

Flavor

Sneak a peek
at the future
of flavor

66%

of consumers like
to try new flavors
from time to time

69%

of consumers
define a new or
unique flavor as
one they have
never had before

61%

of consumers are
very likely to try
new flavors at
dinner, more than
any other daypart

40%

of consumers
define a new or
unique flavor as a
unique twist on a
familiar flavor

Most Appealing Sparkling Water Flavors

See percentage of responses and many more categories in the full report.



CHERRY



LEMON



STRAWBERRY



Menued Flavor Projections

Percent of restaurants menuing ingredients

See all of our flavor projections for 2021 in the full report.

