

Snack Attack: Flavor Trends Unwrapped

Key Recommendations

Flavor innovation is becoming table stakes and will help you maintain relevance and deliver value beyond price.

Strategically leverage flavor to increase loyalty among your core consumers or extend your brand to new buyers.

Consumers are looking for indulgence but also functional benefits.

Look for opportunities to flip the script in categories with beloved flavors but poor health halos.

Social media will continue to accelerate demand for unique taste experiences.

Use AI to illuminate white space where consumers are making flavor modifications to extend your brand to new occasions.

Snacking continues to struggle, with consumers forced to cut back on discretionary spending

However, snacks offer valuable emotional benefits and can deliver affordable indulgence



Source: NielsenIQ RMS Data, Total US xAOC + Conv, 52 w/e 9/28/24 vs YA; Snackonomics Survey 2023, 2024

Flavor is a powerful lever manufacturers can deploy to enhance value.

Consider how your brand can capitalize on the following emerging flavor trends to fuel growth and captivate consumers.

NIQ identified trending snack flavors that are outpacing total category growth

Dishes as Flavors

Spicy Around the World

BBQ with a Twist

Seasonal Staples

Beverages as Flavors

Childhood Favorites

Social media trends can have a huge impact on snacking behavior

Manufacturers can leverage AI to monitor trends for inspiration & white space



Tik Tok; Skittles.com. NielsenIQ Consumer Outlook Survey Mid Year 2024. 2TikTok Marketing Science Global Shopping Ad Products Study 2022, conducted by Material

Authors

- Carlie Moscherosch
- Carly Levin

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