

# Global Trend Book 2019-2020

## 2019 April – 2020 March

Japan / China / Korea / SEA+APINDIA

U.S.A / Mexico / Brazil / Europe

Takasago International Corporation's summary of all major **market trends**, **flavor trends** and **hit products** from all of our global affiliates in **27 countries** for the period 2019/2020.



June, 2020  
**TAKASAGO**  
*we design to taste...*



# Global Trend Book 2019-2020

## - Market Trends -

Get briefed on the major global trends and hit items:

### COVID-19...

...confronts consumers with new challenges. Our report covers how **demands changed** and the need of **healthy**, but **convenient** and **nutritional** products increased.

### Plant-based Products...

...rising sales numbers reflect also the increasing **health** and **environmental consciousness** of consumers.

**Plant-based products** and meat-alternatives as a healthier **choice** or **lifestyle** decisions are the winners this year.





# Global Trend Book 2019-2020

## - Flavor Trends -

Get valuable flavor trends about consumer choices in various countries:

### Local Taste...

... gives much needed **comfort** and **safety** during turbulent times and consumers find enjoyment in **traditional and familiar flavor combinations** or **nostalgic** dishes of their home country.

### Botanical...

... ingredients are regarded as **healthy** and enhance the **natural image** of a product, while **forest notes** add a non-sweet second flavor dimension.



Global Trend Book 2019-2020 : Flavor Trends

### LOCAL TASTE

Asian and Australian consumers are seeking for the taste of authentic local food which are connected to their origin, culture, or iconic nostalgia. Australia has classic Australian dishes with a modern twist as snacks or sweets in the assortment, while in Thailand products with Tom Yum Kung flavors are still growing as snacks and instant noodles. Also bird's nest as a classic healthy ingredient is used in premium snacks or beverages.

**THAILAND**

**VIETNAM**

**Bird's nest**

**Local**

**Local Classics**

**Australia**

**Local Classics**

Bird's nest appeared more in New Launches in 2019 in both beverages and foods. It's healthy image, and premium character is well known among Vietnamese peoples.

Global Trend Book 2019-2020 : Flavor Trends

### BOTANICAL

Botanical ingredients are booming in Europe, US and India. Botanical flavor is trending for past few years, with its variation becoming wider than just herbs but including floral, fruity and spice notes. These botanical ingredients create complex flavors which are not sweet but refreshing and add a new flavor dimension to the product. They can add also provenance and health aspects to the product and are often used with berries or other familiar fruity components.

**INDIA**

**Botanical Berries**

**Forest Notes**

**EUROPE**

**US**



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Takasago's leading experts in **Asia, Europe** and **the Americas** work together to collect insightful market information and flavor trends to compile our Global Trend Book.

Our global teams use these **market information** and **insightful market research** together with Takasago's **innovative technologies** - taste modulating **INTENSATES™** flavors, true to nature **Vivid Flavors™** and natural dairy flavor **Lacteboost™** – and are eager to collaborate with you on your beverage, confectionery, savory, bakery, dairy, or oral care product developments.

**Hungry for more?** Please contact us via:

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