



2020
FLAVOR TRENDS
IN SNACKS

FAST FACTS

Consumer insights

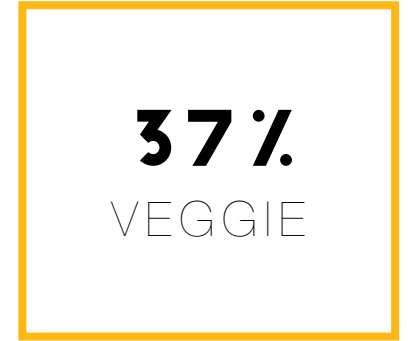
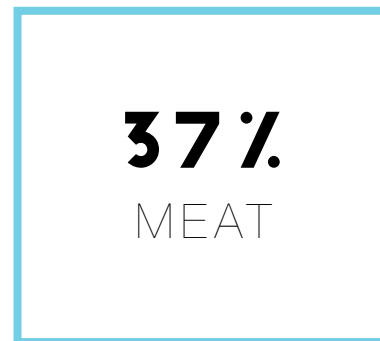
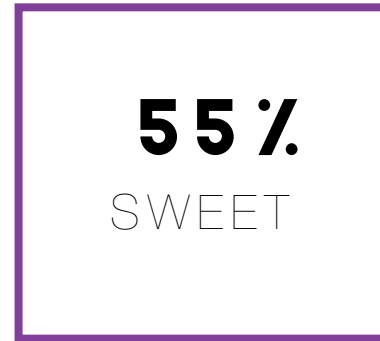
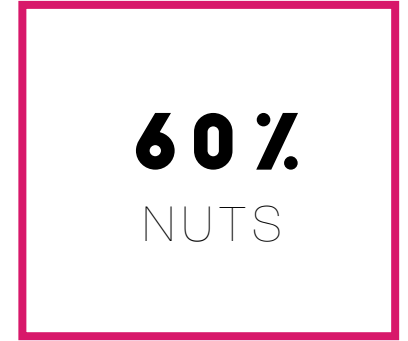
Snacking comes in every shape, taste, size and occasion, with 94% of consumers snacking daily. Our consumer survey also found that 52% of snackers say taste is the most important attribute when selecting snacks, followed by convenience (23%).

54% of consumers view snack foods as an opportunity to try new flavors; and while tried and true favorites like barbecue, cheddar cheese, and chocolate remain popular, we've spotted some new flavors on the rise.

From pickle to pastrami, cinnamon bun to chimichurri, let's dive into the flavors that are shaping the snack aisle.



FLAVORS CONSUMERS WANT



2020

FLAVOR TRENDS



DOUBLE TROUBLE

Combine two favorites or pair with a novel flavor for an explorative treat.

DESSERT INSPIRED

Consumers want to have their cake and eat it too—in snack form, that is.

BEYOND BACON

Will a new meat flavor steal the throne from bacon, the long-reigning snack king?

CHEESE LEADS THE CHARGE

Cheddar just doesn't cut it anymore. Parmesan, queso, and more are gaining ground.

I WANT IT ALL

Whether it's everything bagel or everything everything, these snacks make 2-in-1 flavors look simple.

LATIN AMERICAN

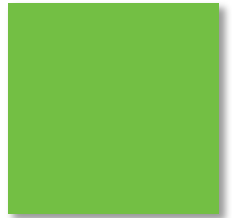
U.S. consumers can't get enough of the fresh, spicy flavors from the southern hemisphere.

SNACKS GO SOUR

Tangy flavors, dill pickle, and vinegar have hit the snack scene.

UNIQUE HEAT

Gone are the days of vague "spicy" snacks. Heat-specific flavors are on the rise.



DOUBLE TROUBLE

We're spotting snacks with distinct 2-in-1 flavor combinations—brands have brought flavors together and instead of blending them together, each flavor is distinct, creating a unique, multiflavored experience for consumers.

Flavor Trends



CHOCOLATE VANILLA



CHOCOLATE PEANUT BUTTER

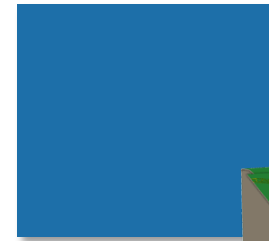


PINEAPPLE ORANGE BERRY LEMONADE STRAWBERRY KIWI



BLUE RASPBERRY LEMON STRAWBERRY WATERMELON

BARBEQUE SALT & VINEGAR



LAYERS UPON LAYERS



Oui Key Lime Pie Layered Dessert has a crème fraiche base and a crispy graham cracker crust.



Cakebites feature cake layered with frosting or jelly and are coated in chocolate.



RXBAR Layers were created to combine health with decadence, feature nut butter, and have a chewy, creamy, crunchy texture.

CHEESE LEADS THE CHARGE

75%
of consumers said they would eat cheese flavored salty snacks

CUT THE CHEDDAR

New cheese flavors are experiencing growth: from gouda, to cream cheese, to queso.



Sabritas Ruffles Queso Flavored Potato Chips are said to be inspired by the number one Ruffles flavor in Mexico.



Wegmans Four Cheese Brown Rice Crackers are crunchy baked crackers with cheddar, mozzarella, romano, and parmesan cheeses.



1in6 Snacks Carolina Kettle Cream Cheese & Chive Kettle Cooked Potato Chips feature mild tangy flavor of cream cheese with the freshness of chive.

PARMESAN POWER

Well known and well loved, we've spotted parmesan on the rise in chips, crackers, and meat snacks.



Creminelli Fine Meats Parmesan Salami Minis contain imported parmesan that provides a sharp and nutty flavor and are made with humanely-raised pork.



Pringles Parmesan & Roasted Garlic will launch in 2020 and claims to have a sweet roasted garlic, buttery, parmesan-packed flavor.

CHEESE CHIPS

First pizza crust faced cauliflower, now potatoes must face their new competition: cheese!



Ritz Cheese Crispers Four Cheese and Herb claim to use real, rich cheese you can see and taste in thin & crispy bites.



Just The Cheese Grilled Crunchy Toasted Cheese is made using 100% natural Wisconsin cheese and are golden brown, crunchy and melt-in-the-mouth delicious.



Moon Cheese Oh My Gouda cheese balls are made with 100% gouda cheese and are packed with protein, low carb, and gluten-free.

SNACKS GO SOUR

Fermented foods have been rising among health and wellness categories, but that doesn't mean snacks haven't tapped into this trend. Pickle is the most prominent flavor; but we're spotting other pucker-worthy flavors like sauerkraut and vinaigrette, too.

Flavor Trends

Simply Nature Dill Pickle Kale Chips are gluten free, vegan, and kosher certified.



Slim Jim Vlasic Dill Pickle Snack Stick claims to pack a punch of pickle flavor along with spicy, meaty goodness.



Old Dutch Spicy Dill Pickle Chips are a limited edition flavor for summer 2020.



365 Whole Foods Market Cuban Press Flavored Potato Chips are said to be thin, crispy layered with the flavors of Cuban Press sandwich: salty, sour and savory umami.



Nabisco Chips Ahoy! Sour Patch Kids Cookies are limited edition and is inspired by a sour and then sweet taste.



Angelic Bakehouse Savory Crisps with Fig & Tarragon Vinaigrette are described as a tasty cracker with a zesty vinaigrette taste ideal for an added crunch to any fresh salad or a flexible topping of all kinds of cheeses.



DESSERT INSPIRED

55%
of consumers want
sweet flavors in
snacks



Our recent shopper panel found that 100% of consumers sometimes snack just to treat themselves, so it's no wonder that indulgent dessert flavors have been trending everywhere from popcorn to snack bars.



CARROT CAKE

Oreo Carrot Cake Flavored Sandwich Cookies are described as a carrot cake flavored cookie with cream cheese frosting flavored crème.

RED VELVET

Moodibars Love Red Velvet Chocolate Bar is a rich dark chocolate bar infused with irresistible red velvet cake filling.

Flavor Trends



PECAN PIE

NaturSource Pecan Pie Flavored Mixed Nuts is described as sweet, salty and decadent.

PECAN
flavor is up
100%



APPLE COBBLER

Larabar Apple Cobbler Protein Bar contains 11g of protein from peas and nuts claims to be the perfect way to fuel up while satisfying cravings.



CINNAMON BUN

Live Love Pop Cinnamon Bun Gourmet Popcorn is said to be a guilt-free snack made with just simple ingredients.

BANANA SPLIT

Nosh and Co. Cherry Banana Split Trail Mix is described as jam-packed with great flavor and indulgent satisfaction.



2020

I WANT IT ALL

It's 2020, and consumers don't want to choose between sweet and savory or spicy and sour, or tangy-salty-smoky-spicy-sweet, either. Maximum flavor combos are for maximum indulgence and enjoyment. We're seeing not just everything bagel products launch; but everything, everything—sweet, sour, spicy, savory, BBQ, smoked, and herby all in one.

Flavor Trends



Suzie's Seasoned Grain Free Pretzels feature Suzie's favorite kitchen spices – onion, garlic, cumin, cayenne and turmeric – combined into one magical secret seasoning blend.



Milk Bar Compost Cookies are an indulgent combination of potato chips, pretzels, chocolate, butterscotch chips and coffee grounds.

Trader Joes Synergistically Seasoned Popcorn claims to hit the five major flavor profiles: tangy, sweet, salty, spicy and smoky, creating an eating experience quite unlike any other you've had.



SWEET & SOUR
flavor is up **200%**

EVERYTHING EXCEPT THE BAGEL



Good & Gather Everything Seasoned Cashews are made with sesame seeds, garlic, onion, salt and poppy seeds.



Fat Snax Everything (But the Carbs!) Crackers are made from a base of almond flour and butter, and feature classic everything bagel flavors.



Sonoma Creamery Everything Cheddar Cheese Crisp Bar is described as a crunchy, savory snack bar baked from real cheese and simple ingredients without all the sugar.

UNIQUE HEAT

Spice meets specificity as consumers continue to expand their taste for global flavors. Spicy snack profiles have evolved from “flamin’ hot” and “chili” to include more specific and authentic varieties.

Flavor Trends



HATCH CHILE

H-E-B Hatch Chile Pita Chips are said to be perfect for snacking or entertaining, is baked with a great crunch that is full of flavor and can be paired with hummus or dip.



CHIPOTLE

PORQ BBQ & Zesty Chipotle Flavored Artisanal Fried Pork Rinds claims to be an adventure in flavor that exceeds all expectations.



Dietz & Watson Landjaeger Smoked Sriracha Swiss Style Sausage Snacks

SRIRACHA

flavor is up **200%**



Simple Truth Pineapple Habanero Flavored Almonds

HABANERO

flavor is up **200%**



SERRANO PEPPER

Private Selection Tequila Serrano Beef Jerky is said to be intensely tasty with sweet and fiery flavors of brown sugar, Serrano peppers, tequila and pineapple juice.



Spunks Original Cajun Kick Pumpkin Seeds

CAJUN

flavor is up **300%**

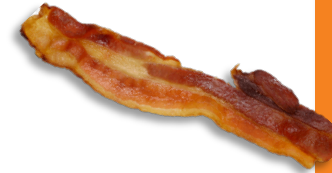
51%
of consumers want spicy flavors in snacks

2020

BEYOND BACON

37%

of consumers want more meat flavors in snacks



Western Family Jamaican Jerk Chicken Flavored Kettle Cooked Potato Chips recently launched in August 2020.



BIGS Cheeseburger Sunflower Seeds boasts flavors of juicy, seasoned seared beef, lettuce, tomato, special sauce, pickles, onion, garlic, cheddar cheese, and sesame bun.

365 Whole Foods Market Italian Hoagie Potato Chips are said to have the flavors of an Italian Hoagie: salty-sweet oregano, coriander and a hint of tomato.



Giant Eagle Buffalo Chicken Dip Flavor Tortilla Chips are kosher certified and a limited edition product.

Herr's Grilled Cheese and Tomato Soup Flavored Cheese Curls feature buttery grilled cheese flavor combined with the richness of tomato soup.



Clancy's Nashville Hot Chicken Flavored Kettle Chips are described as loud and spicy.



Western Family Baby Back Ribs Flavored Kettle Cooked Potato Chips recently launched in August 2020.



Lays Flavor Icons Philly Cheesesteak is said to feature steak, onion, and cheesy flavors.

Flavor Trends

2020

CHICKEN

Grilled, buffalo, or Nashville hot, chicken flavors are trending in snacks.

FAVORITE MEALS

From burgers to ribs, we've spotted snacks featuring mealtime favorites.

SANDWICHES

Chips usually come on the side with a sandwich.. Now you can skip the sandwich and just have chips!

LATIN AMERICAN

We've spotted Latin American flavors trending throughout the snacking categories—whether savory or sweet, consumers can't seem to get enough of these regional flavors.

Flavor Trends

DULCE DE LECHE

Lindt Lindor Dulce de Leche Milk Chocolate Truffles claim to have delicate milk chocolate shell with an irresistibly smooth dulce de leche truffle filling.



CHIMICHURRI

Whole Foods Market Chimichurri Flavored Popcorn features the vibrant, tangy, spicy flavor of chimichurri, a condiment created in Argentina for their famous grilled steaks.



ELOTES

Western Family Mexican-Style Street Corn Potato Chips are said to feature the traditional elotes flavor combination of sweet, smoky, spicy and citrus.



CARNITAS

Lay's Flavor Icons Carnitas Street Tacos Flavored Chips feature pork, cheese, spice, and lime flavors.



CINNAMON CHURRO

Epic Cinnamon Churro Oven Baked Pork Rinds are made with pork skins raised without antibiotics and feature sweet cinnamon and sugar.



CHILE RELLENO

Lay's Flavor Icons Chile Relleno Flavored Chips feature cheese and poblano pepper flavors.

SPICY QUESO

Gold Emblem Abound Spicy Queso Tortilla Chips are described as cheesy and crunchy, and made from 100% wholegrain corn and cheddar cheese, green chilis and zesty spices.

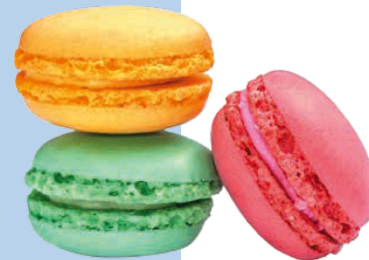


2020

FASTEST GROWING FLAVORS

SWEET SNACKS

Pineapple	+400%
Pecan	+200%
Apricot	+200%
Cheese	+200%
Sweet & Sour	+200%
Birthday Cake	+200%



SAVORY SNACKS

Cajun	+300%
Habanero	+200%
Roasted Garlic	+200%
Red Chili Pepper	+200%
Zesty	+200%



Visit fona.com/chat or call 630-578-8600 for more information on how these exciting snack flavors can be incorporated into your product.