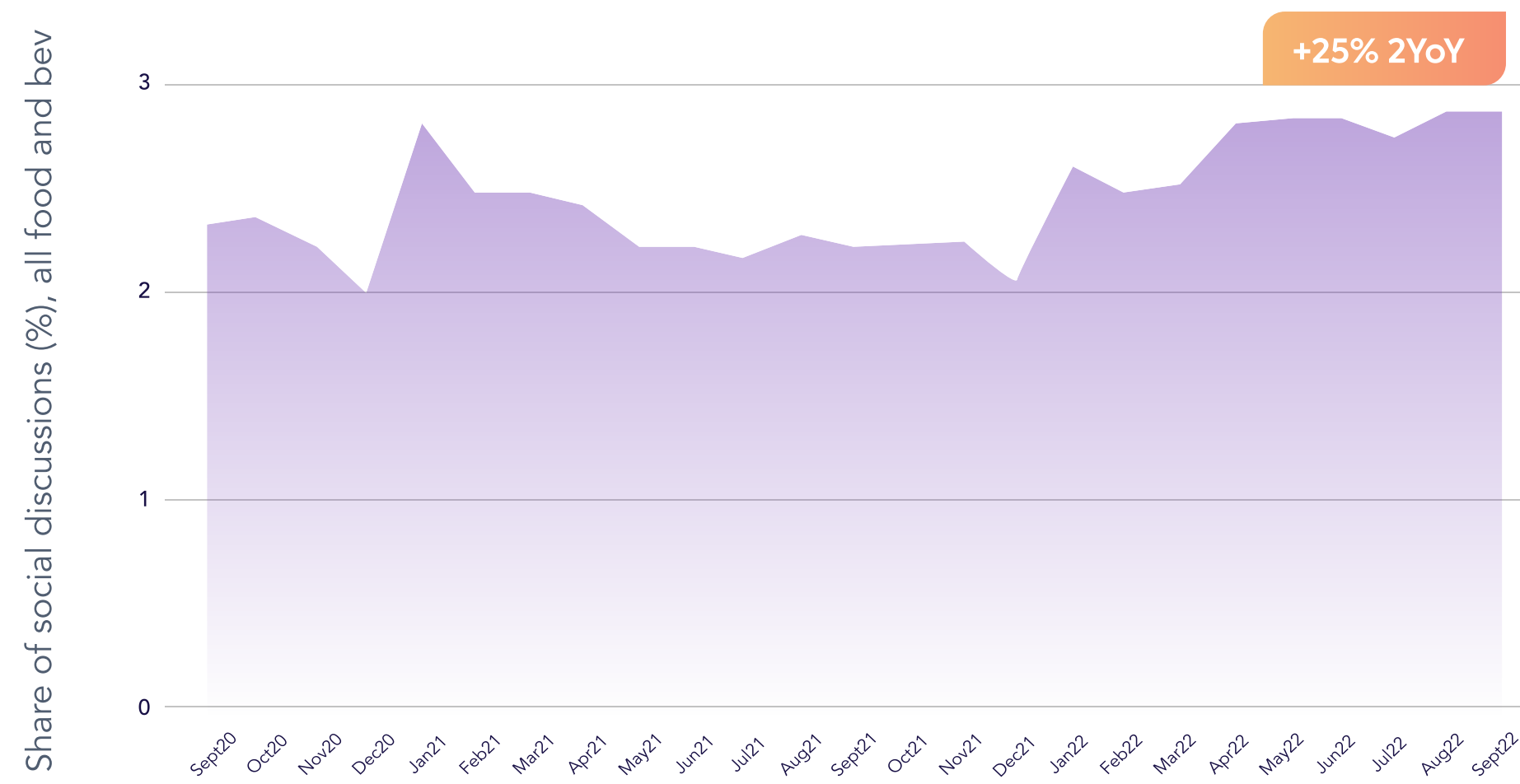


2023's energy drinks are up +21% in interest, and will provide more functional "bang for your buck"

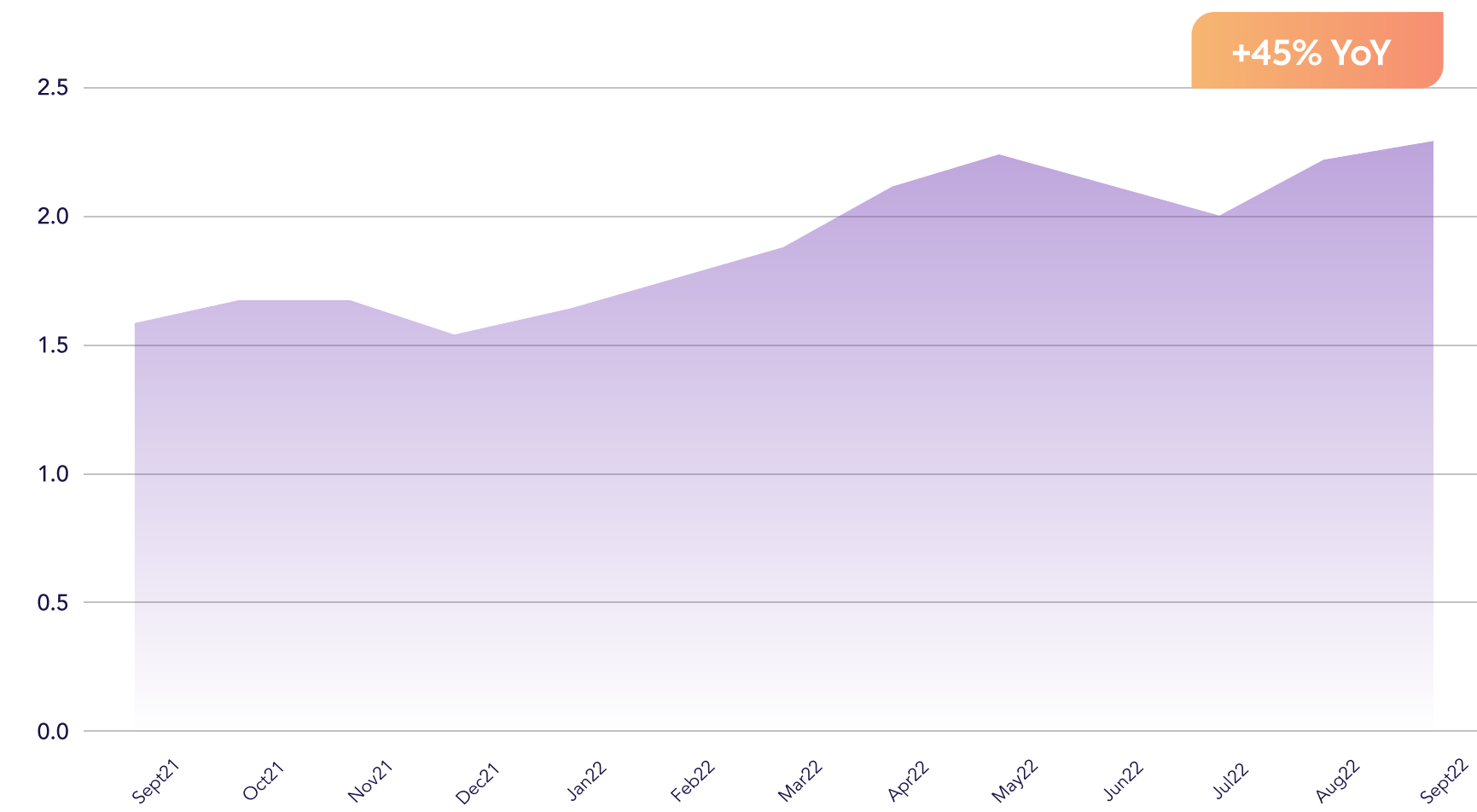
Energy drinks are entering their hero era, and consumers' conception of what actually is an "energy drink" is changing. Energy drinks used to primarily serve athletes, truck drivers, partiers and thrill seekers - today, the concept of 'energy' in beverages focuses more on flavor & experience. Beverages that boost energy are up **+21% YoY** in consumer interest; additionally, energy drinks that call out a health benefit are up **+45%** in the last year alone.

Energy drinks with premium flavors that leave the jitters behind, and instead support other functional needs, will be in high demand in 2023.

Consumer discussions of energy-supporting beverages over time



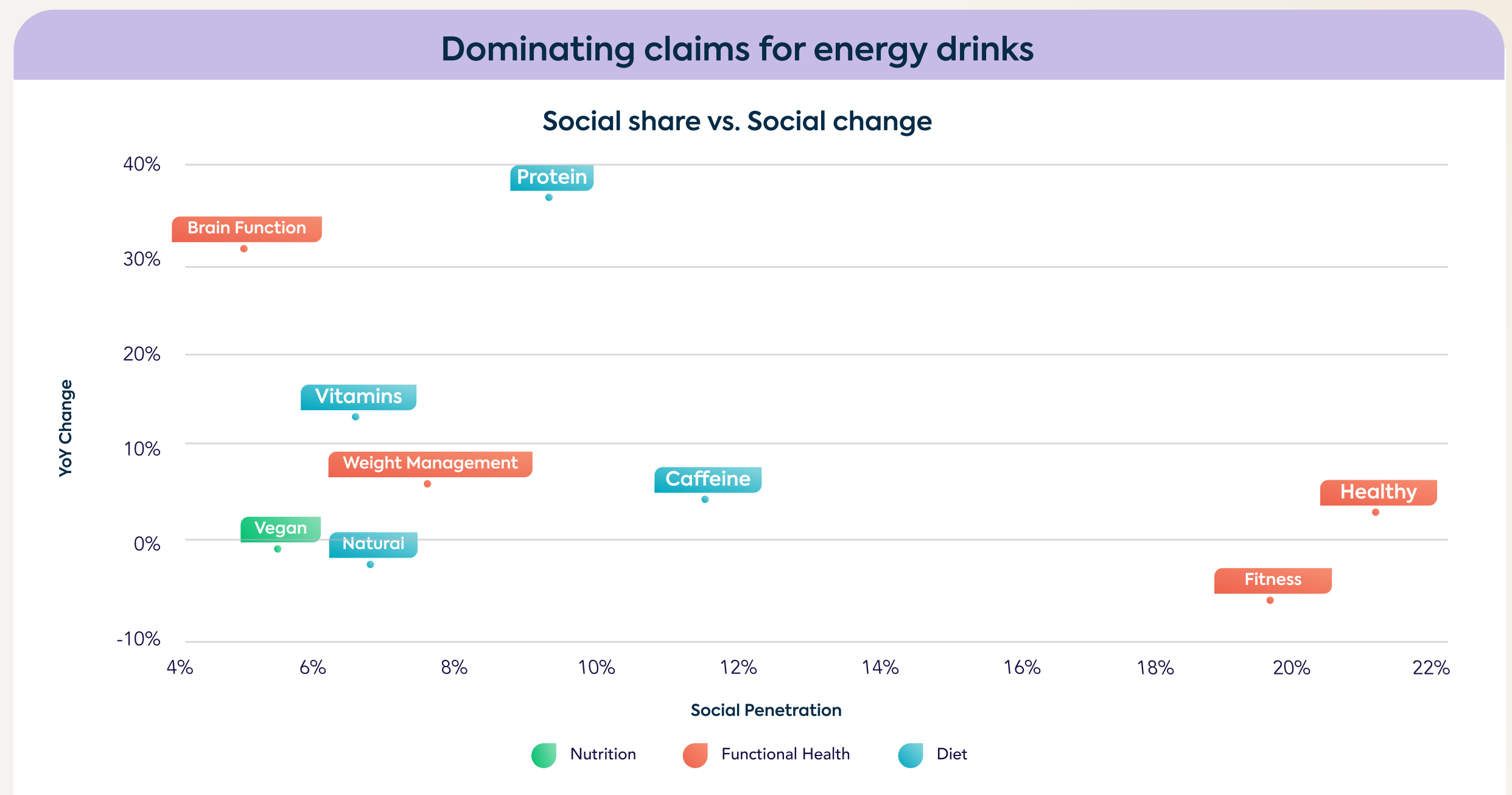
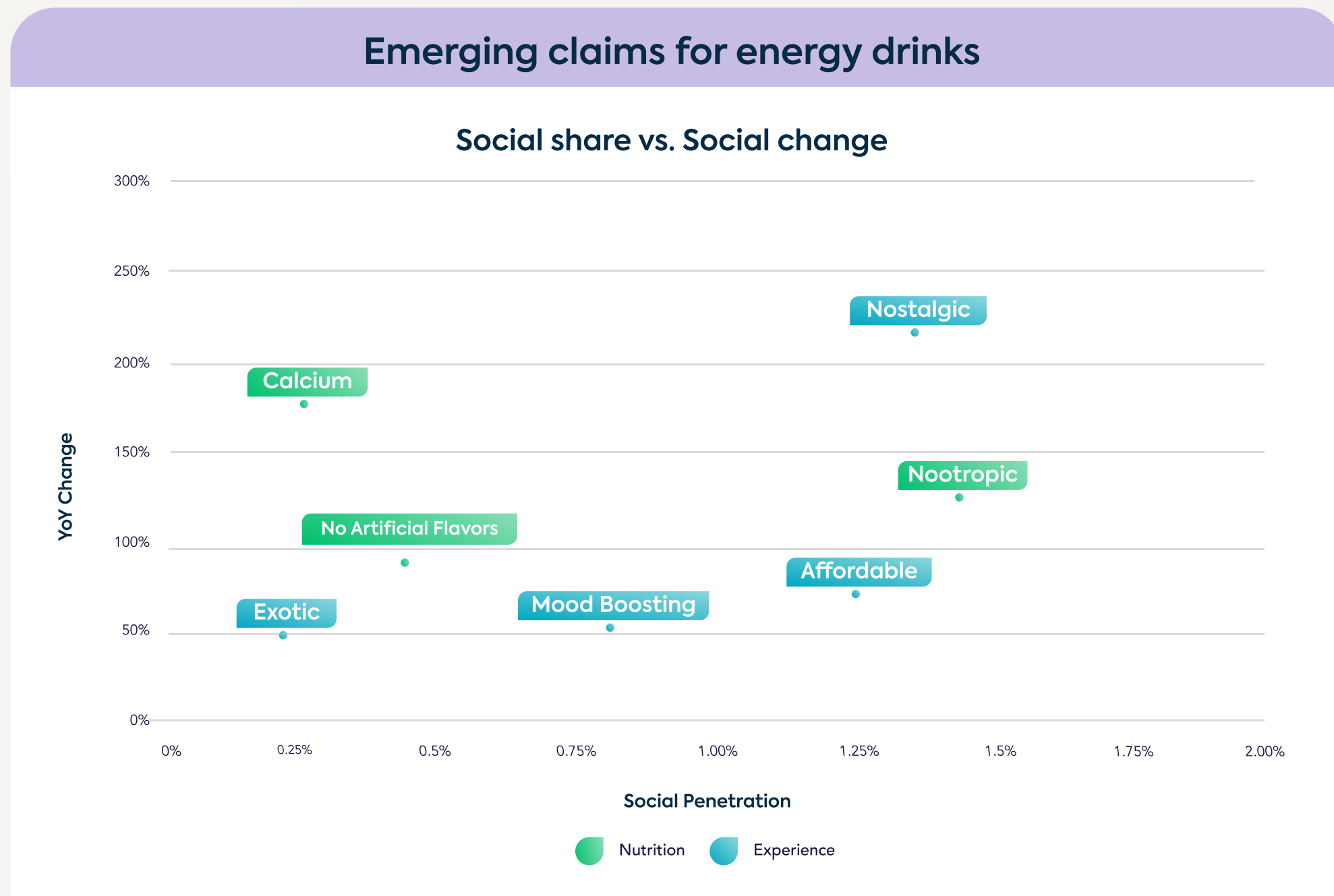
Consumer discussions of healthy energy drinks





Redefined energy drinks offer double the functional benefits

Consumer interest in beverages that offer energy and other nutritional and functional benefits is rising across emerging, dominating, and unique claims for the energy drink category. Emerging demands tend to focus on nutrition and experience, while dominating claims center on functional health. Call out functional and experiential benefits in energy drinks -- tied to hero ingredients -- to reach a wider audience.



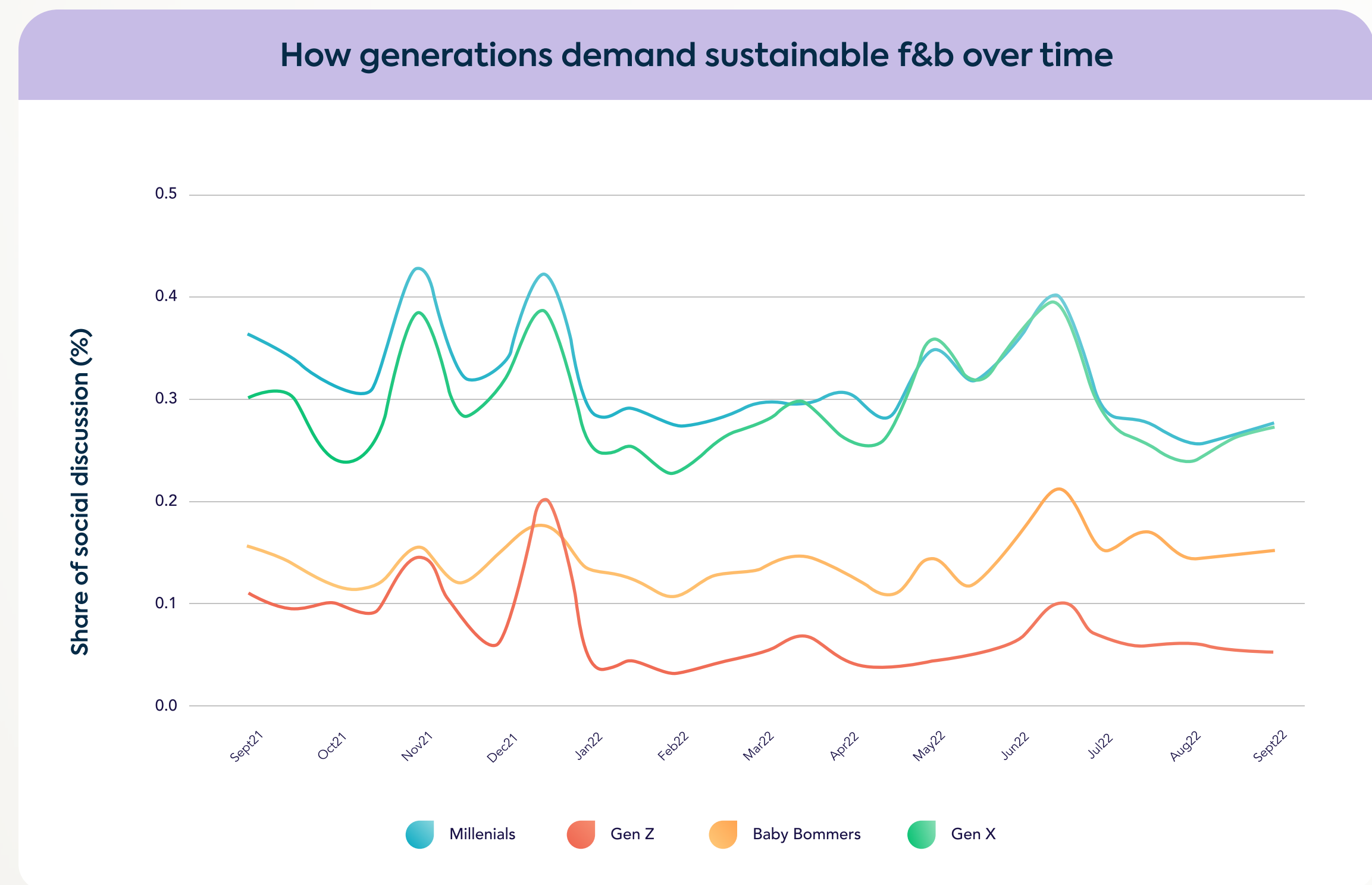


Millennials and Gen X go head-to-head over who cares most about sustainable food & beverage

Baby boomers and Gen Z show less attention to sustainable food and beverage than their Millennial and Gen X counterparts, who are aligned closely in interest.

End of life cycle claims are most closely associated with sustainability by American consumers; food waste and recycling make up **10%** and **8.5%** of the sustainability conversation, respectively, but are in decline over the past year.

Where does the future of sustainability interest lie? **Origin-oriented** sustainability claims are attracting attention; **regenerative farming** has earned **+16%** more interest over the last two years. Consumer behavior in the kitchen also reflects this switch towards origins; DIY kitchen gardens of vegetable sprouts are becoming more popular, while conversations about composting are on the decline.



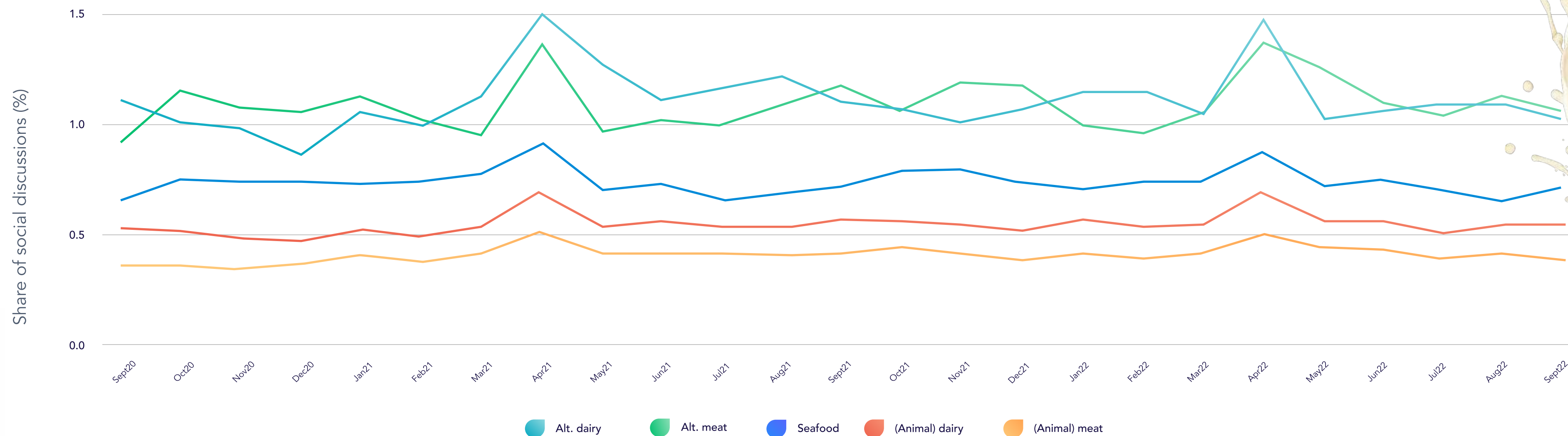


Alt. dairy and alt. meat are perceived as being better for the planet; but what about better for people?

Planetary health and personal health are both on the plate when it comes to animal protein alternatives. Which matters more to consumers? Consumers talk about health **12x** more than sustainability when eating plant-based (and talk about health a whopping **172x** more than ethics), and the top categories for sustainability interest - alternative dairy and alternative meat - have far higher interest when consumers talk about health.

The bottom line: personal health comes first. However, there is a clear link between sustainability & personal health that brands must underscore to increase consumption.

Consumer discussions of sustainability across categories

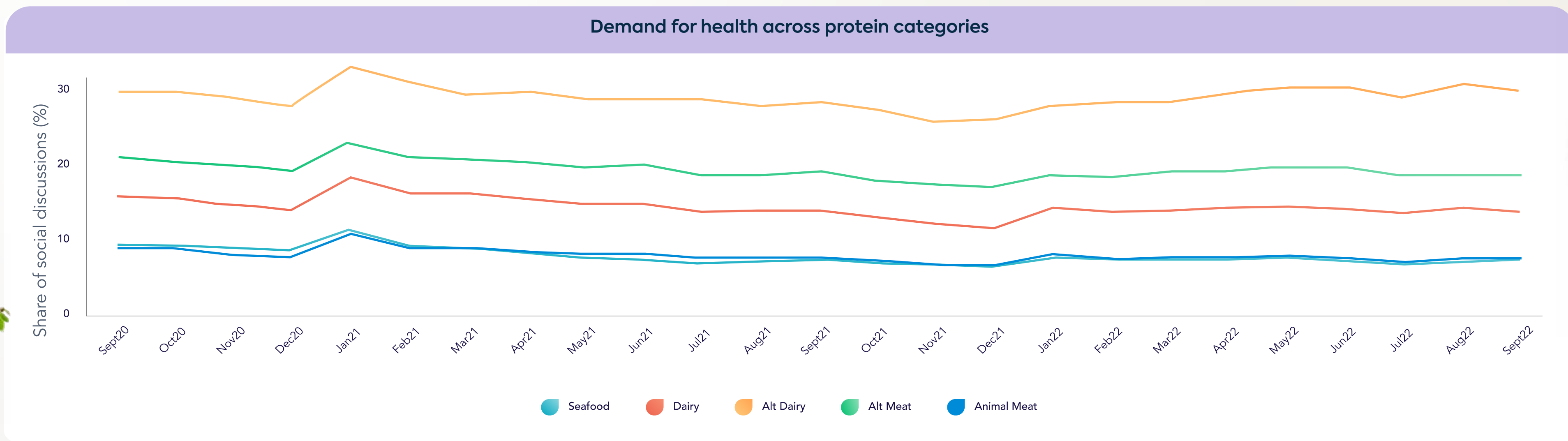




Personal and planetary health must align across plant-based categories to increase consumption frequency

Environmental health will continue to collide with personal health in 2023. Brands that truthfully and persuasively link the sustainability of ingredients to their **positive impact on the body and mind** will see increased engagement. The proof? Plant-based is a category often at the center of conversations about sustainability, but people eat plant-based for personal health reasons **16x more** than for sustainability. Consumers discuss the health of alternative dairy products more than alternative meat, and far more than their animal counterparts, demonstrating that consumers expect alternative forms of meat to be healthier than the animal-based originals. Perceptions of sustainability and personal health go hand in hand.

Other motivations to consider? **Affordability** and **convenience**. People are **7x** more likely to grapple with affordability when consuming sustainable items than general food and beverage, and **3x** more likely to talk about convenience.



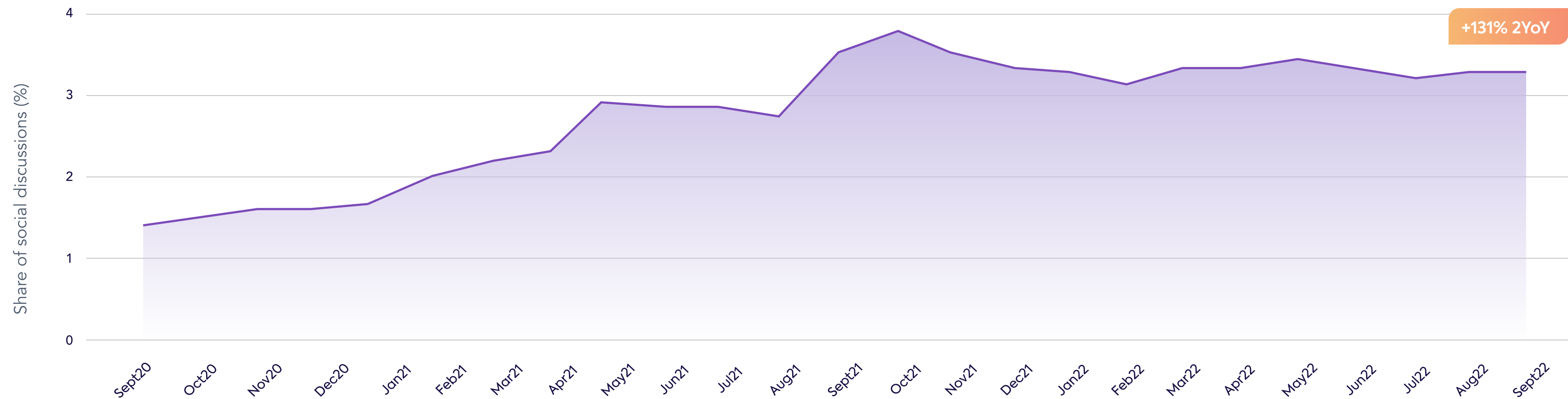


Sustainability needs credibility in foodservice

10% more consumers discussed sustainable food and beverage in 2022 than in 2020. Restaurants reflect this trend by increasing menu mentions of sustainability (+131% since September 2020).

Slight stagnation in growth over the past year, however, indicates that restaurants are faltering. To capture rising interest, food service must provide better **transparency** about the nature of their sustainable products (are they regeneratively farmed? sustainably certified?), and the personal health implications of sustainably-sourced ingredients on their customers.

Menu mentions of sustainable ingredients/dishes over time



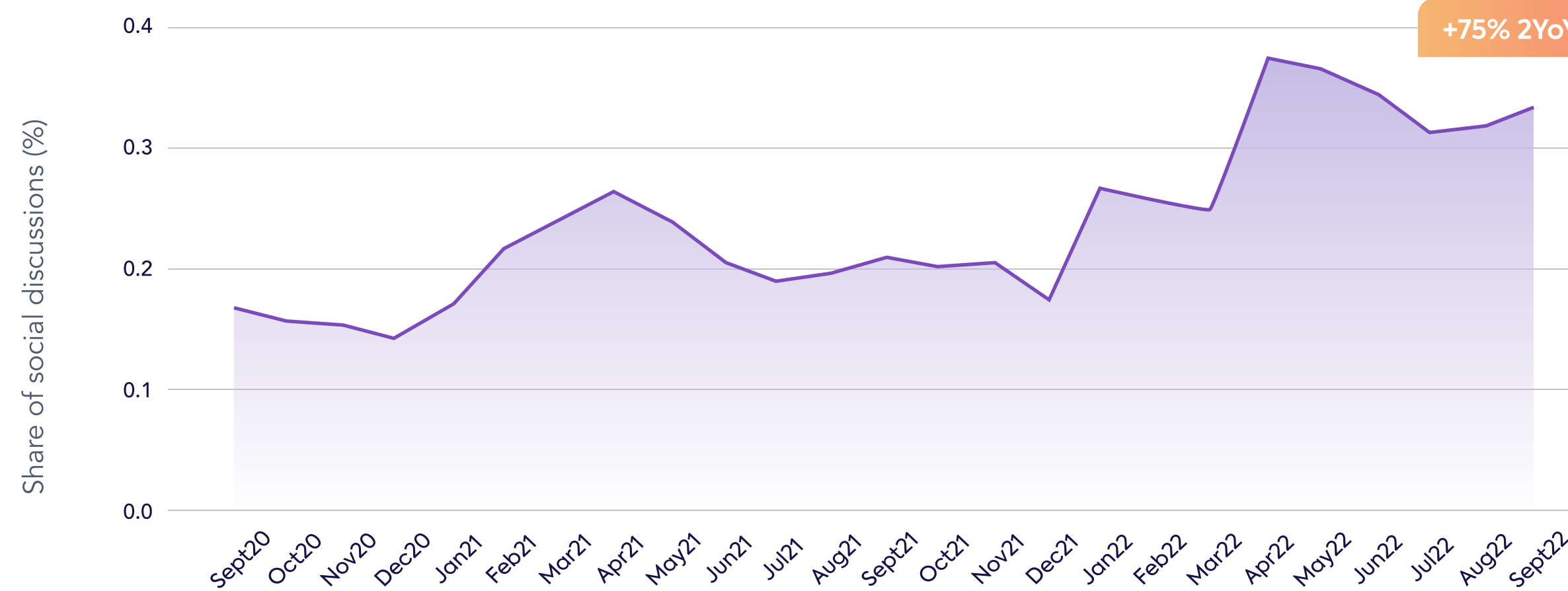


Florals and botanicals ride consumer interest to new categories

Botanicals are already part of the beverage innovation landscape, cropping up often in alcoholic and RTD non-alcoholic drinks.

Botanicals have particularly gained traction in restaurants, as menu mentions of the category increased **+97% 2YoY**. Like their floral counterparts (up **+75%** in consumer interest 2YoY), botanicals are highly correlated with functional benefits; we expect to see botanicals extend beyond the beverage category to new applications (like **condiments!**) in 2023, as consumers expand the scope of their functional demands.

Consumer interest in floral food & beverage over time, out of all food and beverage



Top trending floral ingredients

Ingredient	Life cycle stage	YoY Growth
Linden Blossom	Early	↑ 118.7%
Yarrow	Early	↑ 94.4%
Geranium	Early	↑ 87.5%
Roselle	Early	↑ 87.5%
Butterfly Pea	Emerging	↑ 16.1%
Calendula	Early	↑ 14.7%
Cornflower	Early	↑ 9.3%
Elder Flower	Early	↑ 5.4%
Orange Blossom	Early	↑ 4.4%
Chrysanthemum	Early	↓ -10.1%

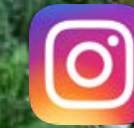
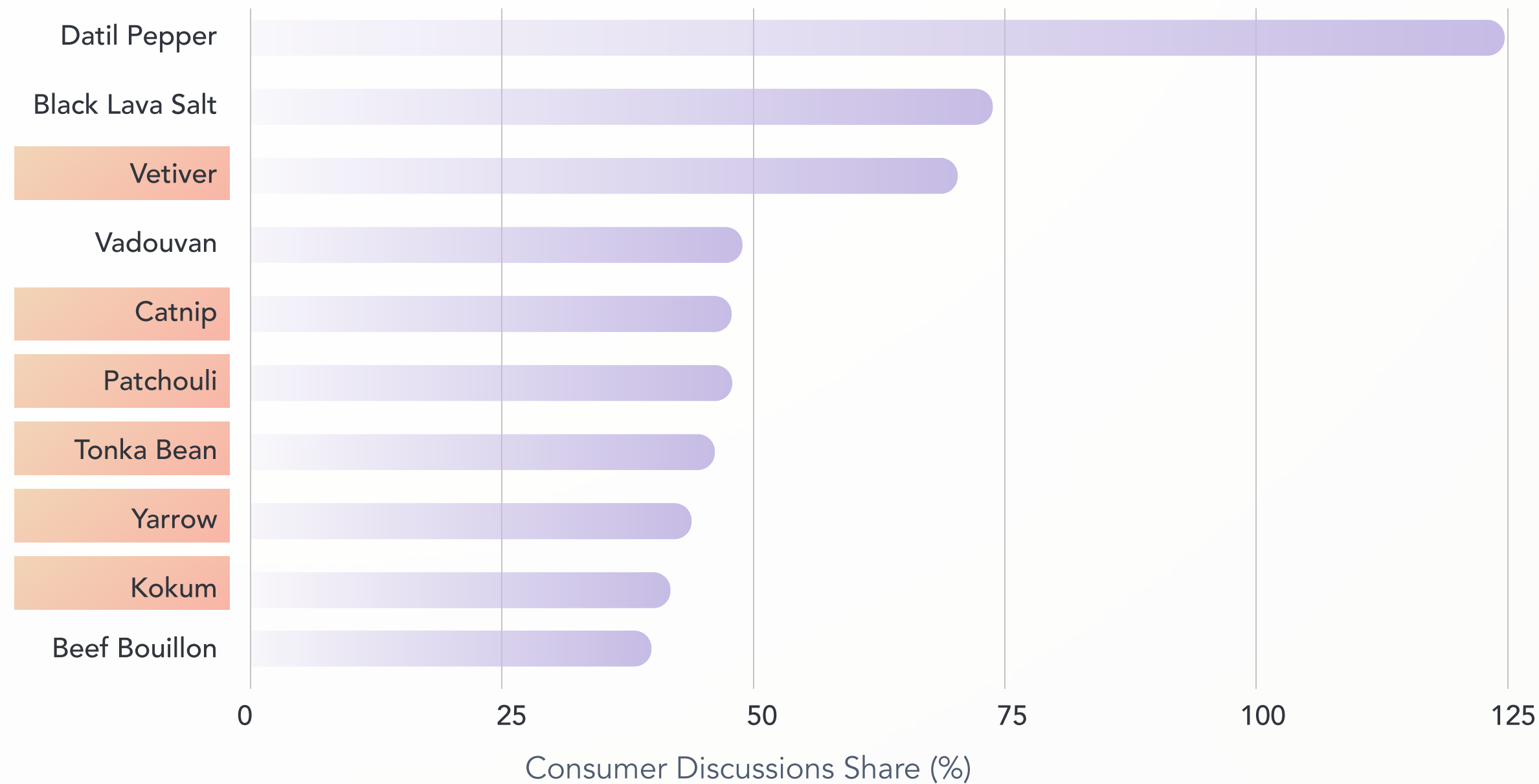




Condiments will be a last touch moment for functional health

Condiments, often referred to as the “last touch” moment of flavor, take on new character as a functional health provider. As interest in customization grows, condiments offer an “entry-level” opportunity for consumers to experiment with new flavors and functional health benefits -- often intersecting with botanical or floral ingredients. Of the top 10 fastest growing seasonings within the condiments category, 6 are floral or botanical ingredients.

Top 10 fastest trending seasonings in condiments



Made with mache, fresh mint, violet leaf, yarrow, toasted pine nut cream sauce, preserved lemon, and Calabrian chile broth; top with sultanas, wild plum blossom, dandelion, and musk mustard.



An Indian Christmas: Chocolate Ganache with Kokum Sauce. Some dishes become signatures when they are loved repeatedly over the years.



Fusion flavors bring adventure to American palates

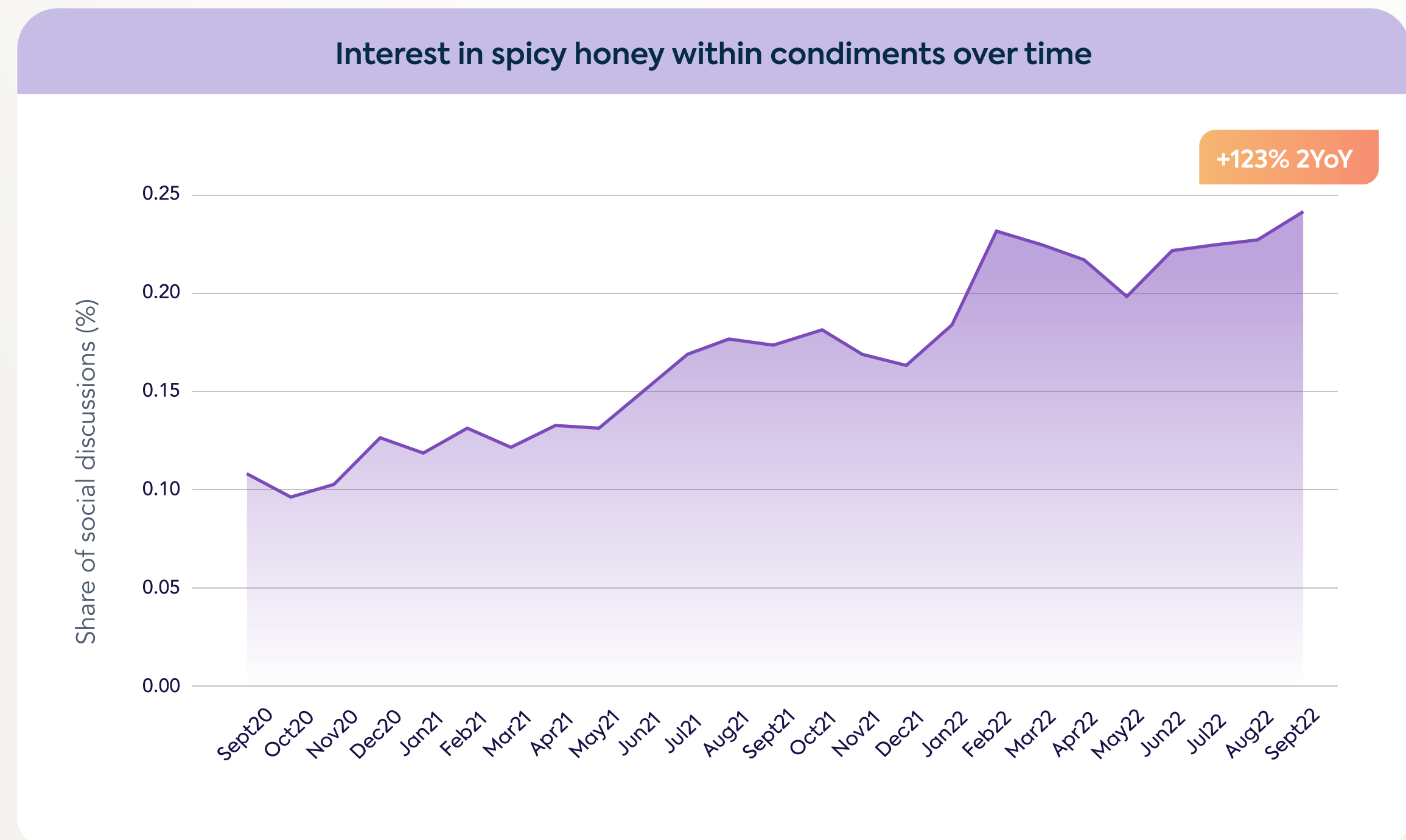
Sweet is the top taste profile in the US, showing up in the plate or glass in some form in 4% of all dining occasions.

However, the reliable favorite has taken a downturn; consumer callouts of sweet food and drink on social media have decreased 25% in the last two years, while spicy - another American favorite - has fallen **-41%** in the same time period.

While still popular, these two taste categories are in need of reinvigoration.

Fusion flavors have filled the gap, offering an adventurous twist to a stagnant category; newcomer **spicy honey** has grown **+26%** in interest in the last year alone, aligning with a rising need for adventurous flavors **(+20% 2YoY)**

We expect to see fusion taste profiles continue to rise in 2023 across categories.





Fusion flavors provide indulgence in desserts mashups

You've heard of spicy honey; what's next for flavor fusions? And what new applications can we expect from hot/sweet condiments? **1/3rd** of all spicy honey use pairs with chicken. Today, **creaminess** has entered the equation, bringing an added flavor layer to both savory and sweet applications of spicy honey -- and **chicken** is along for the ride.

Nostalgia and **tradition** have an important role to play here. Expand your understanding of nostalgia (for example: what audiences are you considering in your definition of nostalgia?), and think about how to apply them to dining occasions, like dessert, with indulgent or experiential twists.



OK I give up, I officially throw in the towel! How am I supposed to eat healthy with things like this in the world? **Fried chicken, ice cream sandwich with spicy honey.**



HOT ONES to offer **ICE CREAM NUGGETS** in two varieties, complete with Nugget Honey! Available until 11/4. Sweet or Spicy, which will choose? And if you're up for the challenge, Hot Ones The Last Dab.



Fusion flavor trends meet nostalgia for a trendy twist

Indulgent fusion dishes like ice cream chicken sandwiches, ice cream nuggets, and cornbread ice cream bring nostalgic flavors in an entirely new direction.

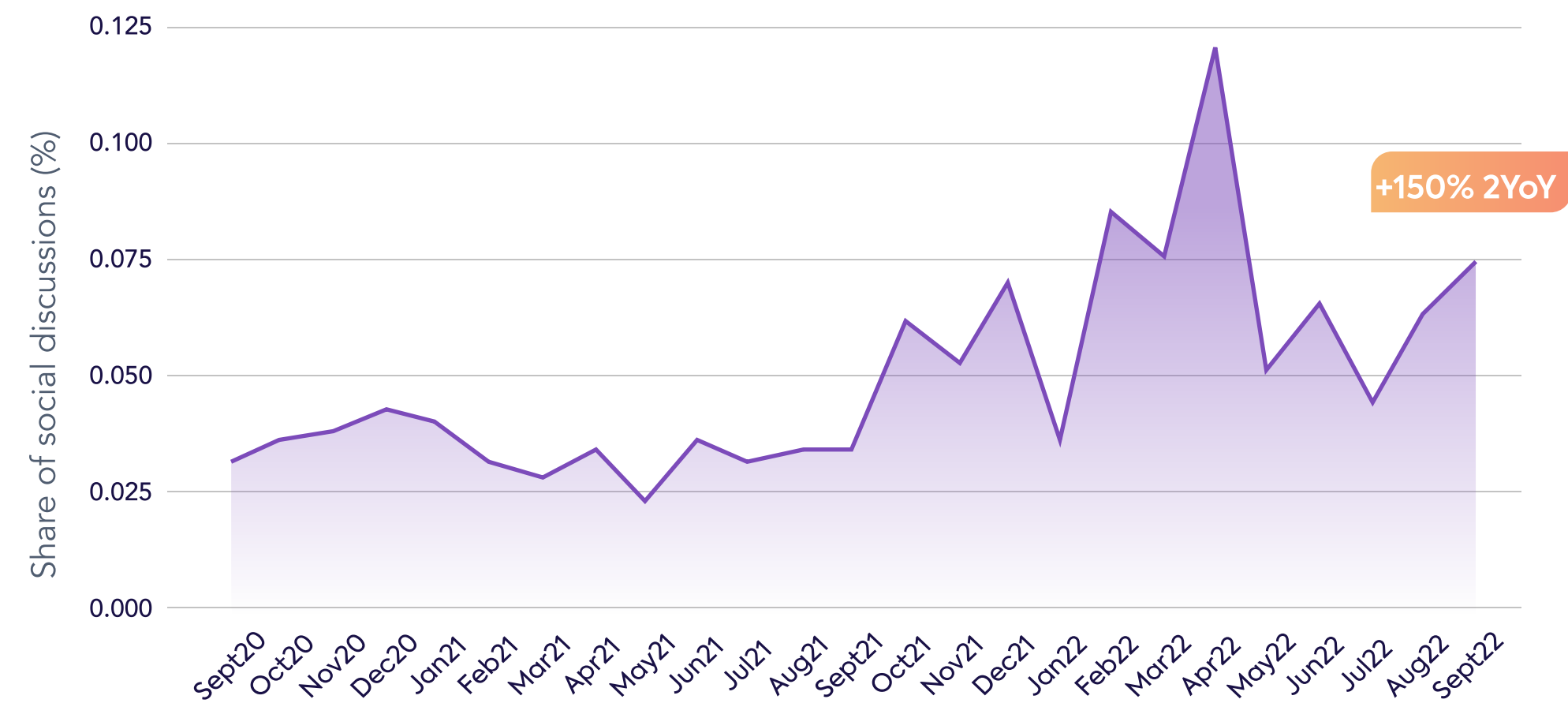
Brands like [Van Leeuwen](#) have taken a toned-down approach to hot honey in frozen desserts, while companies like [Smize Cream](#) have gone all in, using spicy honey to tap into new takes on nostalgic dishes. Consumers have responded; interest in hot honey in frozen desserts is up **150%** 2YoY.



HOT HONEY FRIED CORNBREAD

From hotcakes to corn fritters to cornbread, corn has been a staple in African-American cuisine. SMIZE Cream is paying homage to our ancestors with a delicious twist.

Consumer interest in hot honey in frozen desserts



Tip: When it comes to home cooking, consumers need inspiration. There's major room for innovation in recipes; consider creating content that brings the heat to ice cream.



Latin American beverage varieties enter the mainstream as consumers crave authenticity and connection

2022 saw a bump in consumer interest in Latin American beverage varieties, with interest growing **+14% YoY**. In 2023, Latin American flavors will continue to add richness to the story of the American culinary experience -- especially as American appetites for authenticity expand, alongside the concept of what constitutes "American cuisine".

Within the beverage category, a few Latin American specialties are gaining traction in the US: **Horchata**, a sweet rice drink popular in Mexican cuisine, is up **+16% YoY** in consumer interest, while **chicha morada**, a cold Peruvian beverage made from purple corn, has grown **+45%** over the last two years in consumer interest.

2023's star? **Aguas frescas** have grown nearly **+42%** in consumer interest over the last year, and have seen commercial success with recent launches from large brands.



Chicha Morada is drink from Andean regions of Peru. My family has been making this for ages. The base of it all is Purple Corn from Peru and our recipe is naturally sweetened and barely sweet.



Agua de Pina is a perfect partner for Taco Tuesdays. Refreshing Pineapple Water is a delicious and easy agua fresca recipe.

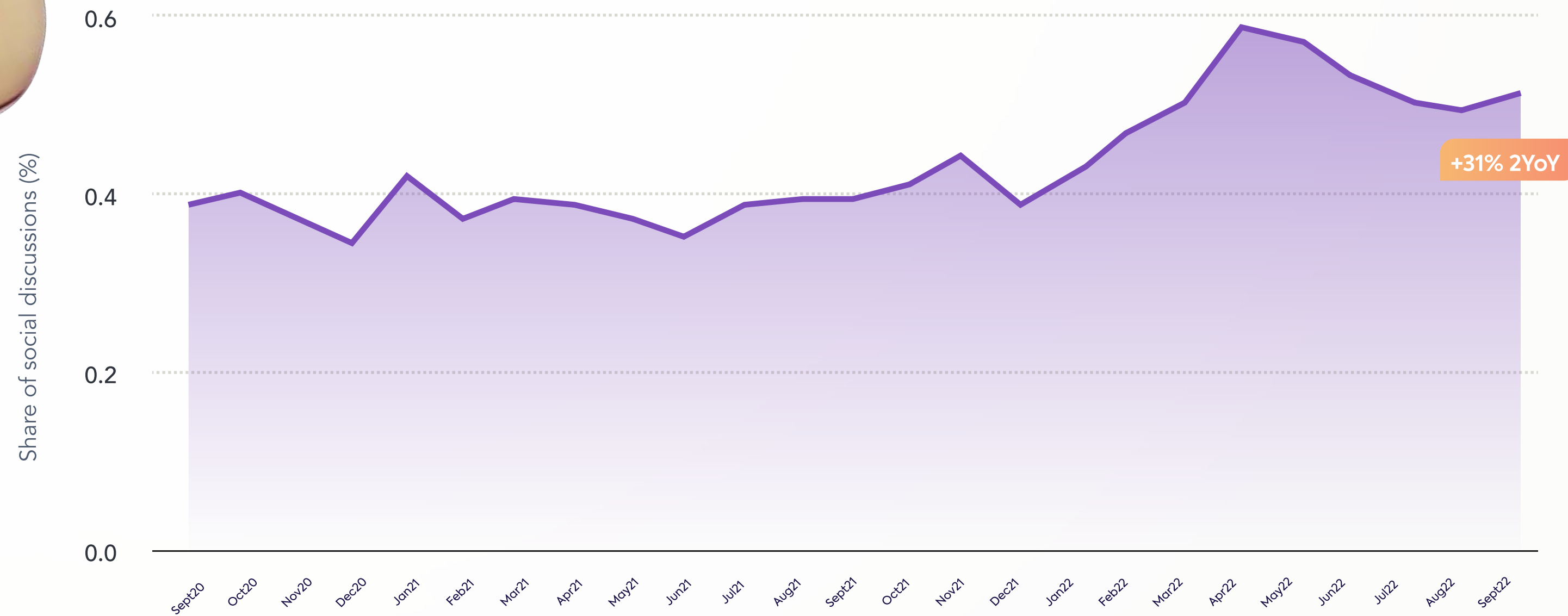




Non-alcoholic beverages offer prime opportunities for experimentation with global flavors



Interest in authenticity for non alcoholic-beverages



Interest in **authentic non-alcoholic beverages** has grown **31%** over the last two years, indicating an opportunity for non-alcoholic beverage brands to lead the introduction of global concepts that are new to the American mainstream to their audiences. Consumers are primed for experimentation, and ready to try new flavors.

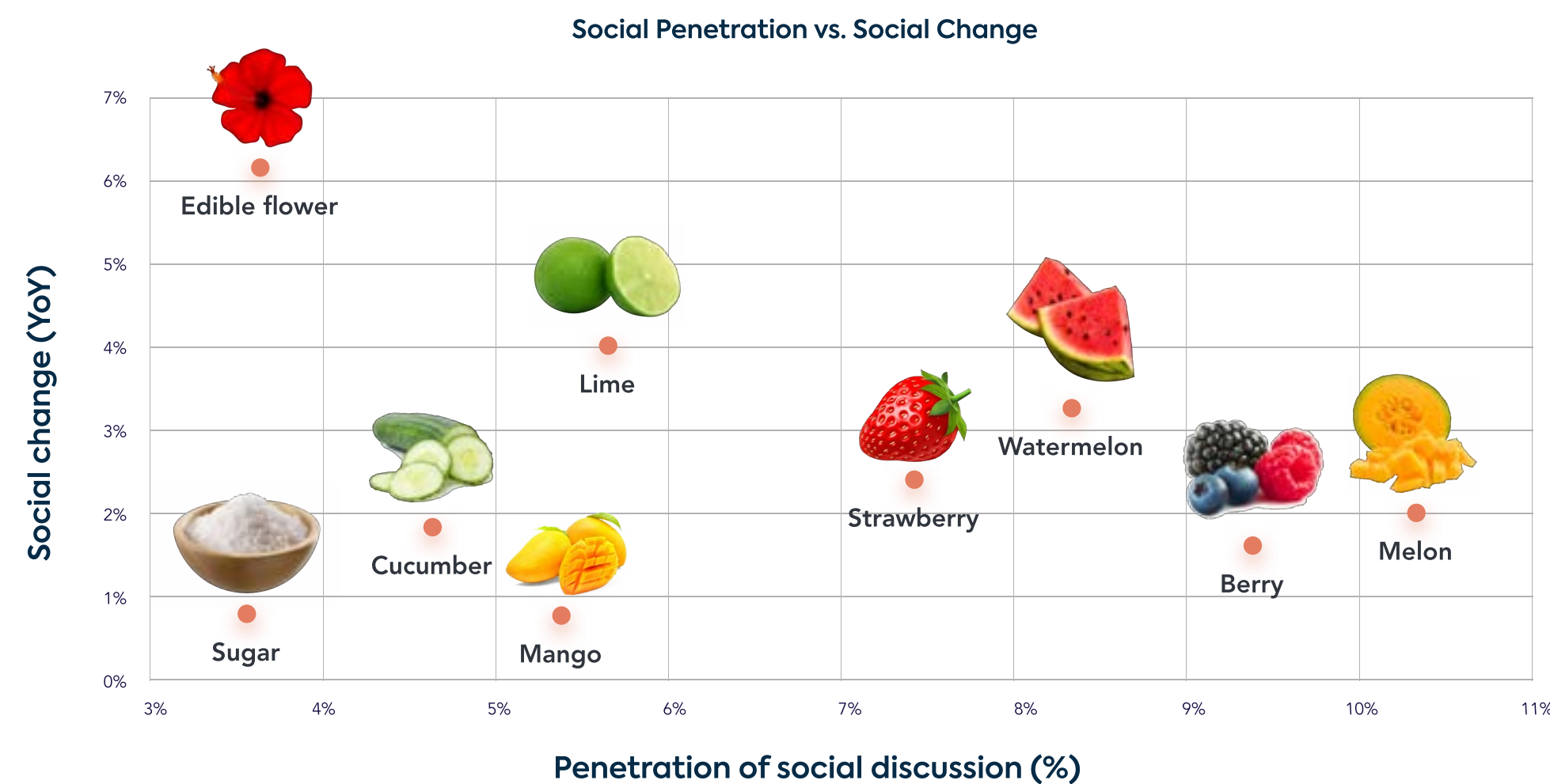
Along the way, consider the role of natural alternatives to processed sugar in non-alcoholic beverages; **jaggery (+27% YoY** in consumer interest within non-alcoholic beverages), is often found in Indian, African, and Southeast Asian food and beverage, while **monk fruit (+12%YoY)** is often found in Chinese cuisines.



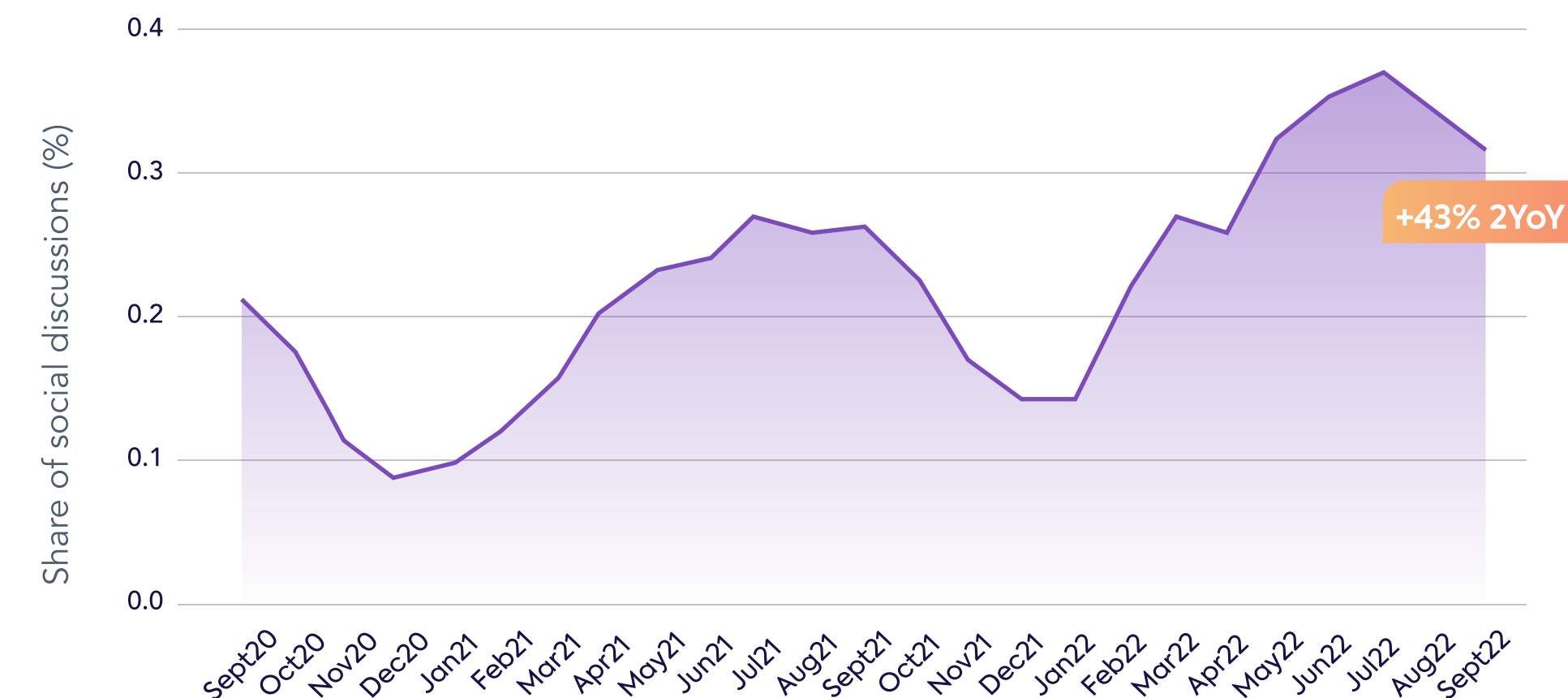
Opportunity: anchor global beverages to familiar flavors to capture interest in the market

Aguas frescas have grown **+43%** in consumer interest over the last 2 years within the non-alcoholic beverages category. Coca Cola's Minute Maid brand launched their aguas frescas line earlier in 2022 with the tagline "refreshing AF", apparently banking on Gen Z interest; a smart move, given that Gen Z is **+26%** more interested in refreshing beverages this year than last.

Top Flavors for Aguas Frescas



Interest in aguas frescas over time, within non alcoholic beverage





Opportunity: anchor niche beverages to familiar flavors to capture interest in the market

What makes the Minute Maid launch interesting? Its focus on **accessible flavors**. Strawberry, mango, and hibiscus flavors are a great mix of adventurous and accessible, allowing the wider market to connect with a global concept. Brands that can mimic this combination of accessibility, authenticity, and adventure will succeed in 2023.



Tip: bring aguas frescas to foodservice; there are **17x** more conversations in restaurants about the beverage than there are menu mentions, indicating a whitespace.



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