



FLAVORS OF THE FUTURE

Rising stars of flavors for sports
nutrition influenced by East Asia



YOUR NEW FLAVOR FORECAST

We have divided the flavor
trends into four categories:



Emerging



Growing



Mainstream



Established

SALTED EGG CUSTARD

Salted egg custard buns (also known
as Liu Sha Bao) are a classic Chinese
dessert. They combine traditional fluffy
bao buns with an indulgent sweet & salty
egg custard filling.



Humans are hard wired to crave salty and
sweet combinations meaning salted egg
custard could be a perfect, novel twist to
salted caramel!

NEWS & SOCIAL MEDIA

"Our 2022 Flavor of
the Year work uncovered
the rising trend of culinary
tourism and found the perfect
embodiment of the trend in
salted egg yolk"

- Andrea Ramirez, consumer and
customer market insight
manager for Torani



DALGONA BISCUITS

In Korean, Dalgona means 'sweet' and
refers to a simple honeycomb biscuit. These
biscuits are commonplace at children's
parties in South Korea where partygoers
attempt to carve a shape out of the thin,
brittle biscuit without breaking it.

The Dalgona Biscuit challenge featured as
part of the hit Netflix show, *Squid Game*,
which introduced them to a global audience
and sparked a spike in Google search
interest amongst people looking for recipes!



IN MARKET PRODUCTS



Dalgona Snack
(South Korea)



Crispy Dalgona Pieces
(South Korea)



Dalgona Flavored Milk
(South Korea)

YUZU

Yuzu's popularity has stemmed from the growing consumer desire for alternative citrus, enjoying the fruits recognisable citrus flavour but with a floral twist!

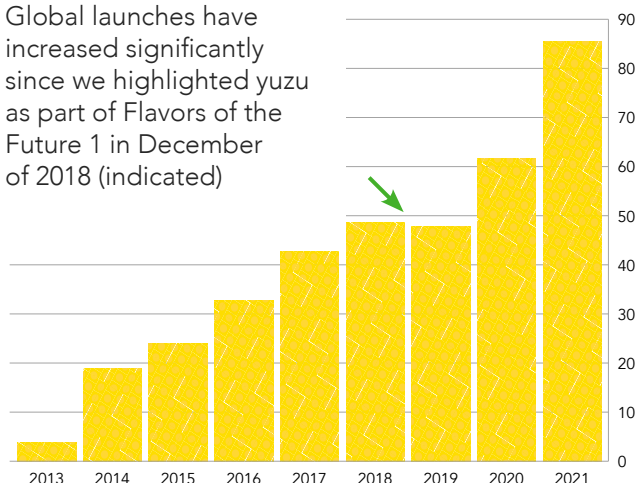


PERFECTLY PAIRED

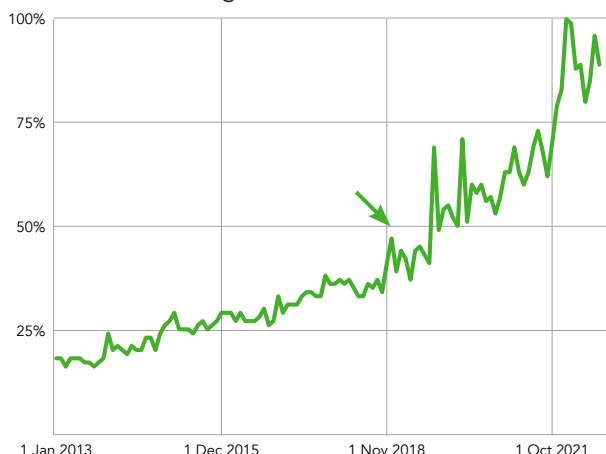


GLOBAL LAUNCHES

Global launches have increased significantly since we highlighted yuzu as part of Flavors of the Future 1 in December of 2018 (indicated)



Google Trends - Interest

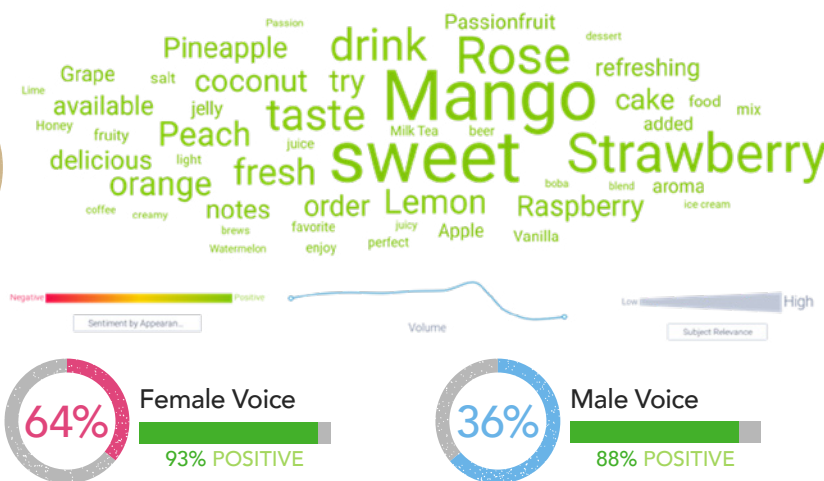


LYCHEE

Although 90% of lychee product launches are still found in Asia Pacific regions, European and American consumers are certainly no strangers to lychees! Its unique floral flavour makes it an intriguing offering for consumers, particularly when paired with other flavours.



DEMOGRAPHICS ON SOCIAL



EXPLORE MORE EXCITING FLAVORS OF EAST ASIA

Get the full lowdown on our flavor trends for sports nutrition influenced by East Asia.

Email us to discover more
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