

FLAVOR TONALITIES

OVERVIEW sweet browns

Sweet brown flavors captivate with their rich, comforting profiles and indulgent appeal. From the buttery warmth of caramel to the deep, roasted notes of toffee and brown sugar, these flavors bring a sense of nostalgia and sophistication to foods and beverages alike.

More than just sweet, they evoke the complexity of slow-cooked, caramelized ingredients—often layered with hints of spice, nuttiness, and creamy undertones. Rooted in classic desserts yet reimagined for modern tastes, sweet brown flavors offer both familiarity and a touch of decadence, making them a timeless favorite across cultures.

MAIN CHARACTERISTICS

Warm



Rich



Toasted



Indulgent





MOST POPULAR

sweet browns



MILK CHOCOLATE

4,722



VANILLA

3,422



PEANUT BUTTER

2,578



CARAMEL

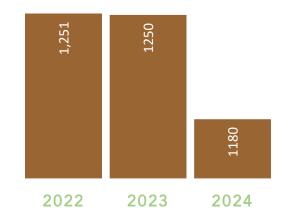
1,617



milk chocolate

Loved for its velvety sweetness and smooth texture, milk chocolate is a timeless indulgence enjoyed across the globe. It brings a rich, creamy depth to desserts, confections, and baked goods, while pairing beautifully with flavors ranging from fruity and nutty to salty and spicy.

In beverages, milk chocolate melts seamlessly into hot cocoa, mochas, and milkshakes–adding warmth, sweetness, and a touch of luxury. Often associated with comfort and celebration, milk chocolate is as versatile as it is irresistible.



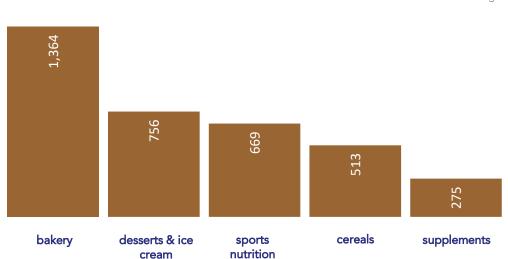
YEAR OVER YEAR LAUNCHES





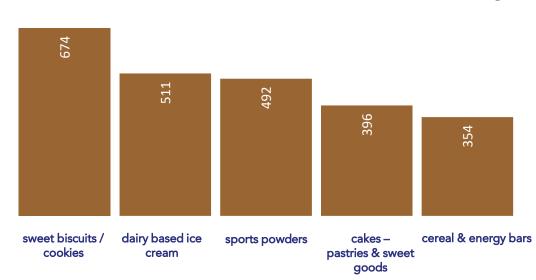
TOP CATEGORIES

Source: Innova Market Insights



TOP SUB-CATEGORIES

Source: Innova Market Insights









Chocolate Chip Cookie Dough Truffles



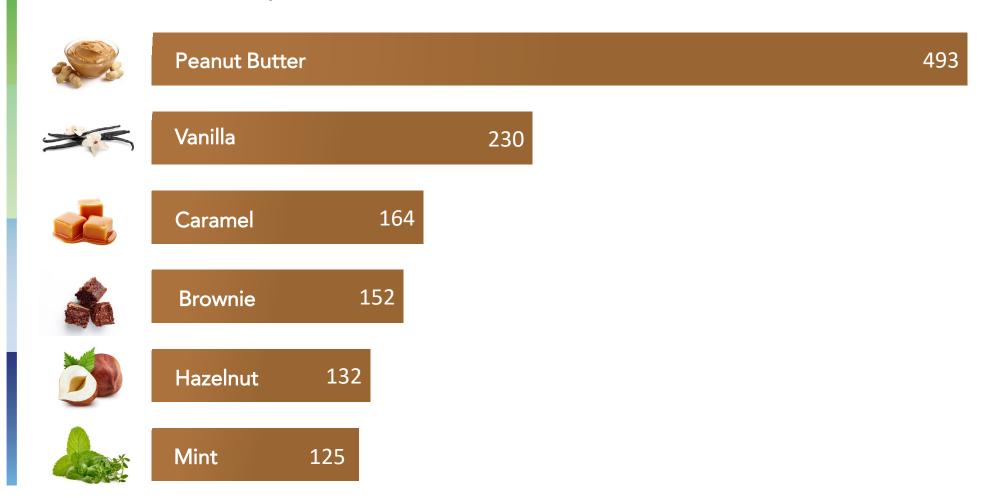
Bailey's Cupcakes





TOP FLAVOR BLENDS

Number of launches – US, Last 3 years



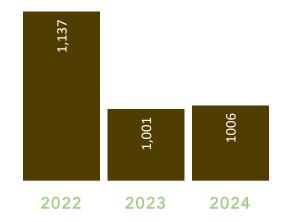




vanilla

Vanilla is a classic, aromatic flavor that adds warmth and elegance to dishes and drinks around the world.

In food, vanilla is cherished for its smooth, creamy sweetness and its ability to enhance everything from baked goods to custards. In beverages, it blends seamlessly into coffees, lattes, and milkshakes—bringing depth, comfort, and a hint of indulgence to every sip.



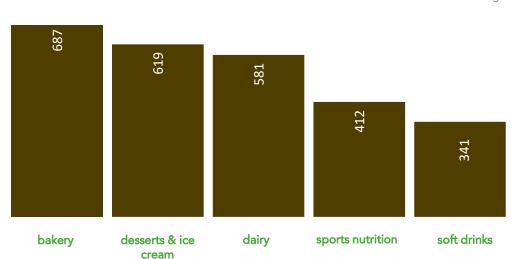
YEAR OVER YEAR LAUNCHES



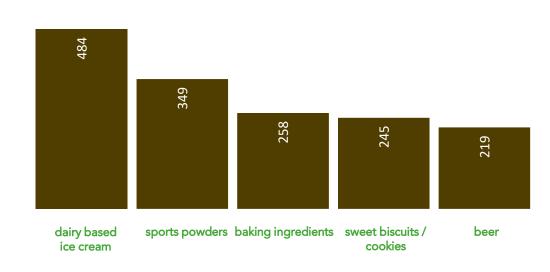


TOP 5 CATEGORIES

Source: Innova Market Insights



TOP 5 SUB-CATEGORIES







French Apple Custard Pie



Jumbo Chocolate Chip Cookie



Pumpkin Spice Cookies



292



TOP FLAVOR BLENDS

Number of launches – US, Last 3 years



130

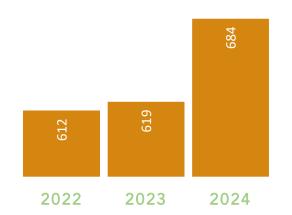




peanut butter

Smooth, rich, and nutty, peanut butter adds comforting flavor to both sweet and savory dishes. From sandwiches and baked goods to sauces and marinades, its versatility shines.

In beverages, it brings creamy indulgence to smoothies and shakes—packed with plant-based protein and heart-healthy fats. Peanut butter is as nourishing as it is delicious.



YEAR OVER YEAR LAUNCHES



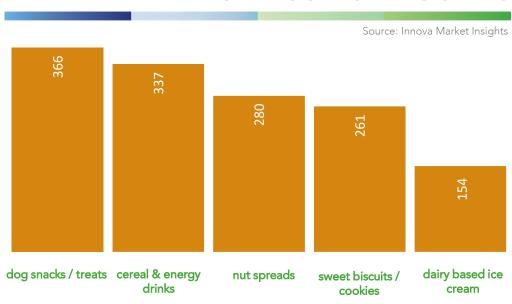
peanut butter

SYNERGY FLAVOR TONALITIES

TOP 5 CATEGORIES



TOP 5 SUB-CATEGORIES







Flourless Peanut Butter Chocolate Chip Mini Muffins



Texas Cowboy Cookie



Peanut Butter Pound Cake



peanut butter



TOP FLAVOR PAIRINGS

Number of launches – US, Last 3 years

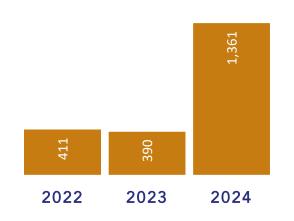
	Milk Chocolate	293
	Chocolate Chip 128	
	Banana 113	
	Dark Chocolate 87	
800	Pretzel 74	
	Strawberry 57	





Caramel is a rich, golden flavor that brings smooth sweetness and a hint of indulgence to dishes and drinks worldwide.

In food, caramel is loved for its buttery depth and subtle toasted notes, enhancing everything from candies and pastries to ice creams. In beverages, it swirls into coffees, lattes, and milkshakes–adding warmth, creaminess, and a touch of luxury in every sip.



YEAR OVER YEAR LAUNCHES





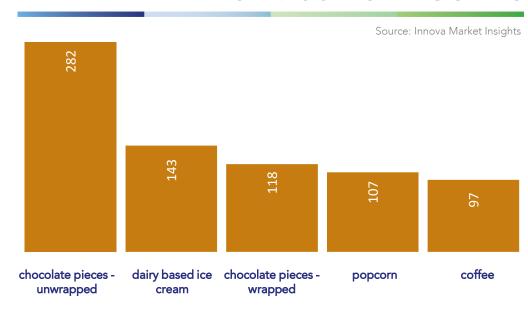
cream



TOP 5 CATEGORIES



TOP 5 SUB-CATEGORIES













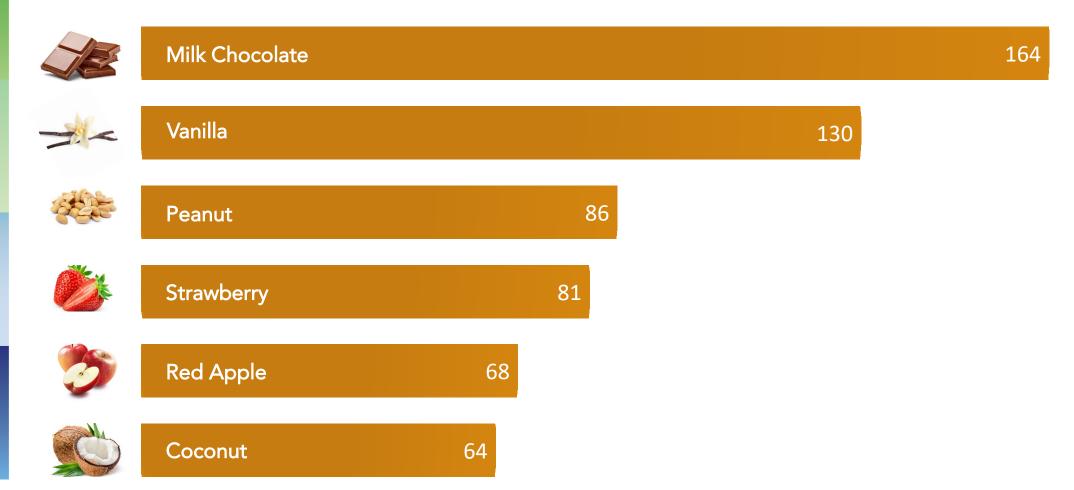
Butter Brickle Frozen Delight





TOP FLAVOR BLENDS

Number of launches – US, Last 3 years



GROWING sweet browns





1,091







Maple stands out as a cherished flavor known for its warm, caramel-like sweetness and naturally comforting profile–frequently featured in syrups, baked goods, and seasonal treats that evoke indulgence with a touch of nostalgia.

TOP 5 SUB-CATEGORIES TOP 5 CATEGORIES YEAR OVER YEAR LAUNCHES 35 ■ hot cereal 23 cereals 77 syrups 135 ■ spreads cold cereal bakery ■ cakes - pastries & sweet snacks goods 77 65 2023 2024 meat, fish & eggs







chocolate chip

Chocolate chips remain a timeless favorite celebrated for their rich, velvety sweetness and indulgent cocoa depth-commonly featured in baked goods, snacks, and premium treats that evoke comfort while satisfying cravings.





FLAVOR TO WATCH honey



Launches – Last 2 Years Food & Beverage, US

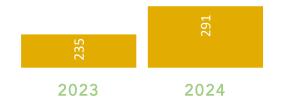
Source: Innova Market Insights



honey

Honey is expected to experience strong menu growth through 2025, particularly in beverages, baked goods, and globally inspired dishes—driven by consumer interest in natural sweeteners and functional ingredients. This momentum on menus is likely to extend to retail, with rising demand for raw, organic, and specialty honey varieties, as well as honey-infused products like sauces, dressings, and snacks.

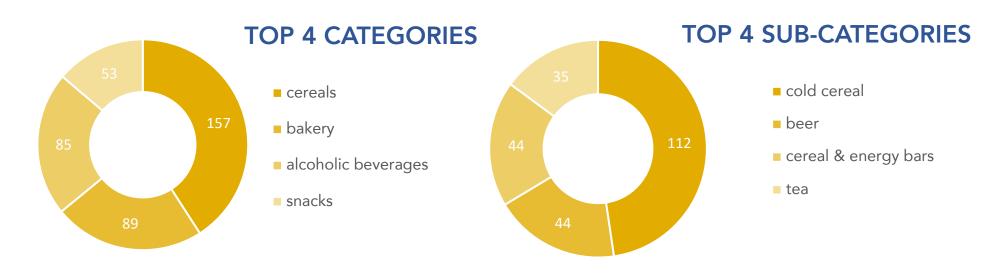
The growing popularity of unique floral and regional honeys—such as manuka and lavender—is elevating honey's status as a premium, health-forward option for both foodservice and grocery aisles.











PRODUCT LAUNCHES







TOP FLAVOR PAIRINGS









HISTORIC GROWTH

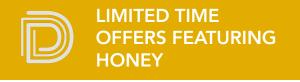
4-Year: +2%

GROWTH POTENTIAL: STRONG

HONEY ranks in the 92nd percentile for future growth potential - Its growth is predicted to outperform 92% of all other foods, beverages, and ingredients over the next four years.

PREDICTED

2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029















FLAVOR TONALITIES

CONTACT US

For Additional Insight and Information <u>us.inquiry@synergytaste.com</u>

