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Flavor beyond intuition: Top flavor and ingredient trends for 2024

The brands that feed the world trust Tastewise AI to make decisions and execute at unprecedented speed and scale

Kraft Heinz · PepsiCo · novozymes · TATA · DoorDash · MANE · Flavor Producers · Campbell's · Bell · Chobani · Celtrade · Kroger · Barilla · Waitrose & Partners · Bridor · Kellogg's · Mars · GWF George Weston Foods Limited · TreeHouse · Sensient · McCain · Grupo Bimbo · Givaudan · Upfield · Synergy

Letter from the CEO

As we stand at the threshold of a new year, I'm excited to present to you our top food and beverage trends for 2024. 2023 was a year of great change; in our relentless pursuit of finding new ways to navigate the developing food and beverage industry, we're excited to share the transformative trends we've identified.

As we reflect on the macro environment the past year has left us with, it's evident that our industry faces numerous pressures and opportunities. Sweeping factors, from regulatory demands to the impact of geopolitical unrest and the persistent disruptions caused by the evolving public health concerns, continue to shape markets and operations globally.

There are also pressing influences specific to our industry to consider. These include mounting pressure from investors, tight margins due to the lack of product differentiation, sustainability regulations, volatile prices due to a US inflation rate of 3.7% in September 2023 while food from home sitting at 6%, as well as the ongoing supply chain disruptions over the past three years due to geopolitics and the pandemic. At the same time, consumer behaviors continue to evolve, influenced by changing lifestyles, diverse health needs, and a culture of expectation for on-demand food access.

Moreover, within the companies responsible for creating the world's food, the figures are staggering - exorbitant spending on 3rd party agency execution, with an astounding $60B marked for this purpose, accompanied by an 89% failure rate of new product launches each year. A considerable time gap, up to 24 months, causes companies to miss the right moments to introduce products and campaigns to a changing market.

However, there are opportunities alongside the challenges. The emergence of generative AI offers a new reality to meet the urgent demands of our market. More than 30% of the workforce already uses AI in the workplace; this technological advancement is already revolutionizing how we operate and create within the food and beverage industry, and continues to offer massive potential.

As we embark on this new year, our team at Tastewise remains committed to empowering your strategic decisions with data-driven insights. Our reports, insights and tools are designed to assist you in navigating and excelling in this dynamic industry.

Should you wish to go deeper into our findings or explore how we can assist in your product development, marketing, or sales endeavors, please reach out.

Wishing you a prosperous and successful year ahead.

Alon Chen,
CEO and Co-founder of Tastewise

Tastewise's 2023 Predictions: A Look Back Before We Leap Forward

We accurately predicted several significant trends that hit the food and beverage industry in 2023

- **Routine and ritual:** 2023 consumers embraced healthier late-night eating habits
- **Fusion flavors:** Desserts are spicing things up with a sweet and spicy surge
- **Condiments and botanicals:** Floral-flavored condiments came into bloom in 2023
- **Latin American beverages:** Authentic and refreshing, non-alcoholic gems, like Aguas frescas, made a splash
- **Redefined energy drinks:** With more focus on health and wellness, functional energy drinks became more than a pick-me-up
- **Personal and planetary health** Discussions on habitat conservation sparked interest in sustainable food and beverage options
- **Women's reproductive health** Online buzz on 'menopause' and 'hormone balance' led to significant interest in women's reproductive health

The methodology driving the report

At Tastewise, we consider trends as more than fleeting buzzwords; they're reflective of a profound evolution in consumer taste that steadily gains traction over time. A trend, to us, must reflect a growing discussion, increased orders, more home cooking, and overall adoption by a larger audience.

What features on people's plates can change fast. That's precisely why we dive into the deeper motivations behind these emerging trends, exploring the all important “why” behind consumer decisions. This approach allows us to confidently identify the dishes, concepts, or ingredients that will resonate with tomorrow's consumers.
Understanding this "why" paves the way to spot (and even create) the next "what", a strategy that anchors the daily practices of our customers leveraging Tastewise SaaS solutions.

Our criteria for evaluating trends are well-defined:

- minimal engagement may not make the cut.
- Consistent growth in consumer interest over the past two years is a key indicator for trends.
- Trends should showcase growth and engagement across multiple data sources; relying on one source isn't sufficient. We track billions of consumption moments across home cooking, foodservice, and everything in between to identify trends at the root.

Questions? Reach out to info@tastewise.io

Please be aware *that the evaluations in this report do not provide medical advice or scientific claims. Our data reflects consumer perception, and any health association mentioned is properly cited to its source.*

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Why do we analyze both 2YoY and YoY data?

Each trend reflects a chapter in a more extensive narrative. Over the past 2+ years, this narrative has witnessed significant global disruptions: conflicts, inflation, public health challenges, and rapid technological advancements. Trends that not only weather seasonal or isolated disruptions but also adapt to meet evolving consumer demands deserve our attention.

In this report, we highlight 'off-the-beaten-path' trend moments, and presume familiarity with overarching, long-term macro trends from the past ~2 years (such as veganism, the concept of functional food, etc.). In short, predicting a solid trend for 2024 based solely on the previous year's data might prove unreliable.

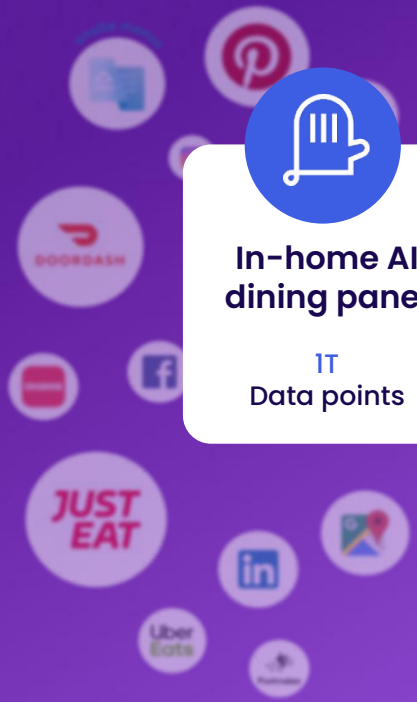
Tastewise stands as the end-to-end GenAI platform for modern food & beverage brands. Powered by food-specific data and deep expertise with Gen-AI, Tastewise’s MarTech solutions incorporate real-time food data collection and tailor-made AI models for renowned global food brands such as PepsiCo, Kraft Heinz, Nestle, Mars, Givaudan, and many more.

Our suite of solutions aims to:

- Deliver real-time consumer insights and enhanced market presence
- Fuel innovation for compelling content that captivates consumers
- AI-powered insights on claims, trends, and ingredients
- Efficient collaboration and insights democratization
- Streamline workflows, save time, and boost productivity

2024 Insights:

Unveiling consumer connections: 6 Years of deep food and beverage expertise through real-time data and AI-powered models



In-home AI dining panel

1T
Data points

Social media

72B
Observed F&B moments

Restaurants

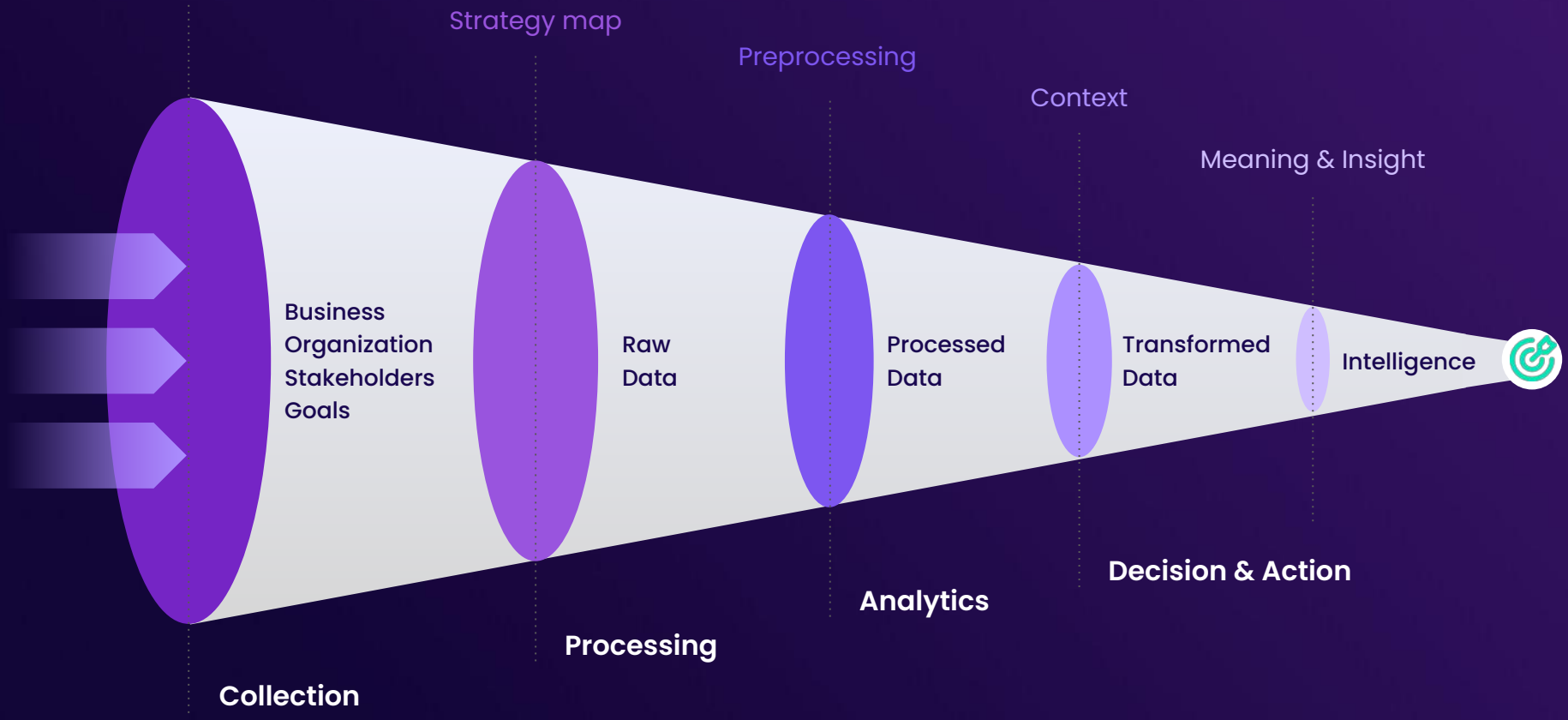
4M+ Locations and best-selling menu items

eRetail

Customer Data Ingestion

Tastewise collection & AI engine

The heart of Tastewise's machine learning and AI



2024 Food Trends

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Chapter 1: The new frontier of food marketing

AI dominates 2024's marketing scene

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2024: AI's takeover of food and beverage

In 2024, AI leads food and beverage, transforming trends and shifting the focus from brands to individuals in a dynamic, interconnected environment. AI is democratizing today in new ways, with what consumers eat and drink influenced by more voices than ever before. Accurately capturing and understanding all of these voices is beyond human capability. This is why we need AI.

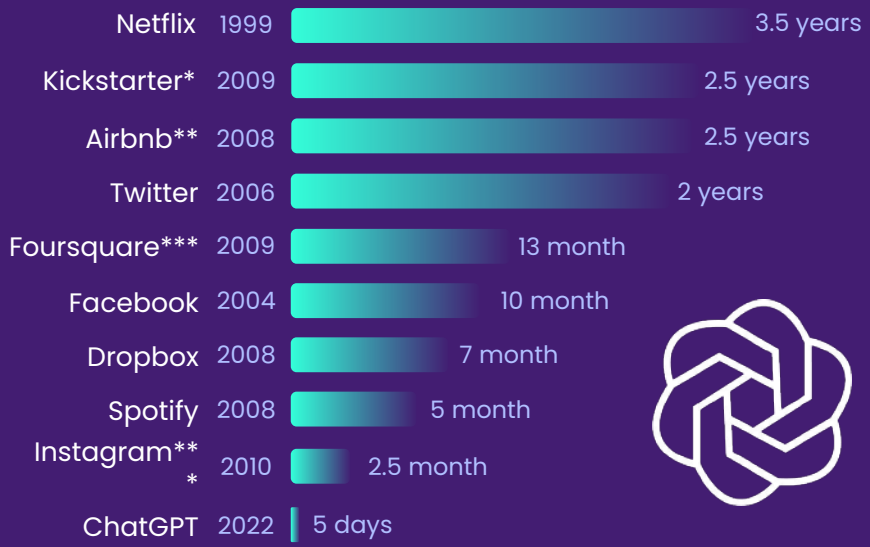
While many categories rely on labs and strict processes for innovation, the F&B sector grows organically in kitchens across the globe, with AI already shaping consumption trends. AI is a powerful storytelling tool, reaching diverse audiences with unmatched speed, shaping how people experience food beyond nutrition.

In this era, AI's impact extends beyond the plate and into the pre-consumption journey: marketing campaigns.

Generative AI is the fastest-adopted technology in history

ChatGPT Sprints to One Million Users

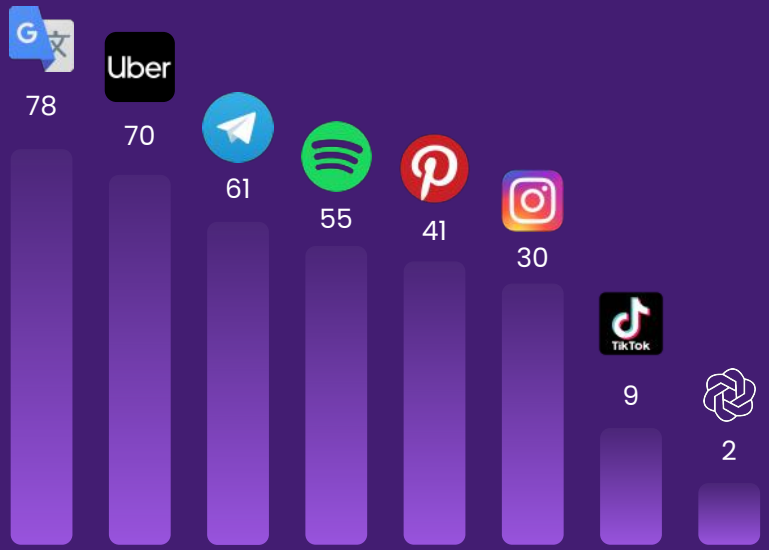
Time it took for selected online services to reach one million users



*One million backers **one million nights booked ***one million downloads
Source: Company announcements via Business Insider/Linkedin

Time to Reach 100M Users

of Months it took to get to 100 million global Monthly Active Users



Source: UBS / Yahoo Finance

30% of workforce is already using AI in the workplace

The evolution of AI in food and beverage

Icons and major brands lead the trends

2000s

2012

Instagram influencer movement soars with curated content

User -friendly apps & tech-enabled driver networks unlock food delivery: **Diversifying consumer palettes & preferences**

2017

2020

Rise of hybrid work & laissez-faire aesthetic. Everyone is a home cook; **anyone can post and share their food**

Hundreds of millions share **stories and motivations** behind their eating moments

2021 +

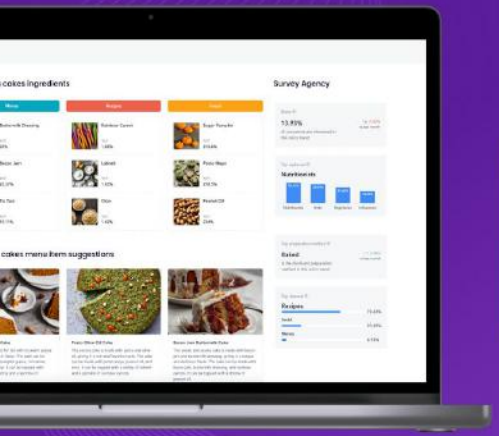
2023

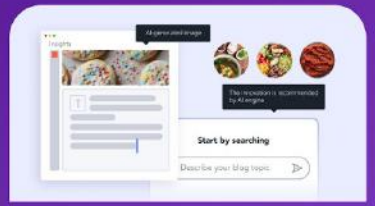
AI boom

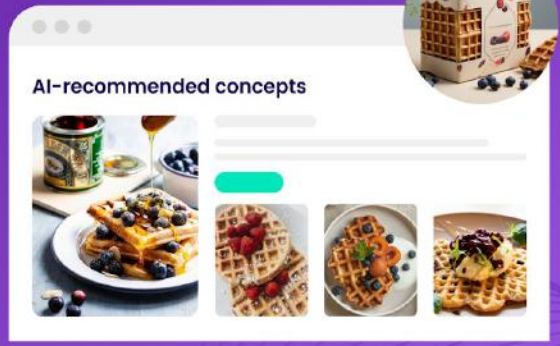
The next chapter of marketing storytelling

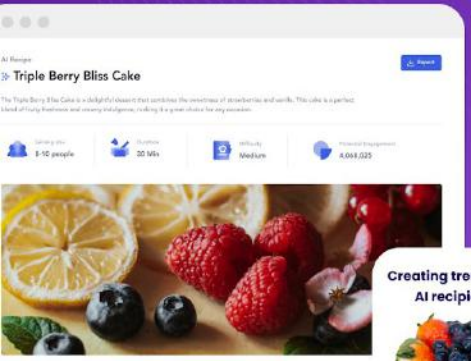
2024

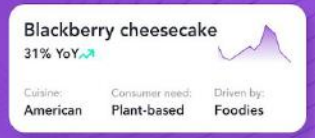
AI's impact on food and beverage: A look at 2024

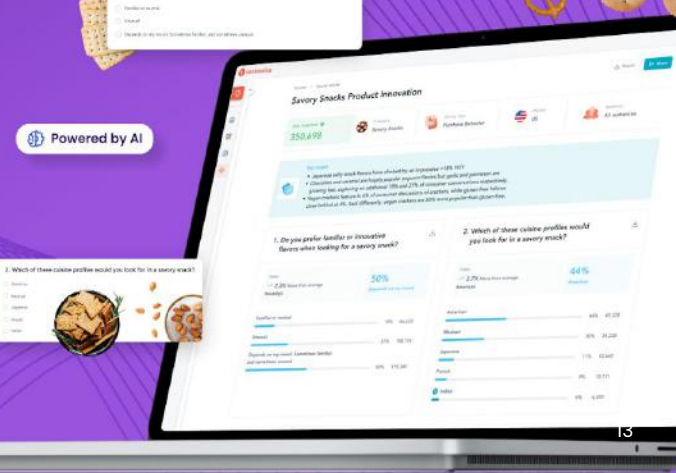












The Generative AI Food Pioneers Summit

Where industry innovators discuss the future of AI in the F&B industry

AI Food Pioneers Summit, Chicago

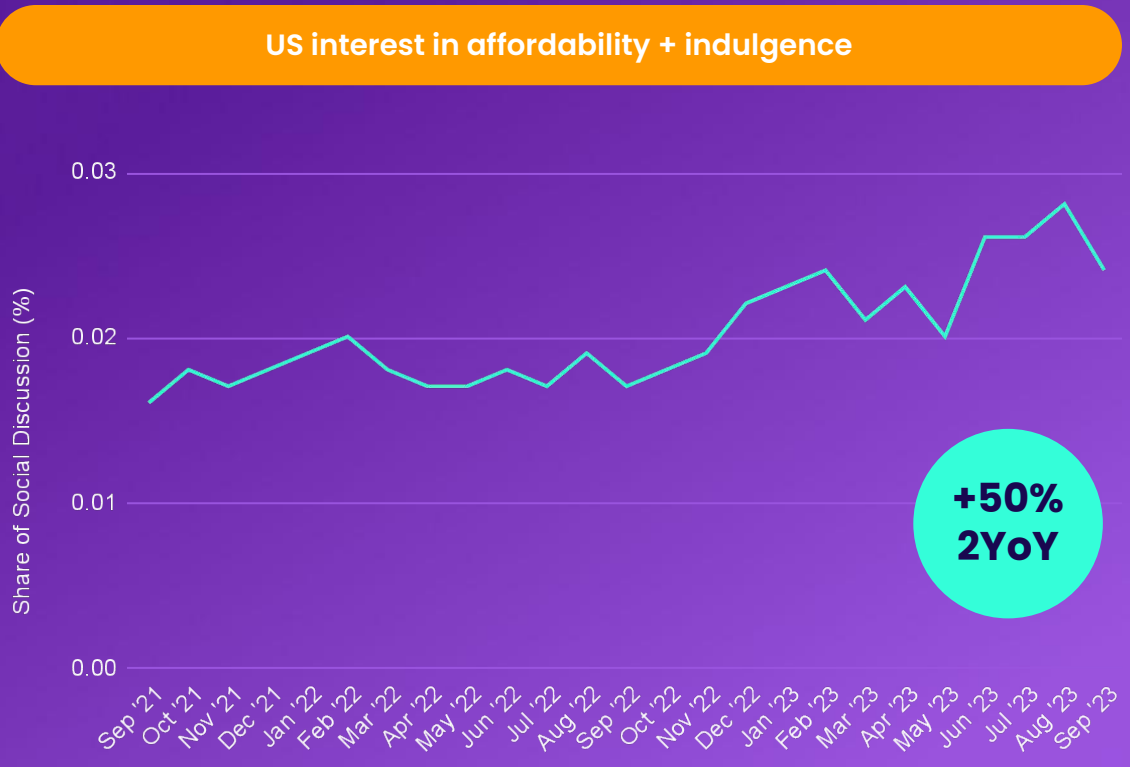
The Generative AI Food Pioneers Summit, London

Get ready for the return of our Generative AI Food Pioneers Roadshow in 2024, where we'll bring together pioneers in AI within the food and beverage industry.
Uncover more insights and join the discussion as part of the Tastewise Community.

Chapter 2: The art of having it all

Indulgent and affordable dishes, including offal, rise as consumers tire of limits

Consumer interest in affordable indulgence spikes a 50% increase in the last two years



Source: Tastewise Trend Performance

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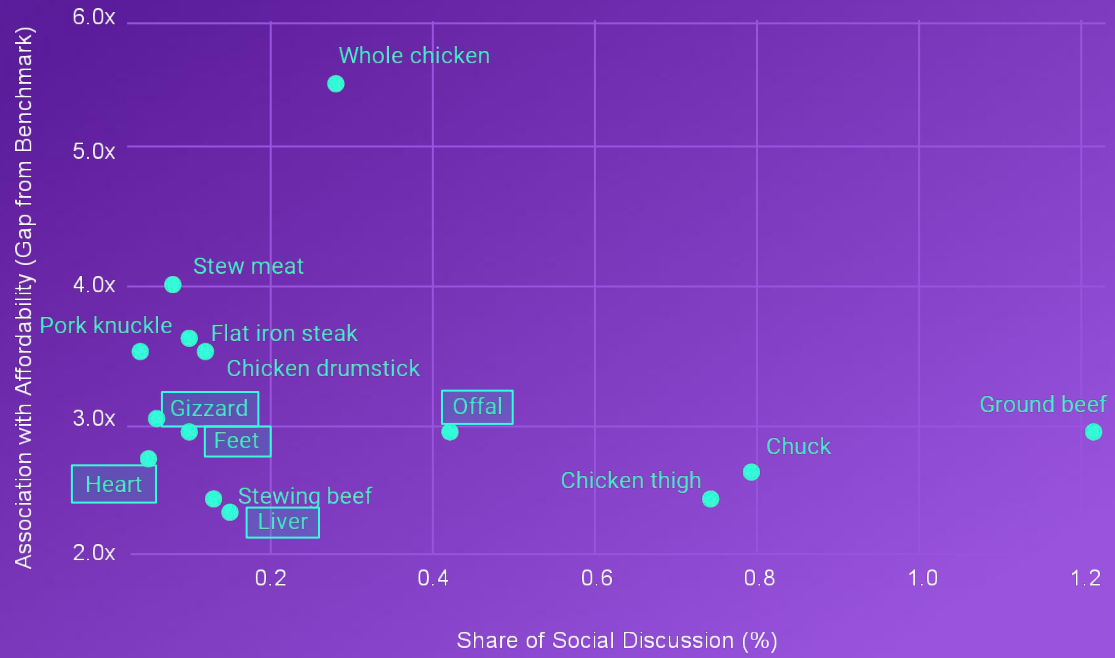
Indulgent food and beverage interest surges by **41% YoY.**

The challenge? Indulgence tends to cause friction with affordability, a motivation that's up **+30%** in 2 years in consumer interest as inflation takes its toll.

Consumers' quest? The best of both worlds, expecting **affordable indulgence** on the plate 50% more over the last two years.

Offal: The affordable indulgence that's re-captivating consumers' hearts and stomachs

Consumer perceptions of, and interest in, affordability of meat protein types



Source: Tastewise Ingredients and Flavors

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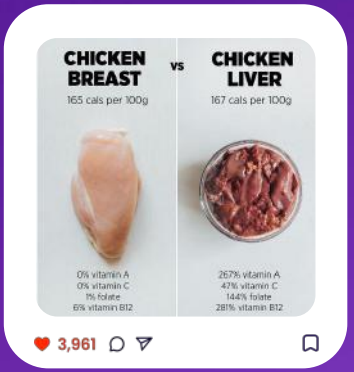
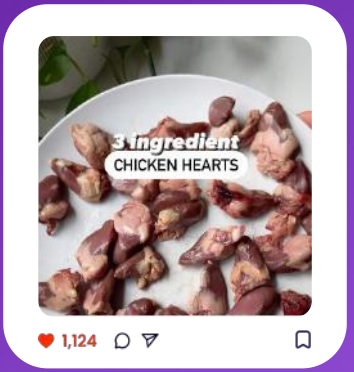
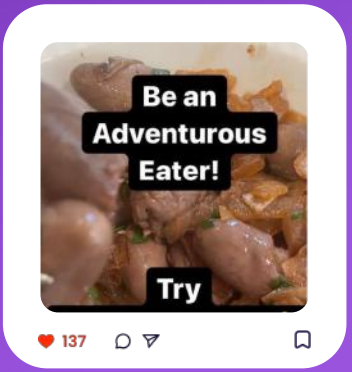
Consumers demand it all without compromise, and a surprising ingredient is primed to disrupt the scene, offering health, indulgence, and savings: **offal.**

Consumers consider offal, the non-muscular and organ "meats" of an animal, to be highly affordable — and **indulgent** preparations of offal are on the rise **+28% YoY.**

Offal: Cheap, healthy and 4x more likely to be seen as sustainable. With a mild, agreeable flavor, hearts pave the way for 2024's growing offal enthusiasm







Humans never had the option of buying 5Kg of chicken breast. We previously consumed the whole bird, h. Liver is nature's multivitamin via real food. Loaded in vitamins. Also a good source of **protein and cost effective**. My health improved as a result which many other nose to tail advocates would agree.

😯 Skeptical about **organs?** Try **chicken hearts**! Easy to cook, **nutrient-packed**, and **mild-flavored**. They're rich in protein, zinc, copper, iron, and B vitamins. Nose-to-tail eating is **sustainable,** minimizes waste, and maximizes nutrition.

To incorporate **organ meats**, try tender and **mild chicken hearts**. Rich in nutrients like CoQ-10, iron, zinc, magnesium, and B vitamins, they cook in just 8-10 mins. A **budget-friendly** and **healthy** meal choice!

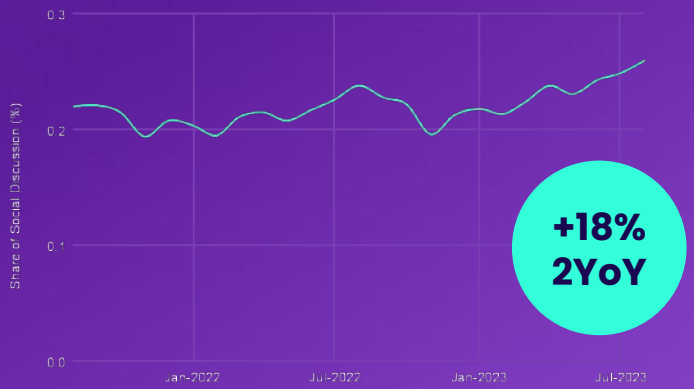
Source: Tastewise Consumption Moments (On the plate)

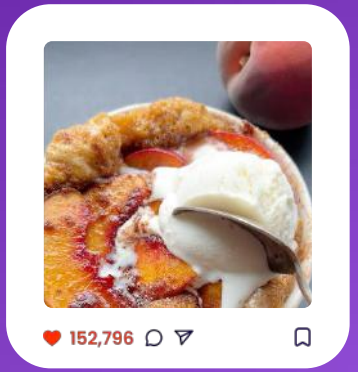
Chapter 3: The new dining occasion

Late night snacking gets a rebrand with cottage cheese

With nighttime snacking on the rise, a world of opportunity opens as consumers seek new ways to satisfy late-night cravings

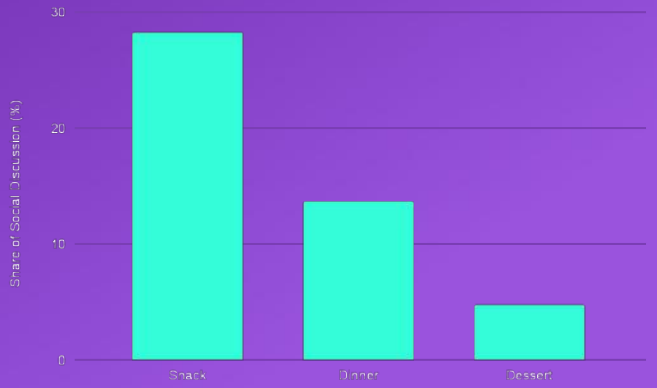
Consumer discussions of late night eating and drinking





Source: Tastewise Trend Performance

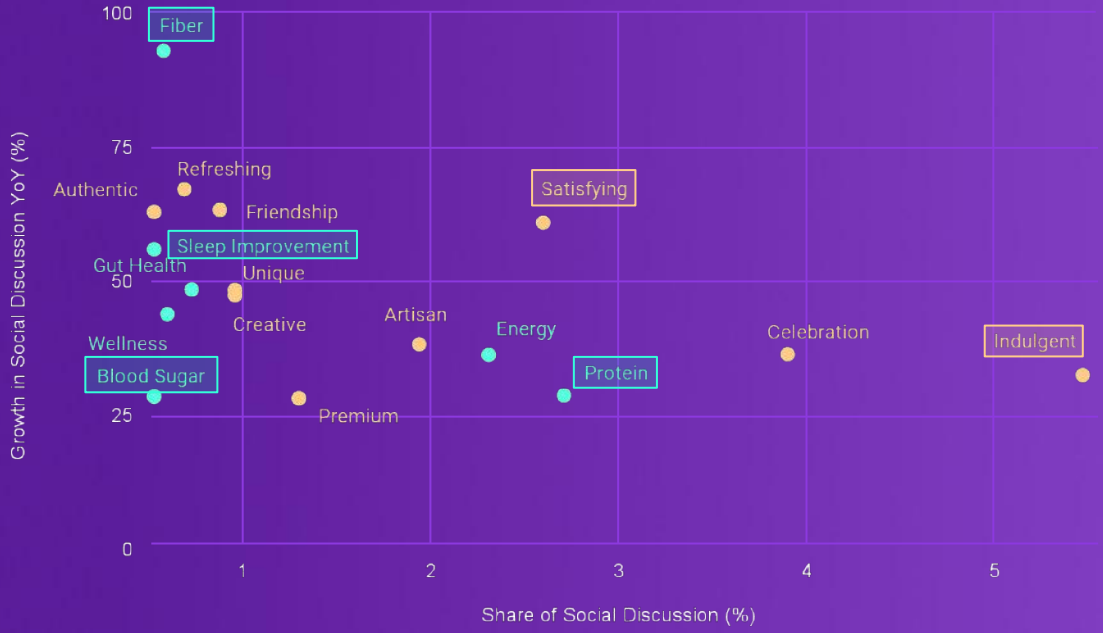
Most popular late night meal occasions



Source: Tastewise Consumer Needs (Meal)

Indulgent, but healthy: Fibrous, protein-rich late night snacks are more satisfying, balance blood sugar, and aid in sleep

Trending motivations for late night eating and drinking



Source: Tastewise Consumer Needs (Experience, Nutrition, Functional Health)

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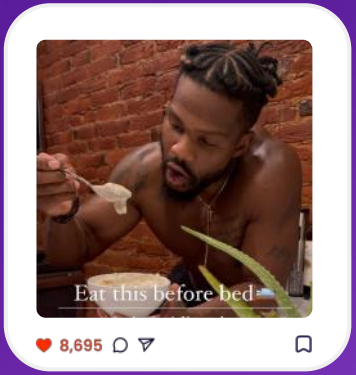
With both healthy eating and late-night snacking on the rise, satisfying late-night cravings healthily has become a priority.

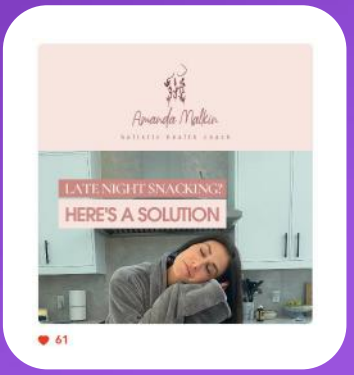
Often, consumers find their late-night indulgences at odds with their health goals.

This is because eating late at night can cause blood sugar spikes that damage sleep quality and cause weight gain among other health issues.

As fiber and protein are known to reduce these spikes, consumers are searching for ways to increase the protein and fiber in their late-night snacks to mitigate some of the negative effects.

Protein's popularity for late-night consumption boosts by 29% YoY, contributing to better sleep preparation





Choose a **bedtime snack** like Greek yogurt with fruit for a **protein-packed** treat loaded with **sleep-supportive compounds** like tryptophan, serotonin, melatonin, magnesium, and calcium.

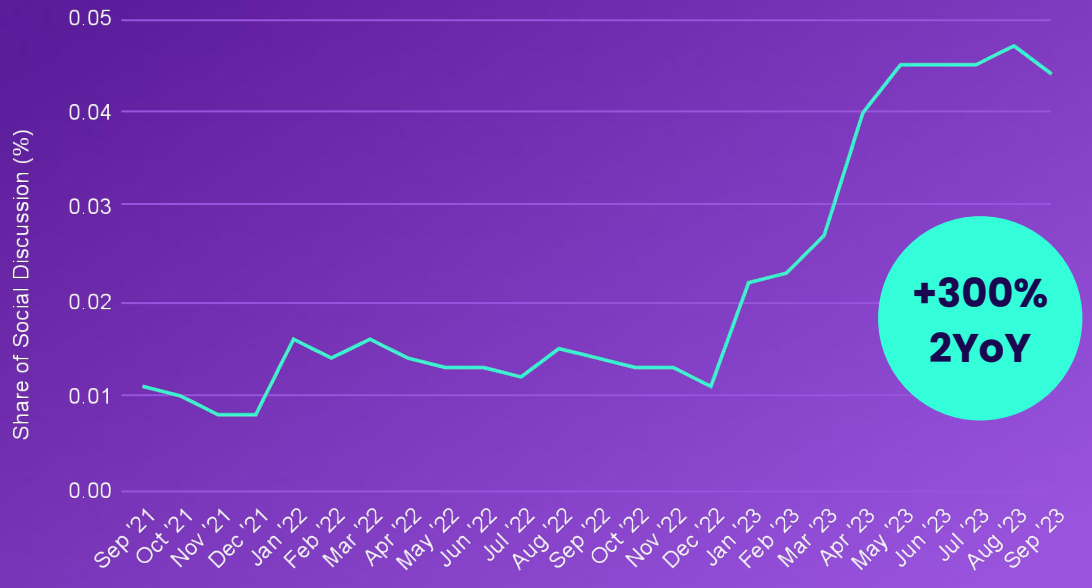
Say goodbye to sleep issues with an **insomnia-fighting** smoothie rich in tryptophan, **protein**, and omega-3s. Research suggests that a bedtime snack can provide melatonin for **natural sleep regulation** and healthy carbs for cellular renewal.

Late night eating and then going to sleep can really screw around with your **sleep** because it has the potential to **imbalance** your **blood sugar**! Have a **high protein snack** instead! Nuts 🥜 Bone broth 🍲 **Hummus**, **yogurt**, **turkey jerky** etc.

Source: Tastewise Consumption Moments (On the plate, In the Kitchen)

Move over, 2am ice cream raid: Cottage cheese captures the late-night protein passions of 2024

Consumer interest in protein-packed cottage cheese over time

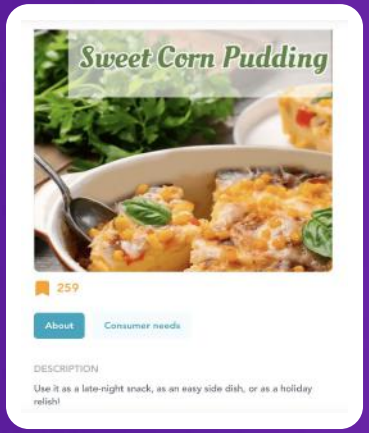


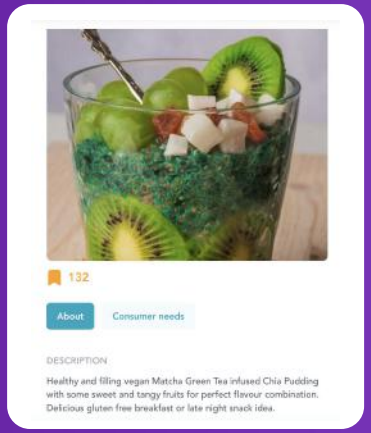
Source: Tastewise Consumer Needs

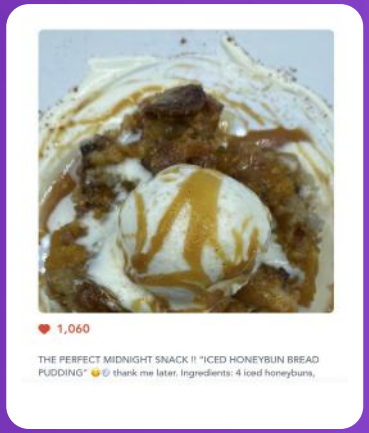
Interest in cottage cheese's protein appeal skyrockets by 300% over the last 2 years; its versatile preparation and nutritional content makes it a perfect choice for late-night snacking.

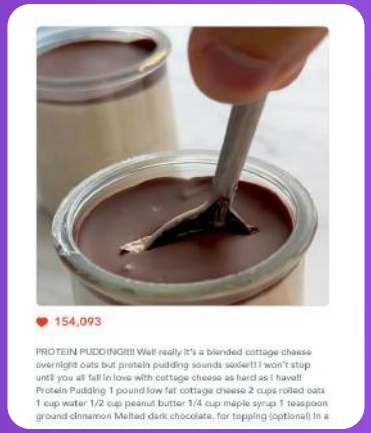
22% of cottage cheese occasions are already as a snack, late-night cottage cheese snacks with trendy twists dominate.

Trend to watch: Versatile pudding is replacing late-night ice cream, with a 33% surge in consumer interest









Simple-to-make puddings are versatile and can be both sweet and savory while effectively delivering protein and nutrition via ingredients like cottage cheese, making them the perfect indulgent choice.

Late-night pudding snacks have seen a 33% growth in interest over the past year, yet there's a lack of suitable recipes.

Tip: Create nutritious, protein-rich pudding recipes for late-night indulgence to engage consumers and boost consumption.

Source: Tastewise Consumption Moments (On the plate, In the Kitchen)

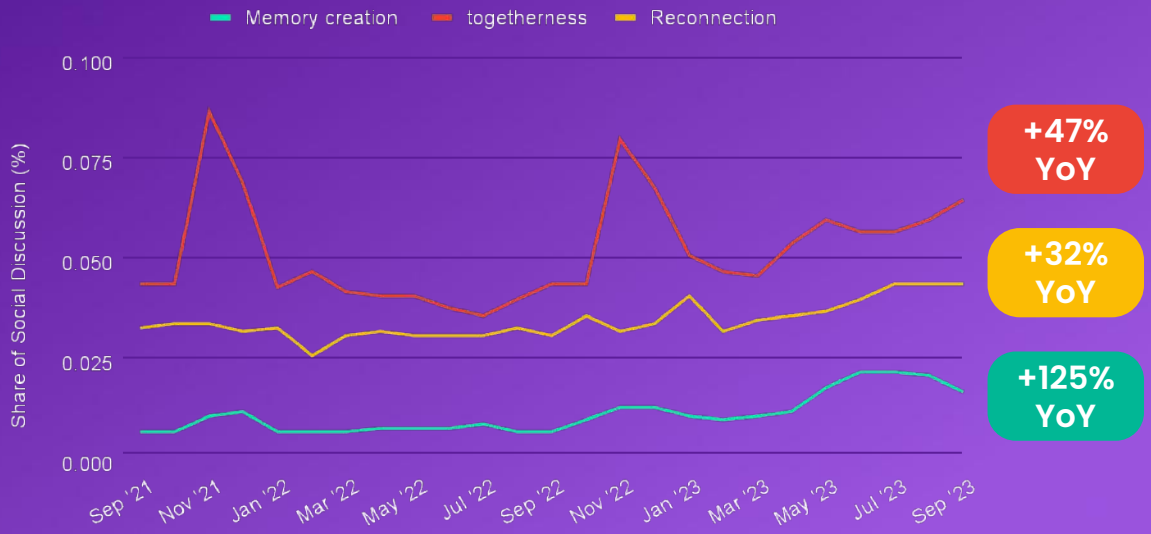
Chapter 4: Reconnection and community

Digital and pop culture redefine food communities

Consumers yearn for meaningful connections through food and beverage

In recent years, **loneliness has affected half of American adults** and the social impact of COVID has exacerbated this issue. In 2024, consumers will increasingly turn to food and beverages to heal and connect.

Interest in select mental health experiences in food and beverage over time



Source: Tastewise Consumer Needs (Experience)

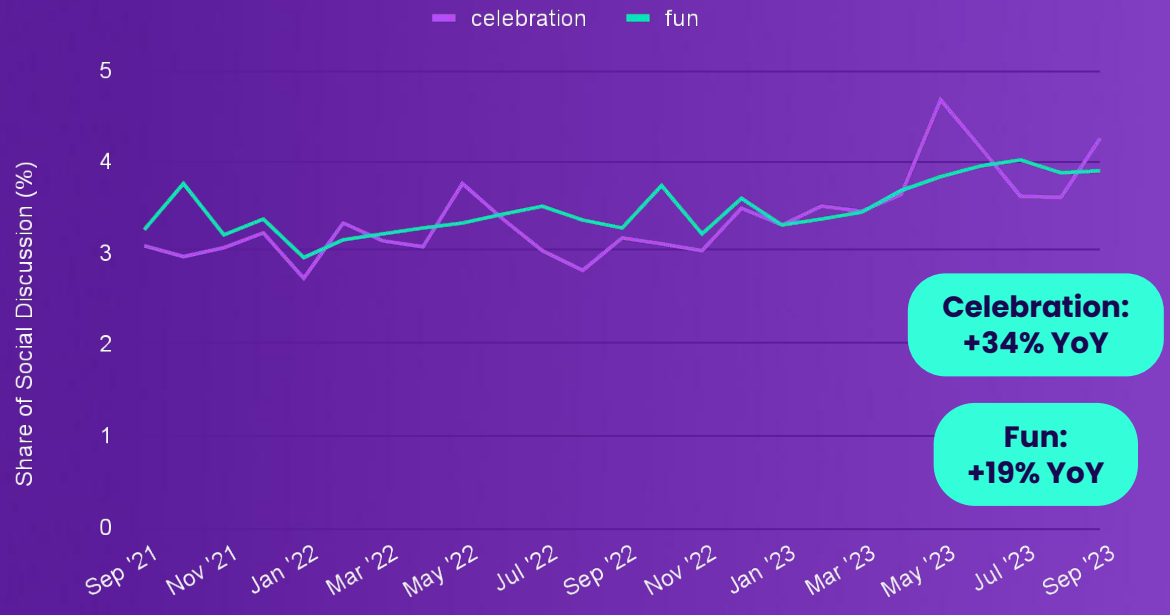
Interest in food and beverage promoting **togetherness** has surged in the last year, growing by 47% YoY in consumer interest.

Reconnection, up by +32% YoY in consumer interest, offers a chance for people to rebuild relationships with friends, family, and culture.

Memory creation, inspired by viral social media trends on TikTok and Instagram, has rapidly grown by 125% YoY.

The proof? Celebration and fun are back on the plate - giving consumers a way to reconnect with their social selves when sitting down to eat

Interest in celebration and fun in dining occasions



Celebration: +34% YoY

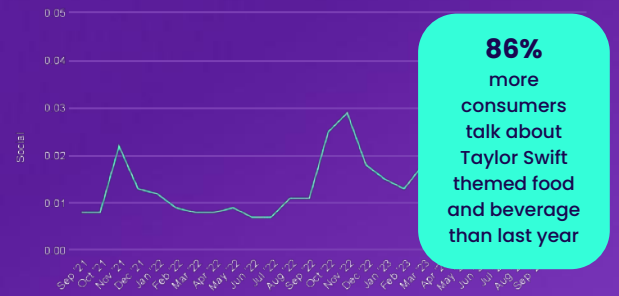
Fun: +19% YoY

Source: Tastewise Consumer Needs

Understanding the 'why' behind digital pop culture trends is crucial for brands to create lasting food and beverage moments in 2024

tastewise

Interest in Taylor Swift themed F&B over time

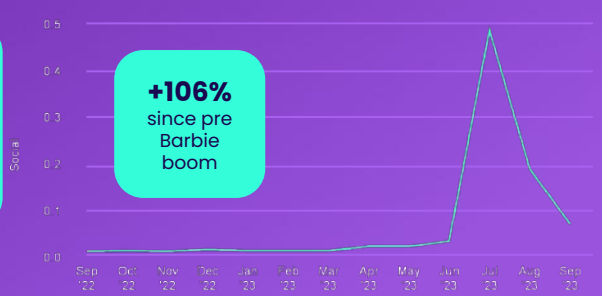


86% more consumers talk about Taylor Swift themed food and beverage than last year

Interest in Beyonce themed F&B over time

Discussions of beyonce themed F&B are up **+82%** from **2** years ago

Interest in Barbie themed F&B over time



+106% since pre Barbie boom

The standard, seasonal LTO opportunities - Valentine's Day, Super Bowl, pumpkin spice, and more - are old news. Instead, focus on the pop culture phenomena that are currently trendy and also rooted in a critical consumer "why" (or several).

2023 showed us that the global appeal of pop culture icons transcend momentary seasonal trends.

In 2023, superstar musicians Beyonce and Taylor Swift raked in billions through electrifying concerts and blockbuster movies. This led to a surge in interest in food inspired by these artists. Fan communities for artists like these are where fun and social bonds thrive, aligning perfectly with today's top food and drink motivations.

Then there's Barbie, 2023's summer sensation, sparking a craving for pink-themed food and drink. Since Barbie hit the big screen, Barbie-inspired treats saw a 106% popularity surge. Why? Barbie ignited indulgence, **self-care**, celebrations of **friendship**, and heaps of fun.

Pop culture phenomena are more than short-lived fads. Social culture-inspired food and drink concepts stand the test of time. Brands must recognize trends and capture them early as this leads to great products and compelling marketing campaigns. Here, generative AI is your secret weapon.

Source: Tastewise Trend Performance

Tip: Shake off old marketing tactics and get into the swift lane with generative AI – it's the key to keeping up with pop culture trends

Barbie movie and drinks night? 👯‍♀️🍸👛🎀💗 #barbie #barbiemovie #cocktail #cocktails #pinkcocktail #glitter

BARBIE PASTA 💕🥖🍝
so good! you need this pasta in your life ! So delicious and super easy ! This is absolutely barbie 💕□□

This is @barbiepancake art. @wellamade found me a great reference — an illustration by the talented @seiorai

Barbie Pink Beet Pasta & Toasted Pinenuts 💗 sooo good and flavorful. The sauce was inspired by tzaziki but obviously not traditional in the slighest!

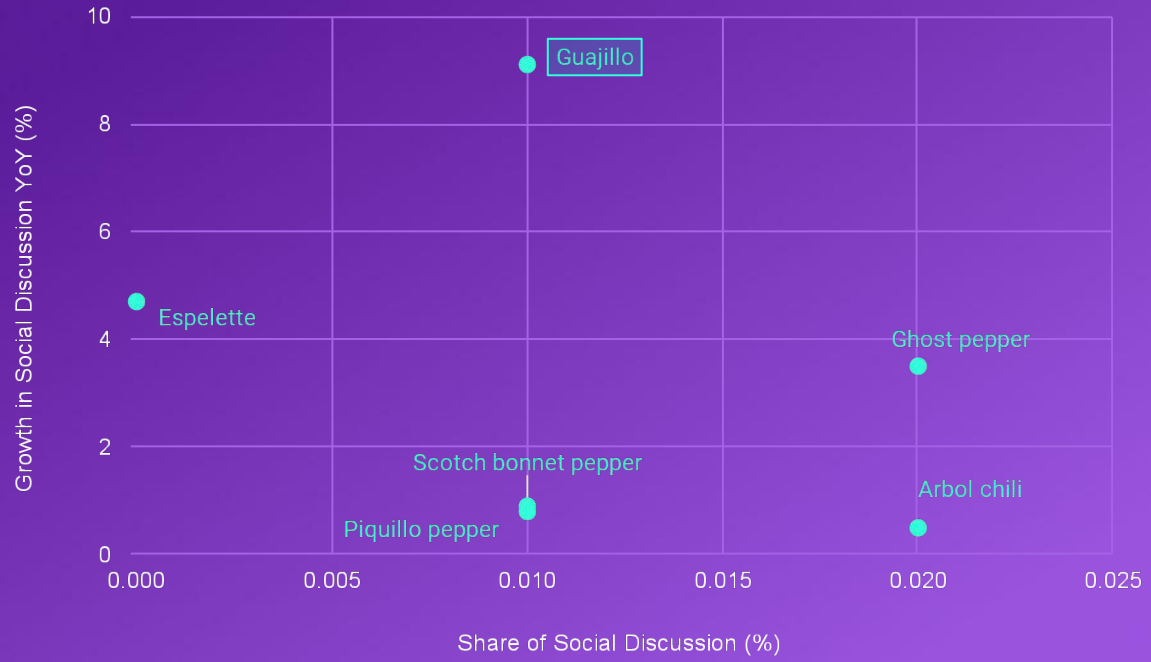
Source: Tastewise Consumption Moments (On the plate, In the Kitchen)

Chapter 5: Pepper provenance

Get ready for the 'guajillo' pepper craze

Guajillo peppers sizzle as they grow in consumer interest

Trending chili pepper varieties



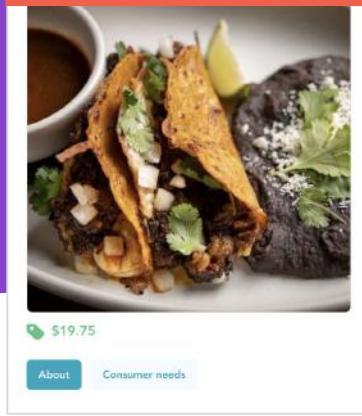
Source: Tastewise Ingredients and Flavors

Guajillo peppers over-index for trending consumer experiential claims, igniting the trend's 'stickiness'

Quesadilla de Costilla

Salsa Tlaquepaque

Guajillo consume + braised beef cheeks



Authentic

Guajillo caters to cravings for authenticity, with consumers being nearly **4x** more likely to opt for them over typical seasonings

Unique

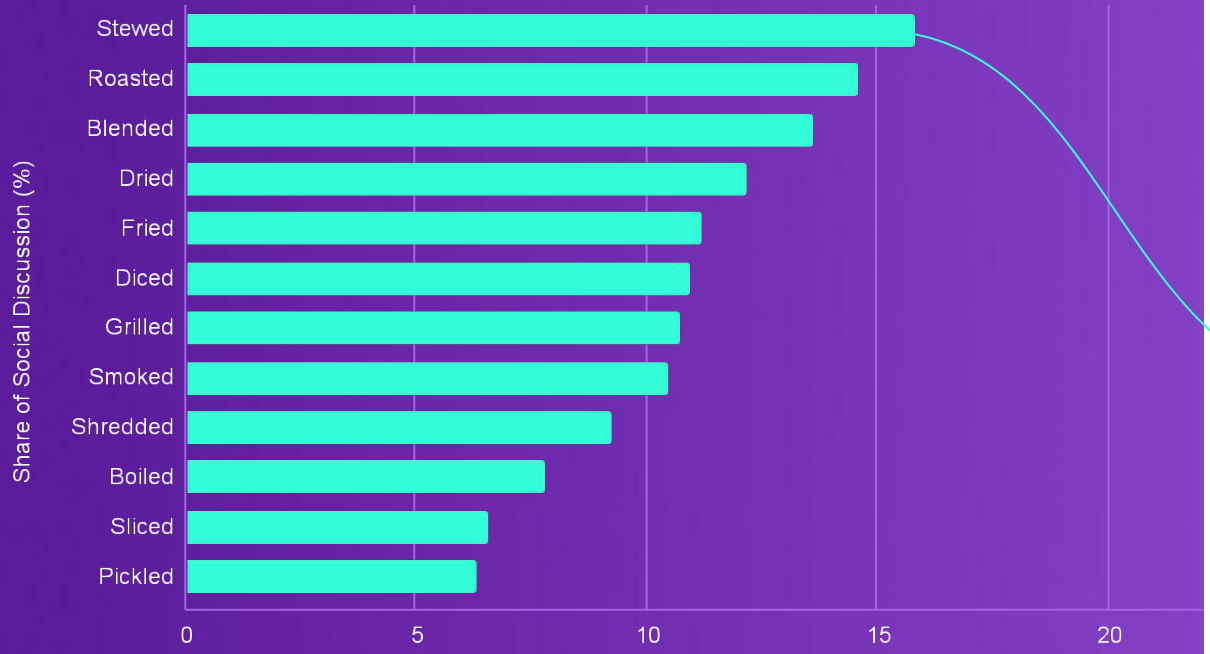
These peppers shine as a distinctive choice, with consumers **1.6x** more likely to find them unique compared to general seasonings

Premium

Guajillo peppers are a premium choice, with consumers **1.8x** more likely to opt for them in premium dishes compared to general seasonings

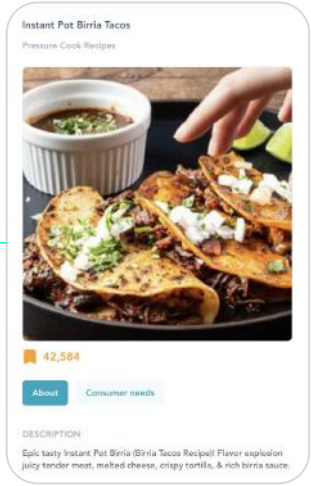
Emerging trends in guajillo pepper preparation and consumption highlight the pepper's remarkable versatility

Top guajillo preparation techniques



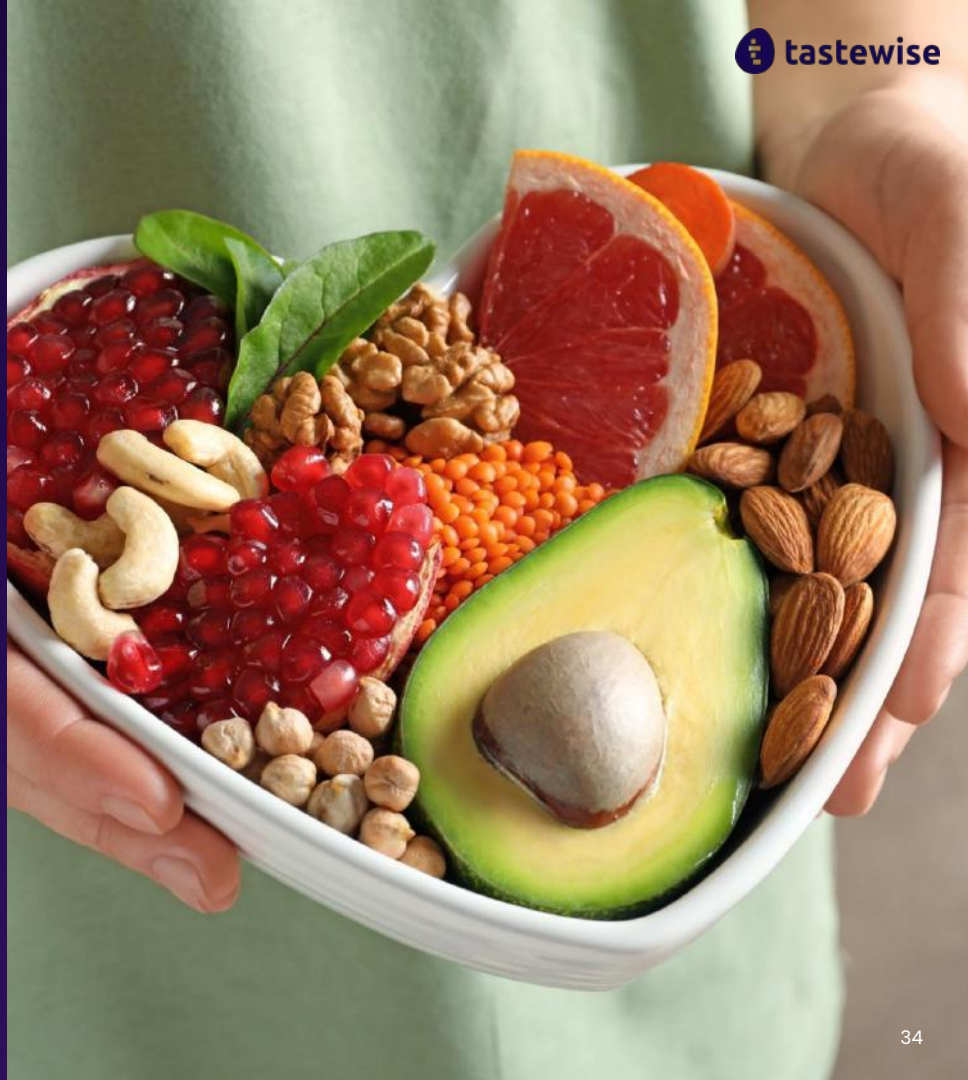
Source: Tastewise Consumer Needs (Preparation Methods)

Tip: Keep an eye out for 2024's trending regional Mexican salsas, featuring varieties like salsa macha, crafted with popular peppers such as guajillo. These pair exceptionally well with meat-rich dishes like birria tacos.



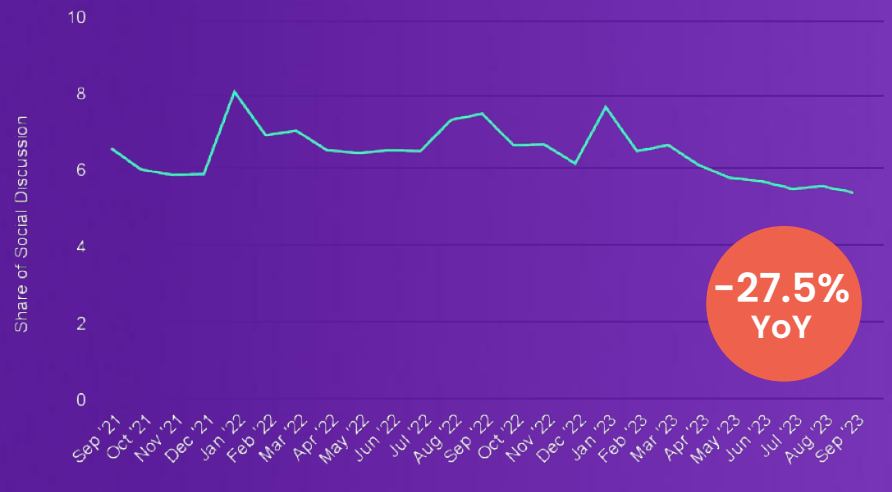
Chapter 6: Natural newtrition

Natural sugars and women's health



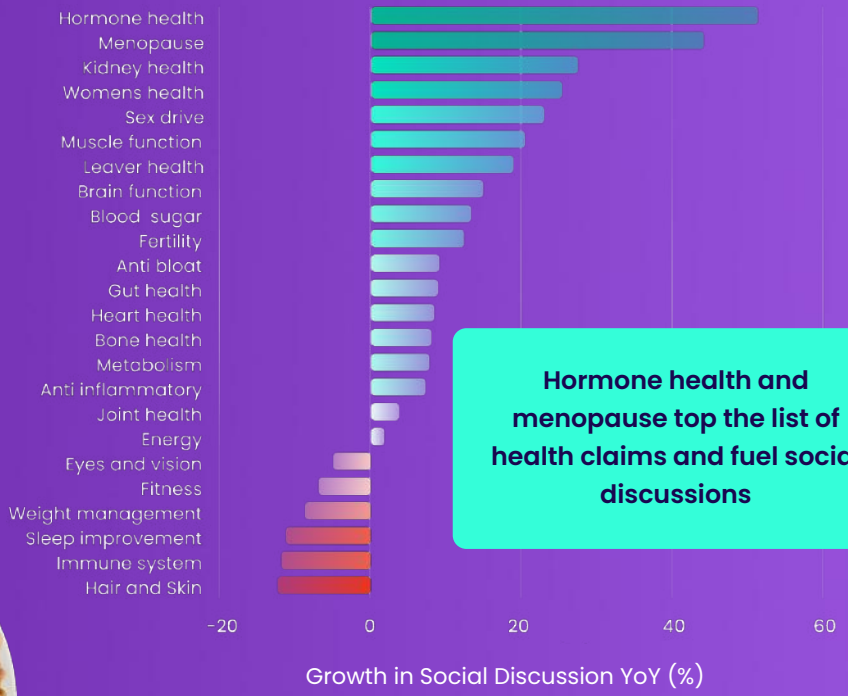
Consumer sophistication continues: Health focus continues to evolve from generic to specific claims

Trend performance of generic health



Source: Tastewise Trend Performance

Health claims have shifted to a female focus



Hormone health and menopause top the list of health claims and fuel social discussions

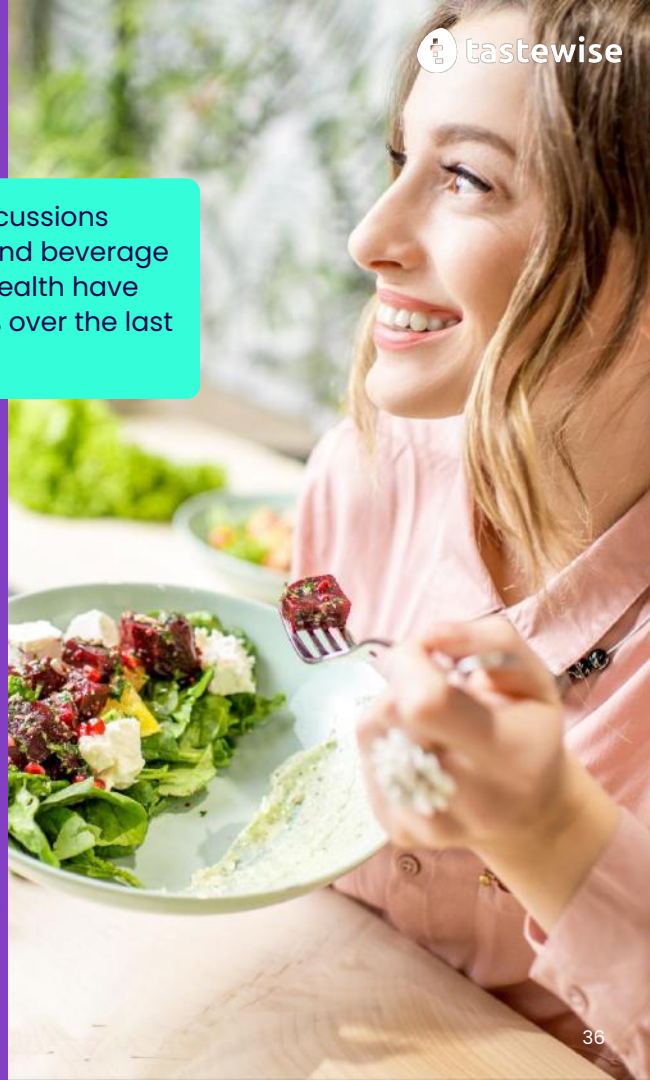
Source: Tastewise Consumer Needs

As taboos fade, talk around hormone health heats up

Trend performance of hormone health

Consumer discussions around food and beverage for hormone health have increased 118% over the last 2 years

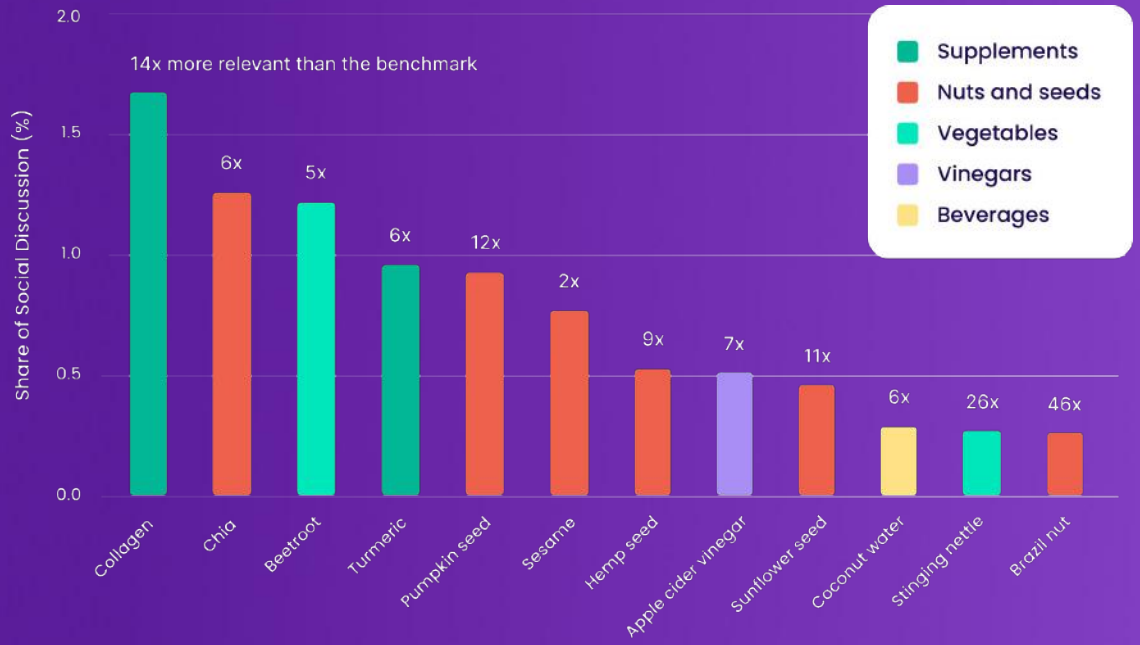
+118%
2YoY



Source: Tastewise Trend Performance

Harness the power of seeds for optimal women's health in 2024

Ingredients most associated with women's health



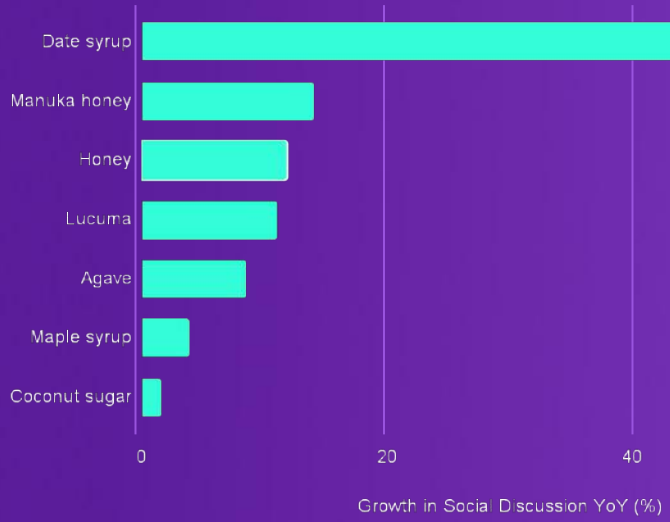
Source: Tastewise's Ingredients & Flavors

Supercharged seeds for women's well-being: Hormonal balance, heart health, strong bones. Fiber-rich chia and flax seeds aid digestion, while antioxidants fight inflammation, protect cells. We can see this reflected in consumer interest; various seed types over-index for use in women's health contexts.

source

Opportunity: Natural sugars are the perfect complement to 2024's seed cycling

Emerging natural sweetener trends for hormone health



Source: Tastewise's Ingredients & Flavors

tastewise

22% of food and beverages and hormone health discussions revolve around sugar quality and content. This is **12X more** than the general food and beverage dialogue.

Processed sugars are recognized culprits for disrupting hormone balance. This is driving consumers to seek healthier alternatives. Enter **natural sweeteners,** the health-conscious consumers' champions for both flavor and nourishment.

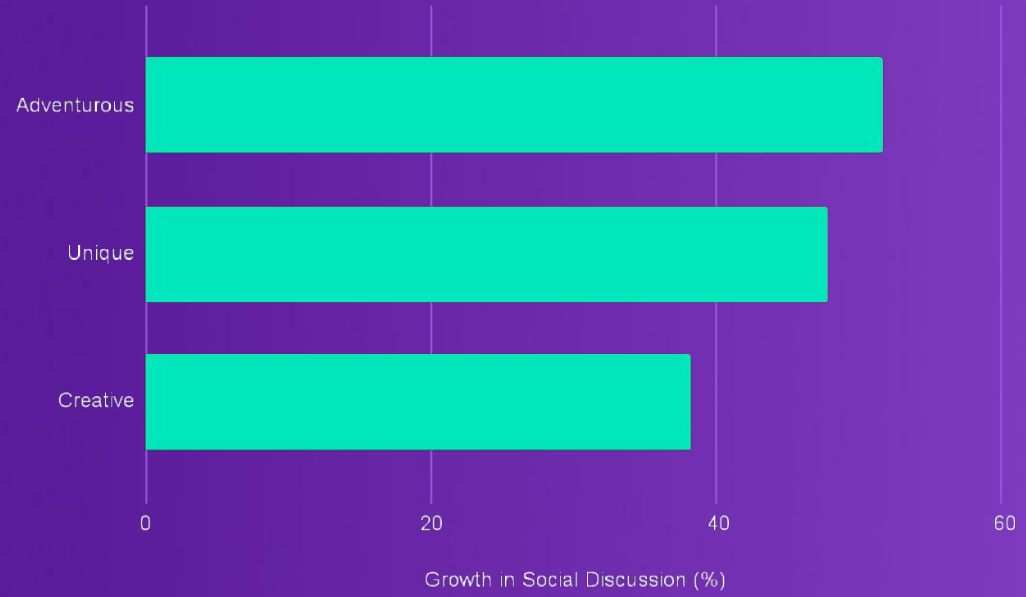
This trend reflects a broader shift in our understanding of processed and artificial sugar's impact on well-being, emphasizing the enduring quest for balanced, healthier dietary choices.

Chapter 7: South/East Asian flavors

South/East Asian flavors take center stage

Adventurous and unique are top choices for 2024

Trending experiential claims over time



Source: Tastewise Consumer Needs (Experience)

tastewise

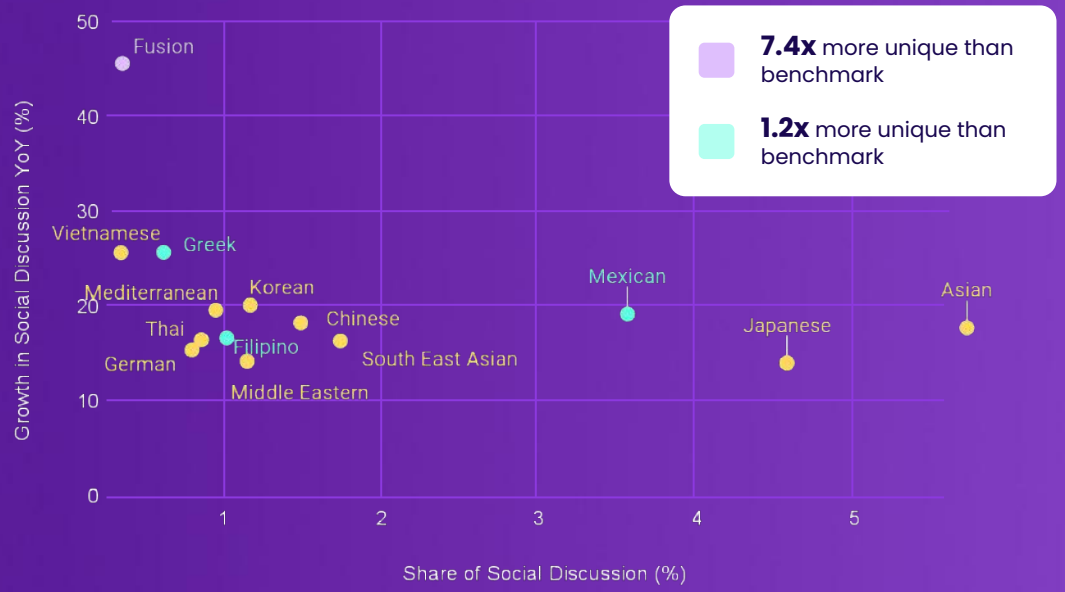
Adventurous: 51.4% YoY
growth in consumer interest

Unique: 47.6% YoY
growth in consumer interest

Creative: 38.2% YoY
growth in consumer interest

The sweet sensation: Korean and South/East Asian frozen delights rising

Trending cuisines in frozen desserts, according to association with uniqueness



Source: Tastewise Consumer Needs (Cuisines)

Uniqueness **Exotic**

Unique frozen dessert trends: Consumers crave the distinctiveness of **exotic** cuisines, with Korean, Thai, Vietnamese, SE Asian, Japanese, and Filipino flavors leading the way, measuring 2-3 times more **unique** than the industry standard.

Unique frozen Asian desserts enjoy strong sales on modern menus

Korean bingsu

+8.6% YoY in social buzz

Simplicity, simplicity, simplicity: Bingsu, the frozen delight, boasts 1.2x more bestsellers than the frozen dessert benchmark. With finely shaved, melt-in-your-mouth ice and sweet toppings like fresh fruits and Asian elements, it's a sensory adventure.

Thai mais con yelo

+42% YoY in social buzz

A frozen dessert sensation with 2.5x the bestsellers of the frozen dessert benchmark. It combines sweet corn kernels, shaved ice, milk, and sugar for a unique taste. The fusion of corn and sweetness offers an intriguing twist, especially for mainstream Western palates.

Filipino halo halo

+16.5% YoY in social buzz

Indulge in the unexpected with halo halo - a dessert sensation with 4x more bestsellers than the frozen dessert benchmark.

Source: Tastewise Trend Spotlight

Mysterious and alluring: Asian ice cream flavors capture mainstream taste buds

Korean: Red bean

A classic Korean dessert flavor, perfect for those seeking **sweet and slightly nutty** ice cream. Consumer interest in red bean ice cream has grown 11% in social discussion in the last year.

Thai: Pandan coconut

This flavor combines the fragrant and sweet flavor of pandan leaves with the creaminess of coconut milk. Pandan leaves and coconut milk are commonly used in Thai desserts and drinks and are growing at +15% and +6% YoY respectively in social discussion. Enjoy the sweet and earthy goodness.

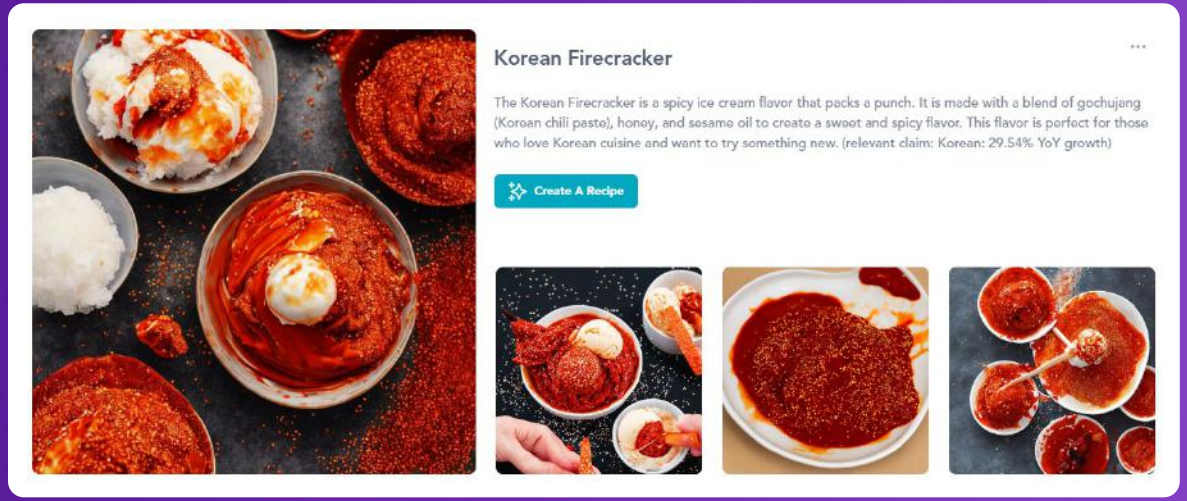
Filipino: Calamansi

Calamansi, a citrus fruit commonly used in Filipino cuisine, is making waves with a **+35% YoY** growth in social discussion. Its tart and tangy flavor can be transformed into a refreshing sorbet, made with fresh calamansi juice and sugar syrup, with a pinch of salt to enhance the flavor.

Source: Tastewise Trend Spotlight

As uniqueness, spiciness, and Korean influences surge, gochujang ice cream will start its journey to becoming the next big frozen hit.

AI-generated inspiration from Tastewise



Source: Tastewise Concept Discovery

tastewise

Spicy: +21% YoY
in consumer interest for ice cream

Gochujang: +17% YoY
in consumer interest

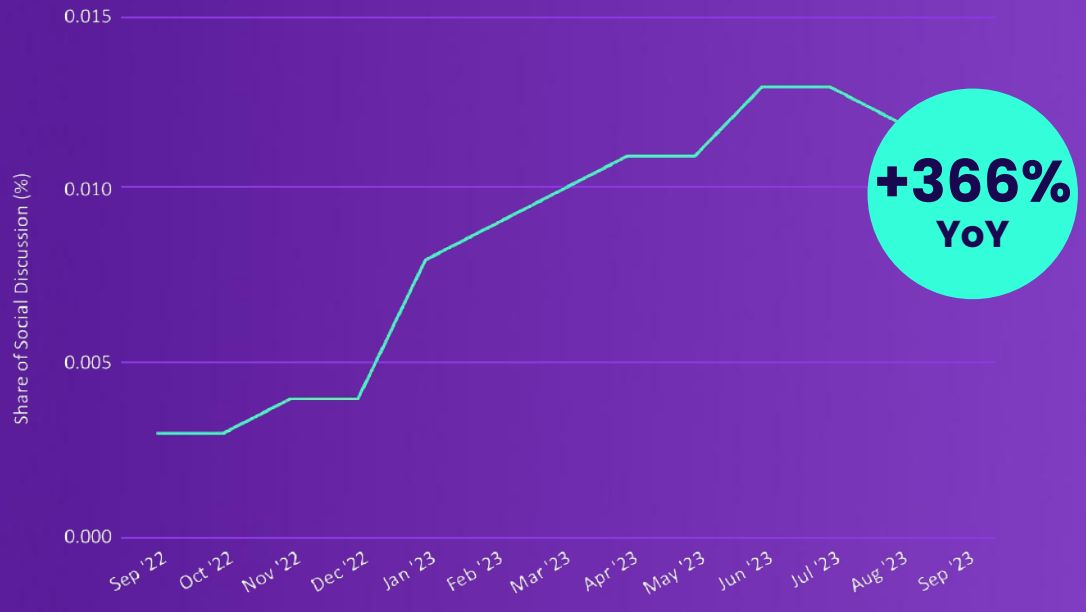
Unique: +46% YoY
in consumer interest in the desserts category

Chapter 8: America shrinks

Ozempic and the shifting weight loss narrative

The weight loss medication craze: Unraveling their impact beyond the bottle

YoY change relating to weight loss medications



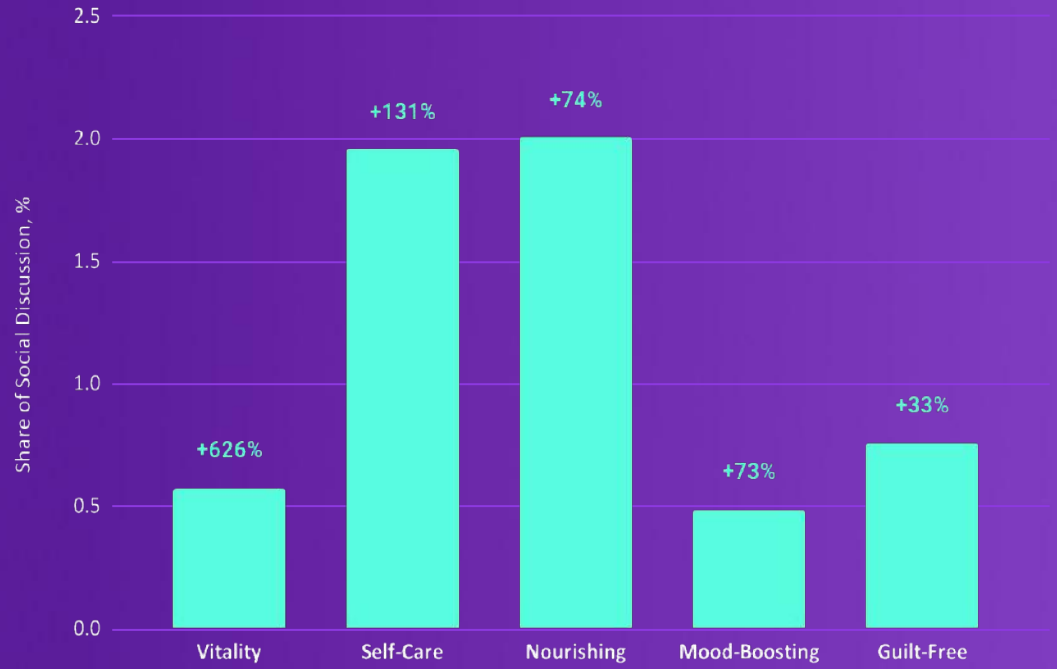
Source: Tastewise Trend Performance

Social conversations surrounding weight loss medications like Ozempic, Wegovy, Berberine, and Semaglutide have surged by 366% in the past year. Notably, **the FDA's recent approval of Zepbound,** introduces a new player, intensifying the competition in the weight loss drug market.

These medications are becoming significant cultural talking points and influencing the pharmaceutical domain. As more consumers are incorporating these drugs into their weight loss journeys, it signals a wider societal change in how pharmaceuticals are viewed for managing weight. This conversation and cultural impact signal a growing reliance on such solutions within our broader dialogue on health and wellness.

Pursuing vitality: Reshaping health beyond weight loss

Growing experience claims relating to weight management



Source: Tastewise Consumer Needs

Weight loss is no longer just a physical or appearance-centric pursuit. In the U.S., the discourse surrounding weight has shifted. **Obesity affects a staggering 100.1 million adults and 14.7 million children,** generating enormous healthcare costs each year.

Recent mainstream discussions around medications like Ozempic, reflect a shift in how society perceives and addresses weight-related concerns. This aligns with the declining emphasis on 'weight loss' as a standalone claim.

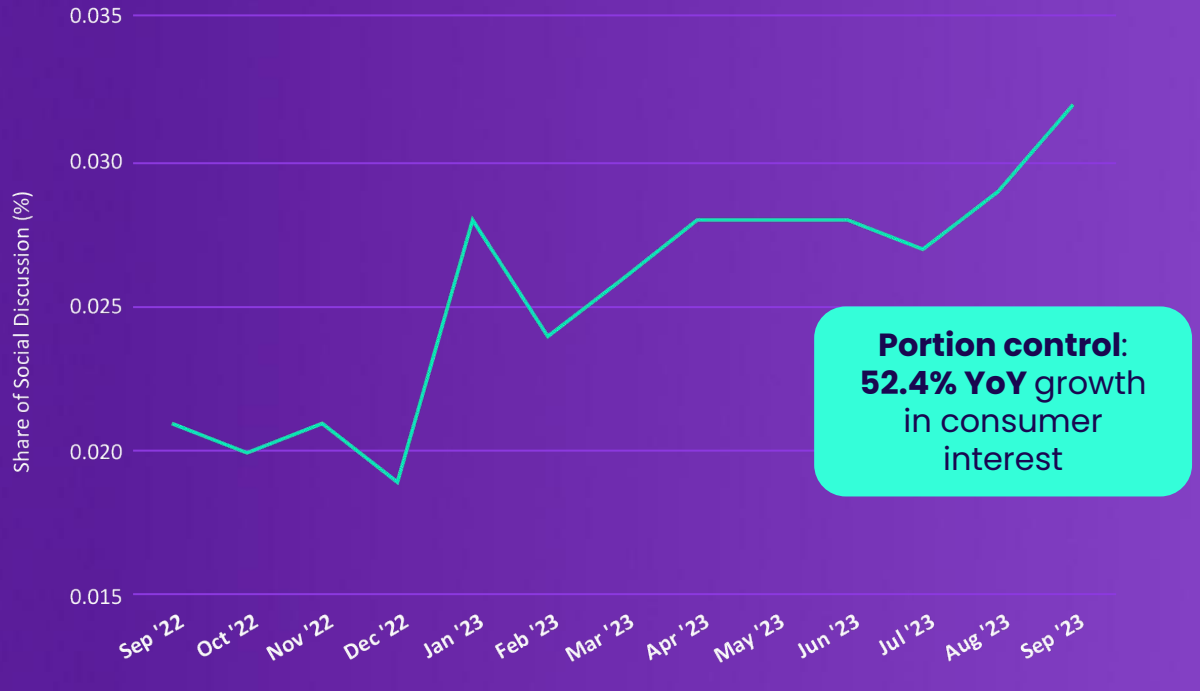
Instead, consumers now seek vitality, self-care, mood enhancement, and holistic well-being. This shift denotes a significant departure from mere 'weight loss goals' reflecting a broader, comprehensive health and wellness pursuit.

Food and beverage customers are at the crossroads of this shift, where weight loss as a singular goal loses traction, giving way to a more comprehensive health perspective.

The narrative now centers on achieving overall well-being, where weight management becomes a part of the larger picture rather than the sole focus, indicating a dynamic shift in health-related aspirations.

Portion powerplay: 2024's Key to weight control

YoY change in discussions on portion control



Source: Tastewise Trend Performance

In 2022, trends heavily favored keto for weight loss. Fast-forward to 2024, and portion management has taken the spotlight. This transition parallels the discourse around medications like Ozempic, indicating a shift in health aspirations and strategies.

Comparing 2022's trend with keto to the current focus on portion control shows a compelling transformation in consumer preferences. This shift directly responds to the evolving conversation around health and weight management, positioning portion control as the primary driver for achieving goals set forth in previous discussions about vitality and holistic well-being.

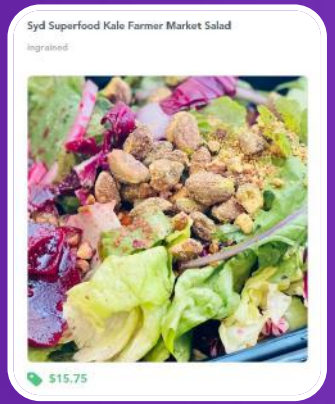
Consumers now prioritize this, steering brands towards catering to these demands. Brands face a Herculean task—aligning products to meet the increasing call for portion control **while incorporating vitality-supportive ingredients,** nutrition content, taste, and enjoyment.

In essence, meeting these demands **necessitates the leveraging of advanced AI** for product development and adaptation. Brands must navigate this challenge to ensure their products resonate with the desires of consumers in 2024.

Lose weight, healthily: Nutrient-dense foods dominate the weight loss discourse

On the plate

On the menu



In the kitchen

Top trending ingredients for “weight loss”

Ingredient	
Polyphenol	51.3%
Pineapple	12.6%
Protein Powder	12.1%
Coriander	4.1%
Fruit Juice	0.5%
Greek Yogurt	4.5%
Whey Protein	9.6%

As weight goals shift, so does consumer behavior. Nutrient-rich foods take the lead: an 8% surge in fiber consumption, closely followed by an 8.5% rise in protein intake.

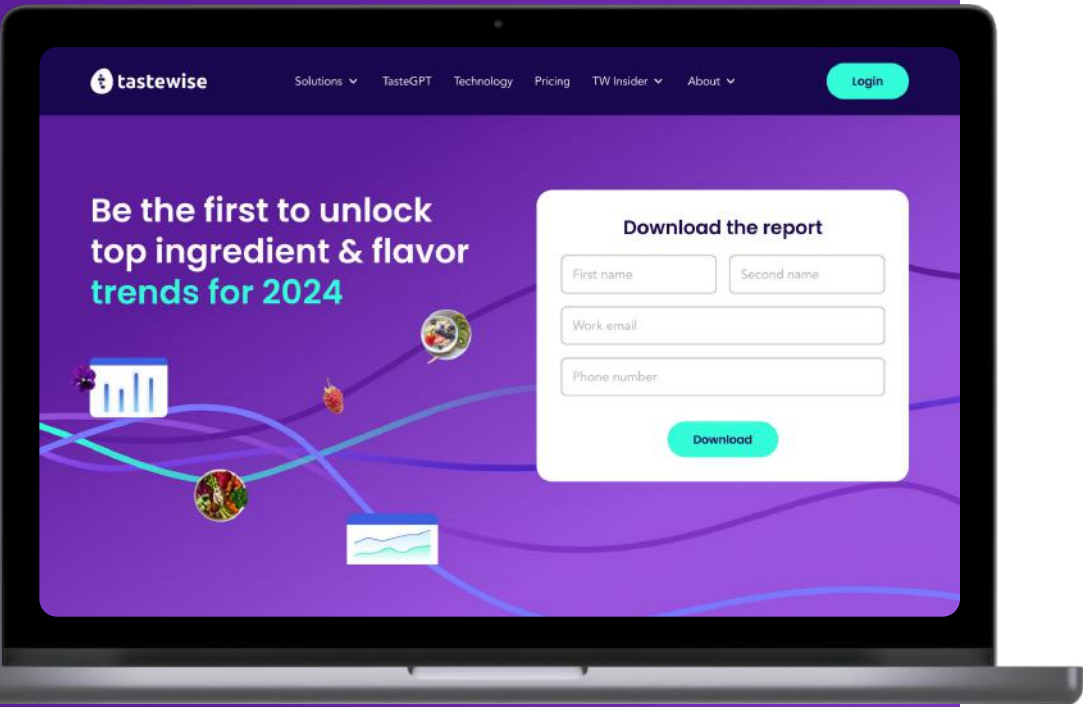
Adapting to reduced intake, consumers prioritize precise, nutrient-packed choices for vitality and holistic wellness. Fiber and protein spearhead the nutritional drive, aligning with appetite control and portion emphasis in weight management.

The move toward nutrient-dense foods is crucial in meeting health goals amidst changing habits. It's the vital tool for achieving wellness amidst evolving consumer patterns.

Source: Tastewise Consumption Moments

How can Tastewise meet your 2024 needs?

AI for marketing campaigns to product innovation



Tastewise's platforms will revolutionize market research, product creation, marketing, content, and innovation.

With unprecedented access to consumers' tastes combined with the computing power of generative AI, Tastewise has the tools needed to stay ahead of the market. Our services can help isolate upcoming trends, understand how and why they exist, create products to fill those trends, and create content to help market those products to their intended audiences.

AI will become the future of food and beverage. Tastewise can make that future a bright one.

Learn more on the 2024 trends

Free Trial

tastewise

Thank you!

Want to leverage 2024's trends for your business? Talk to us.