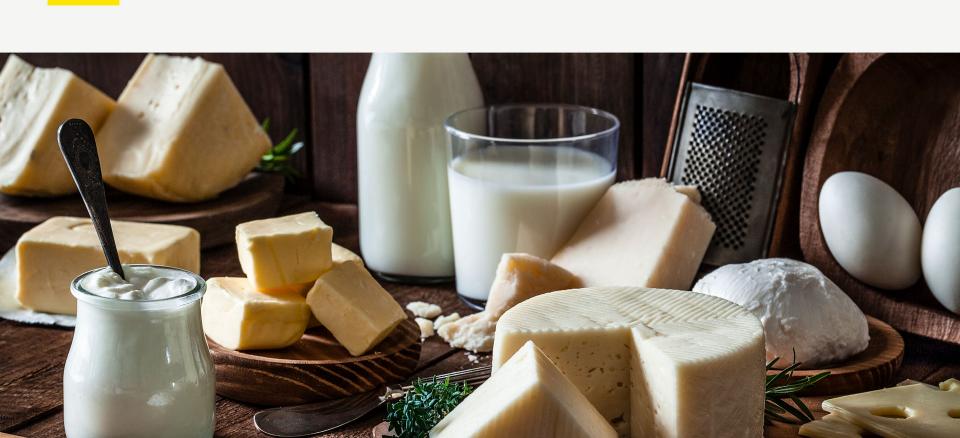
TRENDING FLAVORS AND **INGREDIENTS IN DAIRY: INCL THE IMPACT OF COVID-19**

US, JULY 2020





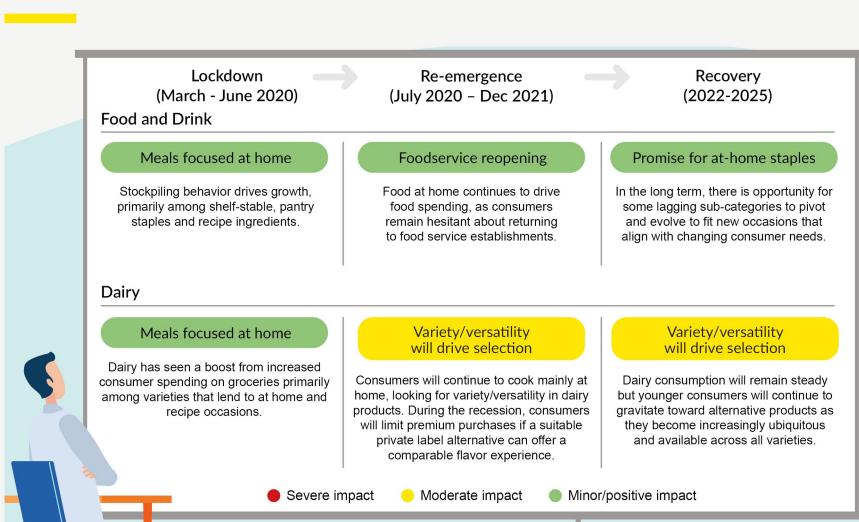
Source: Mintel

DAIRY PRODUCTS ARE PERCEIVED TO BE INHERENTLY HEALTHY, PAIRED WITH A SENSE OF INDULGENCE CONTRIBUTING TO THE NATURAL VERSATILITY OF THE CATEGORY. CONSUMERS ARE LESS LIKELY TO ACTIVELY SEEK OUT NEW FLAVORS WITHIN DAIRY, YET, THE DEPTH OF THE MARKET SHOWS THAT AVAILABILITY LEADS TO APPRECIATION OF THE STATUS QUO.

> Alyssa Hangartner, Flavor and Ingredient Trends Analyst



SHORT, MEDIUM AND LONG TERM IMPACT OF COVID-19 ON DAIRY

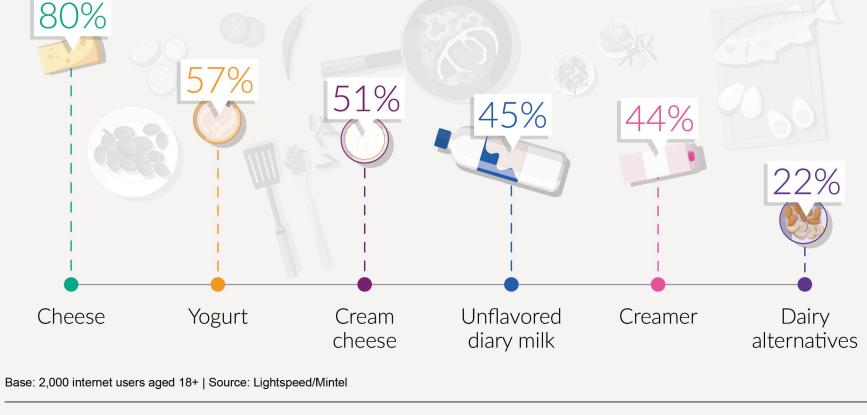


TOP VARIETIES REACH CONSUMERS THROUGH VERSATILITY

Varieties that transcend specific uses and dayparts reach a greater percentage of consumers and often come in an assortment of flavors to expand reach. In turn, dairy products that are closely tied to other

Top Dairy Varieties

food/drink categories or have recently emerged within the market are consumed by a smaller subset.



CONSUMERS ARE HESITANT TO **EXPLORE NEW DAIRY FLAVORS**

Dairy Attitudes

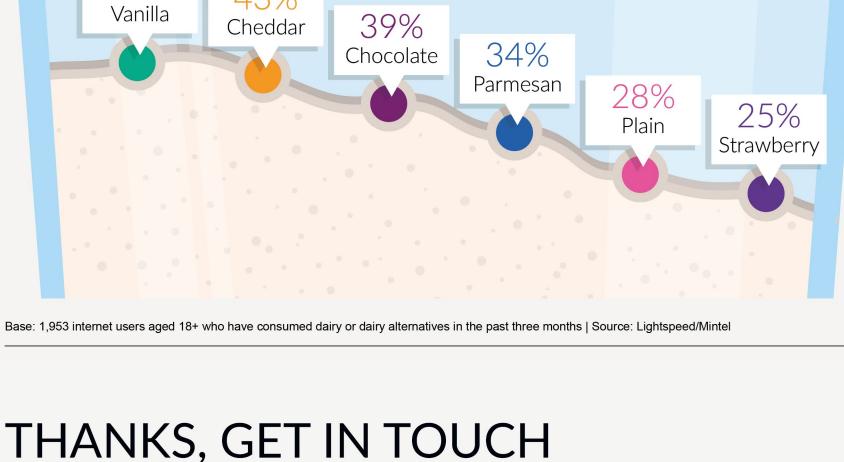


Dairy is a multi-purpose category balancing nutrition and taste, and consumers are split when it comes to exploring new dairy

GO-TO DAIRY FLAVORS REFLECT VERSATILITY AND SIMPLICITY

Primary Dairy Flavors Consumed Dairy are products suited for both recipe and stand-alone occasions and top dairy flavors are simple, and often have close ties to specific varieties or other food/drink categories. Products and flavors that can span multiple occasions or complement other food/drinks will add value to consumers.

43% 39% Cheddar



45%







