



2020

# *Food Trends Report*



Eating collagen-rich foods helps create the amino acids needed for healthy skin.

This water in which legume seeds have been cooked mimics the properties of egg whites.



# 1

**COLLAGEN**



# 2

**AQUAFABA**

TOP  
INGREDIENTS  
2020



# 3

**CAROB**



# 4

**CBD OIL**

Part of the legume family, carob is a sweet and healthy substitute for chocolate.

Cannabidiol (CBD) food and drink products may have therapeutic results.





JAPANESE  
FARE  
OLYMPICS 2020

ORGANIC

INDULGENT  
VEGAN

# TOP TRENDS

Global flavors will reign supreme, and Japan will have a spotlight in the upcoming year with the Olympics in Tokyo. Ugly produce will continue to evolve into mainstream products which will increase sustainability efforts. In 2020, lab-grown and plant-based alternatives for breakfast will lead the way.

Texture in both food and beverage will be an escalating attribute sought after by consumers.

TEXTURE  
SENSORY  
EXPLOSION

BOOZE  
IN FOOD

UGLY  
PRODUCE  
FOOD WASTE  
COMBATANTS

LABEL  
TRANSPARENCY

PROBIOTICS  
GUT  
HEALTH

PLANT  
BASED  
SWEETENERS  
AND MENUS

SUSTAIN  
ABILITY

CBD

LAB  
GROWN

UNIQUE  
FRUIT  
FLAVORS

TEAM  
WORK  
CO-BRANDING

CULINARY  
ADVENTURE  
MENU

# TOP DRINK TRENDS 2020

Bio-actives bring a new phase of functionality to premium drinking choices. Botanicals and exotic citrus will provide complex flavors for craft beers and custom-tailored drinks, which will become the new unique selling point and deliver a competitive advantage. A rising alcoholic flavor, gin, provides a base for locally inspired and infused blurring of cocktails and mocktails.

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SAVORY PROFILES – *spicy, nutty*

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PAIRED-DOWN DRINKS – *alcohol-free tinctures*

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TEXTURE – *carbonated everything*

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HANDCRAFTED – *tiny tastes*

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LOCAL INSPIRED & INFUSED – *regional/seasonal*

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GIN

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CLEAN-LABEL KIDS' BEVERAGES

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FERMENTED

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FUNCTIONALITY – *adaptogens, protein infused, energy*

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EXOTIC CITRUS – *bergamot orange, yuzu, calamansi, citron, makrut lime, pomelo, meyer lemon, blood orange and ugli fruit*

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PLANT-BASED ALTERNATIVES

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QUALITY OVER QUANTITY – *premiumization*

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LIGHT AND BRIGHT – *botanicals*

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KEEP IT SIMPLE – *limited ingredients*

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MOCKTAILS

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COMBINATIONS WITH A TWIST – *beverage blurring*



## TOP COCKTAIL FLAVOR TRENDS

- FALERNUM
- CITRUS
  - Valencia*
  - Mandarin Orange*
  - Charred Orange*
  - Tangerine*
  - Burnt Lemon*
  - Yuzu*
- SPICY
  - Ancho Chili*
  - Habenero*
  - Ginger*
- BOTANICAL
  - Orchid*
  - Elderflower*
  - Roselle*
- PASSION FRUIT
- ALMOND
- LIME AND STRAWBERRY
- BLACK RASPBERRY
- LUXARDO CHERRY
- WHITE PEACH
- COFFEE
- BROWN BUTTER

## TOP MOCKTAIL FLAVOR TRENDS

- BOTANICALS AND ADAPTOGENS
  - Osmanthus Flower*
  - Rose*
  - Lemongrass*
  - Basil*
  - Rosemary*
  - Chrysanthemum*
  - Dandelion*
  - Orange Blossom*
  - Hops*
- CITRUS
  - Calamansi*
  - Blood Orange*
  - Bergamot Orange*
- GRAPE
- PASSIONFRUIT
- LEMON AND LIME
- LEMON AND TEA
- MATCHA GREEN TEA
- RHUBARB
- ESPRESSO
- GUAVA
- PECAN
- PRICKLY PEAR
- CIDER
- MARSHMALLOW







Uplifting coffee and tea with niche and distinctive flavors and ingredients will allow the categories to tap into the younger generation seeking adventure. Textures like sparkling, butter and MCT oil will allow companies to attract consumers looking for a refreshing but healthy pick-me-up. Move beyond traditional fruits, highlighting the unusual flavors from cactus, such as prickly pear and dragon fruit or regionally focused growing regions.

## TOP COFFEE FLAVOR TRENDS

Cold Brew, MCT Oil, Collagen  
and Grass-Fed Butter

- PEPPERMINT
- MICHIGAN CHERRY
- NUT AND TOFFEE
- BLACK WALNUT AND MOLASSES
- CINNAMON AND PILONCILLO (MEXICAN BROWN SUGAR)
- RASPBERRY
- WHITE CHOCOLATE
- CASCARA
- AMARETTO
- MARSHMALLOW

## TOP TEA FLAVOR TRENDS

- TROPICAL TWISTS
  - Papaya*
  - Guava*
  - Passionfruit*
  - Mango*
  - Coconut*
  - Pineapple*
  - Dragon fruit*
- KIWI
- WATERMELON
- MAPLE BLACKBERRY
- THAI TEA
- TEA & JUICE
- MILK TEA
- BITTERS & TEA





# 62%

OF ALL U.S.  
WATER LAUNCHES  
IN 2018 WERE  
CARBONATED,  
SPARKLING  
OR BUBBLY



# 30%

OF HEAVY CSD  
CONSUMERS IN THE  
U.S. WOULD DRINK  
MORE SOFT DRINKS  
IF THEY HAD  
UNIQUE FLAVORS

In 2020, brands should be more bold and experimental with flavors in CSD innovation. Spark consumer interest and grab attention with regional inspired or novel flavors like Yuzu, Cloudberry or Cream.

One of the hottest categories in the entire non-alcoholic beverage market, sparkling water, is experiencing year-over-year double-digit sales growth. Innovating with flavors can help move the market to premium culinary experiences. Sweet-flavored waters like cotton candy and alphonso mango can deliver an indulgent appeal. Sparkling water is also crossing categories and now becoming a flavorful and fan favorite for those looking for a less sugary and healthy cocktail mixer.

## SPARKLING WATER FLAVOR TRENDS

- DRAGON FRUIT PUNCH
- COTTON CANDY
- WATERMELON
- YUZU
- KUMQUAT
- KAFFIR LIME
- POMELO
- TANGERINE
- BLOOD ORANGE
- PEACH MINT
- FUJI APPLE
- RHUBARB
- ALPHONSO MANGO
- PINK GRAPEFRUIT
- MELON CUCUMBER
- BLACKBERRY LEMON
- BLACK CHERRY LIME
- MAPLE
- BIRCH
- COCONUT
- LEMON & PEPPERMINT
- PRICKLY PEAR
- BLUEBERRY MINT

## CARBONATED SOFT DRINK FLAVOR TRENDS

- YUZU
- CLOUDBERRY
- CALAMANSI
- LINGONBERRY
- CHERRY BLOSSOM
- SUDACHI
- LYCHEE
- CREAM





IN 2018, THE GLOBAL  
SPORTS NUTRITION MARKET  
WAS VALUED AT NEARLY

**\$51b\***

AND BY 2023 IS EXPECTED  
TO INCREASE IN VALUE TO

**\$81.5b\***

\* U.S. DOLLARS



## SPORTS NUTRITION BEVERAGES FLAVOR TRENDS

Plant-Based Nootropics,  
Vegan, Collagen, Natural

- PECAN
- AÇAÍ
- TWISTED CHOCOLATE
- ORANGE
- LEMON & LIME
- KIWI & STRAWBERRY
- TART CHERRY
- BLUEBERRY & POMEGRANATE
- WHITE CHERRY
- GREEN APPLE
- BLUEBERRY & PEACH
- YUZU
- TARO
- GREEN TEA
- MATCHA





# TOP FOOD TRENDS 2020

As U.S. consumers travel more and become more adventurous, so does their taste for trying authentic and new cuisine types. Take flavor inspiration from cuisines such as Japanese and African dishes to increase consumer engagement. Yuzu, a Japanese citrus, is growing on foodservice menus, and it has also appeared in a range of retail products such as seasonings, snacks and dressings. Africa is an untapped retail opportunity for sauces and seasonings and much more. Flavors such as berbere, harissa, saffron and scotch bonnet chilies can provide consumers new to African flavors with a good introduction.

## AROUND THE WORLD

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MIDDLE EASTERN SPICE BLENDS – *hawajj, baharat, urfa biber, sumac* – Syria, Lebanon, Libyan, Morocco influences

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INTENSE FLAVORS – *chimichurri, muhammara, toum, zhug, espelette, hatch chile peppers, XO sauce, chili de arbol*

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MEDITERRANEAN FLAVORS – *pistachio, olive oil, watermelon, date, mint*

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REGIONAL MEXICAN – *hoja santa, epazote, pulque, tepache, nixtamalization*

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PERUVIAN – *aji de gallina, papas a la huancaína, rocoto relleno, suspiro de limeña, alfajores*

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JAPANESE FLARE / 2020 OLYMPIC INFLUENCE – *miso caramel, Japanese mint – hokuto*

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AFRICAN FLAVORS – *kola nut, yam, berbere, scotch bonnet chilies, fonio, saffron, harissa, melagueta pepper, moringa*

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## CONVENIENT AND UNIQUE

Consumer expectations for unusual and exciting food and drink options will continue to cross categories and retail channels. As a result, consumers can save time without compromising their expectations for full and unique flavors, easy-to-use formats and creativity with food and drink.

The ability to build your own food and drink items from the ground up – rather than from a preset selection of flavors and add-ins – is mainstreaming and may soon be seen as the norm rather than a novelty.

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HANDHELD POCKET MEALS – *samosas, qatayef, piroshky, falafel, takoyaki*

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HANDHELD SANDWICHES – *khachapuri, banh xeo, vada pav, kati roll, galettes*

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WARMING SPICES – *pumpkin spice, orange spice, gingerbread, apple spice*

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FIRE-ROASTED PREPARATION METHODS – *chipotle, ancho chili, queso fresco, serrano, fresno*

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DISTINCTIVE MUSHROOM – *Lion's Mane mushroom, shiitake, truffle, porcini flavors*

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ARTISAN CHEESES – *hazen blue, antique gruyère, taupinière, labneh, burrata, white cheddar*

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BRIGHT & BOLD – *purple yam, nigella sativa, ruby cocoa, golden turmeric, garam masala, tangerine*

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44%

OF U.S. CONSUMERS HAVE ORDERED  
DELIVERY OR CARRY OUT  
DIRECTLY FROM A RESTAURANT ONLINE  
OR THROUGH AN APP





# HEALTHFUL AND SPECIAL DIETS

There is growing interest among consumers on how the food they eat impacts their health and the environment. Consumers are not only concerned with what and how they eat, but also on its wider impact: many are increasingly interested in eating more sustainably to help improve the health of the planet. Brands can reach a wider audience with an overarching message of fresh, real ingredients, along with options curated to specific dietary concerns.

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## VEGAN BACON

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PLANT-BASED BREAKFAST – *sausage, chorizo, bacon*

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ECCENTRIC SEEDS – *lotus, basil, water lily*

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SALT ALTERNATIVES – *hot sauces, pepper flakes, herbs, botanicals*

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LOCAVORE – *farm-raised, organic* – *celtuce, cauliflower*

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NUTRITIONAL KIDS' MENUS

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FUNCTIONAL FOOD AND GUT HEALTH – *fermented*





# TECHNIQUE AND EXPERIENTIAL

Increasing access to diverse foods and a desire for more food exploration continues to raise diner's expectations for new and unique dining experiences. Consumers are looking for experiences that pique and stimulate the senses, whether for relaxation, boosted efficacy, or simple enjoyment.

**LIMITED-TIME OFFERS** – *LTOs are being issued more regularly and at a faster pace*

**IMMERSIVE DINING** – *multisensory gastronomic experiences that evoke emotions and memories that go well beyond the food*



**T. HASEGAWA**

Whether you find a direction that interests you here, or you start your own brand new trend, our scientists are ready to collaborate with you and create a custom solution for your individual needs.

Give us a call and add exciting flavor to the new year.

## DEVELOPMENT CAPABILITIES

Water-Soluble Liquid Blends   Oil-Soluble Liquid Blends   Emulsions   Extracts   Spray Dry Powder   Vacuum Dry Powder   Powder Blends  
Compounding   Thermally Processed   Distillation   Enzymolysis   Fermentation   Hot Fill   UHT Retort   Homogenization Competencies

## AVAILABLE IN

Organic   Natural   Gluten Free   Vegan   Kosher   Halal   Non-GMO  
Clean-Label   Cost Reduction   Retail Compliant   Natural & Artificial Blends

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