

TASTE THE TRENDS OF TOMORROW

FLAVOR TRENDS **2025**



Th T.HASEGAWA

Flavor Trends:

Discover the Flavor Landscape of 2025

This year brings a unique blend of tradition and modern innovation as we embark on a global exploration of tastes. We are witnessing the rise of nutrition-packed foods and functional beverages driven by modern voices and technology. Bold flavors that provide an extraordinary experience take center stage in our quest for escapism, while the growing interest in global cuisines ignites culinary curiosity. At the core of it all is our selection for the flavor of the year in 2025.

Join us as we delve into the redefined tastes shaping 2025 and beyond.





- 1 MASHUP MANIA** Expect the unexpected with unique combinations that bring cultural and culinary elements together. This trend resonates with younger generations seeking global diversity and fun in food.

- 2 RETRO REVIVAL** Embracing the flavors of nostalgia, this trend appeals to consumers who crave tastes that evoke cherished childhood memories. It's about honoring timeless favorites with a fresh twist.

- 3 FLAVOR ESCAPISM** Provide an escape from reality with fantasy flavors that connect consumers on an emotional level—'rainbow' flavors or playful branding for what 'unicorn' and 'galaxy' flavors taste like.

- 4 FUNDAMENTALLY NUTRITIOUS** With weight-loss medication use growing, nutritional value must assist GLP-1 medications, through sugar reduction, balanced meals, or protein-enriched foods.

- 5 BEAUTY YOU CAN TASTE** Combining beauty-enhancing benefits with food and beverages appeals to younger generations seeking products that support skin health—a timely opportunity for innovation.

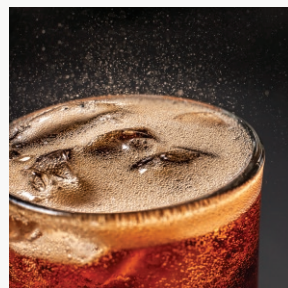
- 6 AI-POWERED INNOVATION** Utilize AI to enhance consumer experiences. Whether through flavor innovation, maintaining food safety, or sustainable partnerships, AI can benefit brands.

- 7 SEASONAL SHIFT** Seasonal menu items create anticipation of holidays with enjoyment across generations. Introducing flavors earlier enhances the experience and keeps the festive spirit alive longer.

- 8 PLANT-BASED ROOTS GROW DEEPER** The plant-based category is growing! Products will improve taste, textures, and sustainability as they become staples in everyday meals rather than niche diets.

- 9 PETALS ON THE PALATE** Floral profiles like elderflower, hibiscus, and rose will continue to bloom. Associated with wellness, they also appeal to the growing interest in sensory and calming experiences.

- 10 BLURRING CATEGORIES** The lines within the beverage world are fluid, merging across categories and opening up new possibilities for product innovation, such as soft drinks with functional benefits.



Consumer Trends 2025

Consumers will drive food and beverage trends, focusing on innovation, authenticity, and well-being. Diverse generations—led by Gen Alpha, Gen Z, and Millennials—seek bold flavor mashups and creative global fusions. Whether it's finding new products for natural energy boosts or maintaining gut health, 2025 is sure to be as tasty as it is healthy.

Sustainability and social awareness continue to drive consumer choices. Agricultural challenges affect supply chains and prices, leading consumers to adapt and reshape their buying habits. At the same time, the “sober curious” movement gains momentum, fueling demand for premium alcohol-free options to be enjoyed socially without the negative impact of alcohol.

Anticipate 2025 to connect generations through bold flavor pairings and global tastes. Consumers seek variety as snacking expands its options and nutrition gets personal. Discover a new world of flavor as social media's buzz keeps experimental flavors alive. Dive into the new year expecting new flavor bursts, which will surely wow your taste buds.



Consumer preferences will continue to shape food and beverage trends. This year will see a mix of health-conscious choices with bold, global flavors incorporating innovative twists.



- 1** **GENERATIONAL FLAVOR SHAPERS** Gen Z, Gen Alpha, and Millennials are redefining food and beverage trends: Millennials look for health and wellness options while also giving in to decadence; Gen Alpha focuses on sustainable, organic, natural ingredients, and low-sugar alternatives; and, Gen Z turns towards plant-based diets for health, while social media influences the drive for global tastes and unique flavors.
- 2** **MINDFUL MUSHROOMS** Functional mushrooms are sprouting up in markets everywhere. Consumers looking for all-natural health benefits in food and beverages are turning towards mushrooms. These products offer natural energy, improved focus, stress relief, and mood-boosting properties. Your morning coffee now provides more than just caffeine.
- 3** **THE SOBER CURIOUS CONSUMER** While the Millennial and Gen Z generations may have started the Sober Curious movement, it has expanded to all generations who value wellness. Look for the demand to increase as health-conscious consumers continue to turn towards mocktails, alcohol-free spirits, and low-ABV beverages.
- 4** **SCROLL, SHARE, SAVOR** Platforms like TikTok and Instagram rapidly shape food and beverage trends, turning niche ingredients like yuzu and pandan into overnight sensations. Expect the global buzz of social media – led by Gen Z and Millennials – to drive consumers towards getting their hands on these new and exciting flavors.
- 5** **BITE-SIZE FOOD, BIG SIZE MARKET** While on-the-go eating habits are a driving force behind snacking's growth, other factors also come into play. Consumers are looking for various options, from healthier snacks, such as plant-based, high-protein, or low-sugar, to globally inspired flavors like elote. Though health is a concern, let's not forget the staple that is sweet indulgent treats.
- 6** **AGRICULTURE, SUPPLY CHAIN, PRICE** Agricultural issues rooted in climate change, water scarcity, and diseases are becoming widespread, impacting consumer choices. As seen in the cocoa, citrus, and coffee markets, product availability decreases and prices increase. Consumers will likely turn to more sustainable and cheaper alternative options unaffected by the supply chain.
- 7** **GUT HEALTH REVOLUTION** We have more than a gut feeling that gut health remains a top priority in 2025 as consumers continue to learn how important it is for physical and mental health. Now more than ever, customers are reaching for functional snacks, fermented foods, and beverages that support digestive health.
- 8** **NUTRITION GETS PERSONAL** One supplement no longer fits all as nutrition becomes gender specific. Consumers are increasingly on the lookout for nutrition that speaks to their gender. Expect to see a variety of new products targeting hormonal balance and bone health for women, as well as muscle and heart health for men.

Ingredient Trends 2025

The new year promises to be pivotal in redefining how we think about food ingredients, wellness, and beauty. As sustainability, health consciousness, and functionality take center stage, emerging trends in this space show the influence of consumers' wants for natural ingredients and transparency. In 2025, we can expect more innovative solutions that touch on mindful choices.

Here's what we can expect to see in 2025:

- 1 ROOTED IN NATURE** As environmental concerns grow and consumers prioritize their health, an increased need for natural will be sought. Natural ingredients such as no caffeine and natural sugar alternatives will rise as consumers move away from the artificial lens of processed foods.
- 2 INGREDIENTS FOR MENTAL WELLNESS** In line with consumer demands for holistic health and mental well-being, adaptogens that reduce stress and improve mood will be prominent, as will nootropics that promote concentration.
- 3 LEAN ON GUT HEALTH** Consumers are in their gut-healthy era. Digestive health has taken on the beverage category with fiber, prebiotics, probiotics, and post-biotics. However, these ingredients have also moved outside traditional categories such as dressings and confectionery.
- 4 ENERGY BOOSTING INGREDIENTS** Combat fatigue with ingredients that boost energy. From electrolytes to adaptogens and other fortifying options. Expect a demand for natural stimulants like matcha, green coffee extract, and ashwagandha.





SAFFRON

Beyond its floral, earthy flavor, saffron has gained momentum for its antioxidant and mood-enhancing abilities.

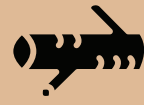
Saffron is utilized in teas and beauty products to relieve stress and rejuvenate skin. It is also expanding into plant-based dairy and desserts.



TAPIOCA

The switch from inulin and corn fiber to tapioca fiber is growing as an allergen-friendly and plant-based alternative.

Tapioca improves texture and supports sugar reduction, thus making it a perfect ingredient in cereal, nutrition bars, pasta, and dairy-free beverages.



CHICORY ROOT

Chicory root is packed with prebiotic properties that promote gut health and digestion.

Since it contains inulin, its use in fiber-rich snacks, drinks, and low-sugar products appeals to the health-conscious consumer. We'll continue to see chicory root as a coffee alternative, boasting a roasted flavor without caffeine.



LION'S MANE

A shaggy-looking mushroom that reduces inflammation and boosts cognitive health, lion's mane will remain essential in functional foods.

With a meaty texture and umami taste, expect to see lion's mane in supplements, coffee, and snacks aimed at improving stress relief and focus.



VITAMIN B

Essential in boosting energy, brain clarity, and fatigue reduction, Vitamin B formulations will expand in foods, beverages, and supplements.

In fact, half of the new food and drinks launched in the past two years with a brain claim featured Vitamin B as an ingredient.



SOURDOUGH

Sourdough fits the criteria for functional and artisanal ingredients.

It is used in applications such as pasta, snacks, and desserts. Its natural fermentation process improves flavor and the gut microbiome, showing a shift towards modern innovation blended with tradition.



CAROB

The cocoa market faces shortages caused by environmental challenges.

While currently an uncommon ingredient in food and drink, it can be used as an alternative to cocoa. As cocoa demand grows and climate and disease become issues, carob can excel in low-priced launches.



COLLAGEN

Influential in beauty and wellness, collagen is valued for supporting skin elasticity, joint health, and overall vitality.

It will continue gaining traction in edible formats such as powders, liquids, and gummies.



SPIRULINA

A nutrient-dense ingredient favored for its sustainability and health benefits, spirulina will continue making waves.

Its richness in protein, vitamins, and antioxidants provides energy and immunity. Nonetheless, its attractive blue-green color indicates its ties to natural food dyes and clean-label innovations.

Brown Sugar: Flavor of the Year 2025

Each year, the food industry enthusiastically awaits the arrival of new flavor trends that influence dishes and drinks. T.Hasegawa is excited to declare that Brown Sugar will be the spotlight flavor for 2025. Not just an ingredient, Brown Sugar is a culinary staple. Beyond its culinary uses, Brown Sugar is also prized for adding a hint of nostalgia to dishes, often evoking images of home-baked treats and cozy family gatherings. Its enticing aroma, with notes of caramel and toffee, makes it beloved in countless recipes.

WHAT IS BROWN SUGAR?

Brown Sugar is a type of sugar known for its rich, warm color and distinct molasses flavor. Unlike white sugar, which is refined to remove all traces of molasses, Brown Sugar retains some of this natural sweetness, giving it a deeper taste and a slightly moist texture. It comes in two main varieties: light Brown Sugar, which has a milder flavor due to a lower molasses content, and dark Brown Sugar, which offers a more intense caramel-like richness.





VERSATILITY IN CULINARY APPLICATIONS

One key factor behind Brown Sugar's widespread appeal is its remarkable versatility in the kitchen. This ingredient can be seamlessly incorporated into various food and beverage creations, earning it the title of a culinary superstar.

BAKED GOODS AND DESSERTS Brown Sugar remains iconic in baked goods, such as cookies, brownies, and cakes, for its ability to create moist textures and deep flavor combinations. It's also a standout in traditional recipes like gingerbread or sticky toffee pudding.

SAUCES AND GLAZES Brown Sugar's rich, honeyed-infused flavor makes it a versatile ingredient in both sweet and savory sauces and glazes. In sweet applications it creates indulgent caramel sauces, sticky pastry glazes, and dessert toppings. While in savory dishes, it balances flavors in barbecue sauces, teriyaki, and balsamic reductions.

BEVERAGES The rise of "Brown Sugar lattes" has brought this ingredient into the spotlight. It's also a common sweetener for coffees, tea and in bubble tea. Mixologists also incorporate Brown Sugar syrups in cocktails like Old Fashioneds or dark rum-based drinks, where its deep flavor complements spirits deliciously.

BREAKFAST FOODS A breakfast favorite, Brown Sugar adds rich caramel-like sweetness to cereals and oatmeals. It also enhances breakfast staples like muffins, pancakes, and cinnamon rolls by creating tender textures and warm flavors.

DAIRY Brown Sugar enhances dairy-based and dairy alternatives with rich sweetness, perfectly complementing creamy textures. It's a key ingredient in yogurts, custards, puddings, and ice creams, creating indulgent flavors like butterscotch and caramel swirl. Additionally, it's used in coffee creamers and toppings like whipped cream or caramel drizzle, adding depth and luxury to dairy products.

Brown Sugar has a rich and complex flavor profile, primarily characterized by its deep sweetness. Some key elements of its flavor profile are sweetness, caramel notes, earthy undertones, a hint of spice, and moistness. Overall, Brown Sugar's flavor profile makes it a versatile ingredient, lending depth and complexity to both sweet and savory recipes.



GIMME SOME (BROWN) SUGAR

THE SWEET HISTORY OF BROWN SUGAR

Brown Sugar has been a staple ingredient for centuries, originally produced as raw sugar containing natural molasses. Over time, refined processes allowed for the controlled addition of molasses to white sugar, creating the moist, rich product we know today.

A MODERN REINVENTION In recent years, Brown Sugar has been reimagined beyond its traditional use in cookies and sauces. It has been reinvented for modern tastes and trends. Its warm, spiced notes have inspired the use of Brown Sugar in innovative applications, from craft beverages to global cuisines, reflecting a growing emphasis on sustainability, creativity, and diverse flavor profiles.

SWEETENING THE FUTURE The future of Brown Sugar lies in its adaptability and versatility. As demand for natural and sustainable ingredients grows, unrefined and organic Brown Sugar options will likely dominate. Its role in fusion cuisines, unique beverages, and plant-based innovations will continue to expand, ensuring Brown Sugar remains a timeless and essential ingredient in traditional and modern culinary landscapes.

Brown Sugar's transformation from a humble sweetener to a key player in modern food and beverage innovation highlights its timeless appeal and adaptability. Whether it's enhancing everyday dishes or inspiring new culinary trends, Brown Sugar will continue to hold a special place in kitchens around the globe.

NOVEL AND EMERGING FLAVORS

APPLE PIE	MASALA
BALSAMIC	MISO CARAMEL
BIRTHDAY CAKE	ORANGE BLOSSOM
BUBBLE GUM	PANDAN
CACTUS	PASSIONFRUIT
CARA CARA ORANGE	PERSIMMON
CHERRY	PINK GRAPEFRUIT
CHURRO	PRICKLY PEAR
DATE	RHUBARB
DRAGON FRUIT	SAMBUCA
ELDERFLOWER	SOUR CHERRY
HONEY BUTTER	TAMARIND
JUNIPER	TEPACHE
LEMONGRASS	WILDBERRY
MAPLE	YUZU





T.HASEGAWA

WE MAKE LIFE TASTE BETTER™

Whether you found a trend interesting, a brand new idea was initiated or are ready to build off of an existing formulation, our team is ready to collaborate and create a custom solution to meet your need.

**Give us a call and take your product
to the next level of flavor.**

FLAVORModulation 

Masks Blockers Enhancers Boosters

We develop customized modifier formulations to enhance sweetness, reduce salt, enrich umami, augment mouthfeel, block bitterness, or mask off-notes.

BOOSTRACT™ **EmulsiTRACT™** **HASEAROMA™** **ChefAroma™** 
HASECITRUS™ **PLANTREACT™** 

DEVELOPMENT CAPABILITIES

LIQUID FLAVORS: Oil Soluble Water Soluble Reaction Emulsion Extract

POWDER FLAVORS: Plated Spray-dried Vacuum-dried

PASTE FLAVORS: Encapsulates Suspensions Viscous Solutions Thermal Processing

AVAILABLE IN

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

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