

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

## US, JULY 2020



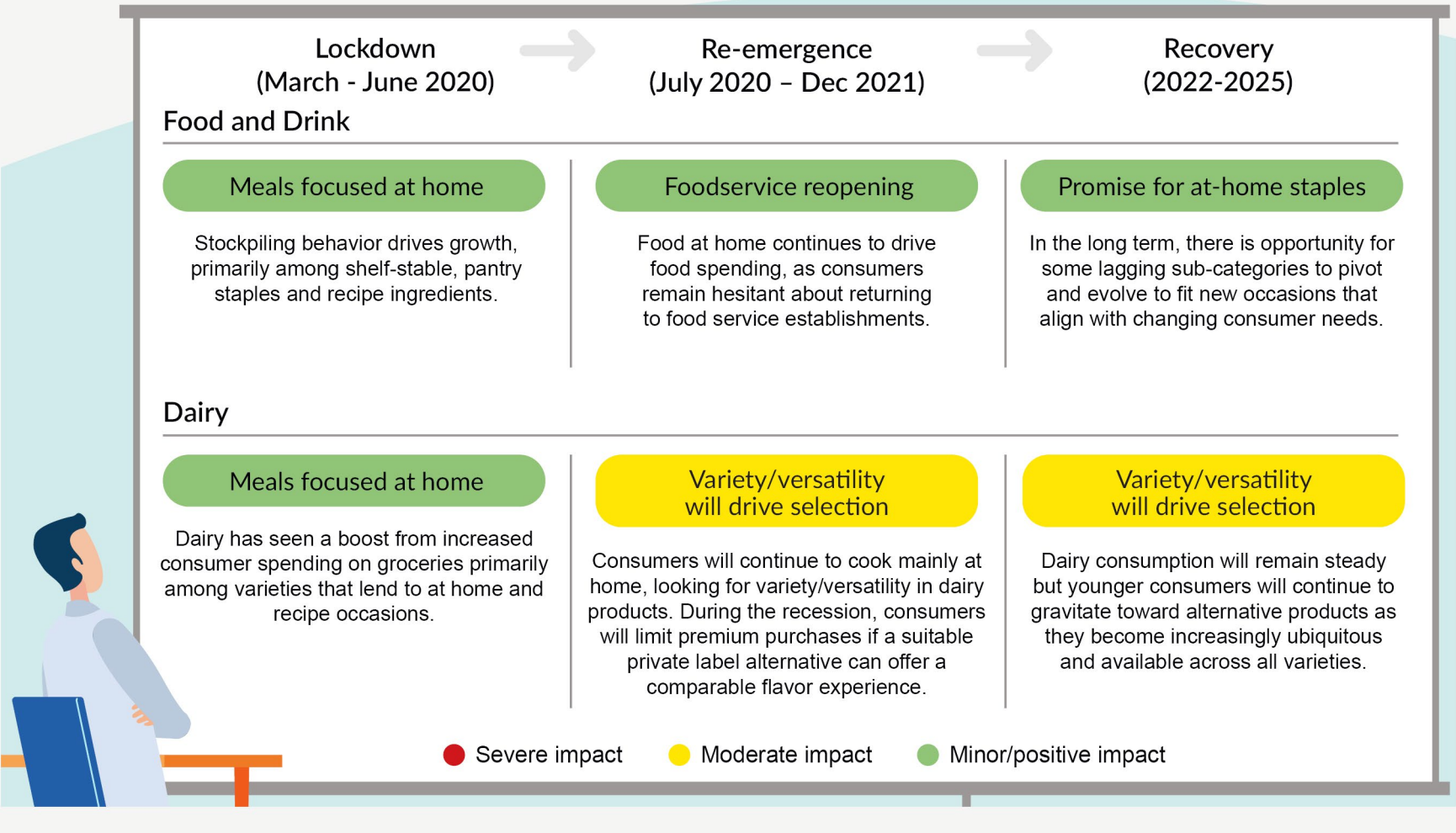
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DAIRY PRODUCTS ARE PERCEIVED TO BE INHERENTLY HEALTHY, PAIRED WITH A SENSE OF INDULGENCE CONTRIBUTING TO THE NATURAL VERSATILITY OF THE CATEGORY. CONSUMERS ARE LESS LIKELY TO ACTIVELY SEEK OUT NEW FLAVORS WITHIN DAIRY, YET, THE DEPTH OF THE MARKET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

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Trends Analyst

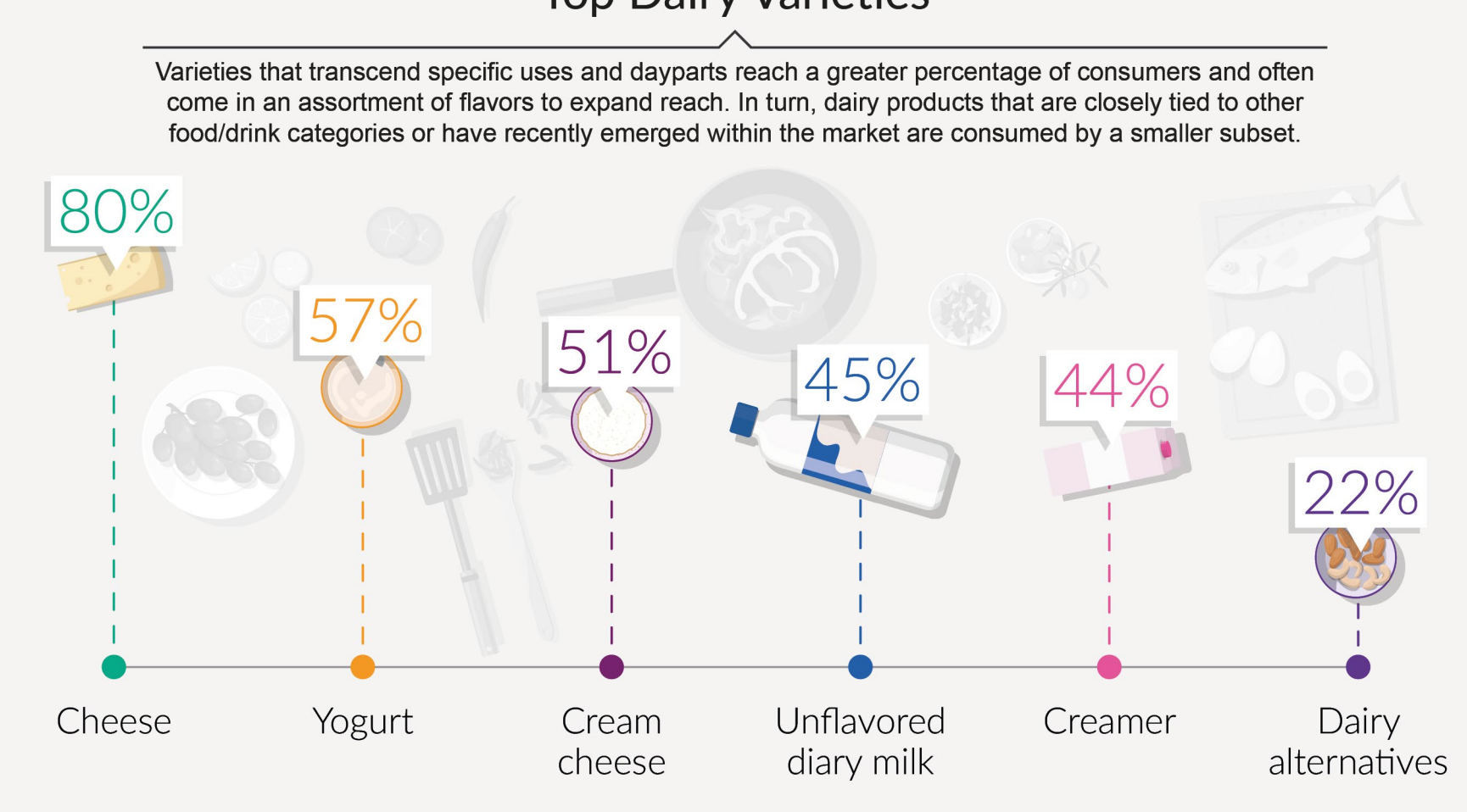
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## SHORT, MEDIUM AND LONG TERM IMPACT OF COVID-19 ON DAIRY

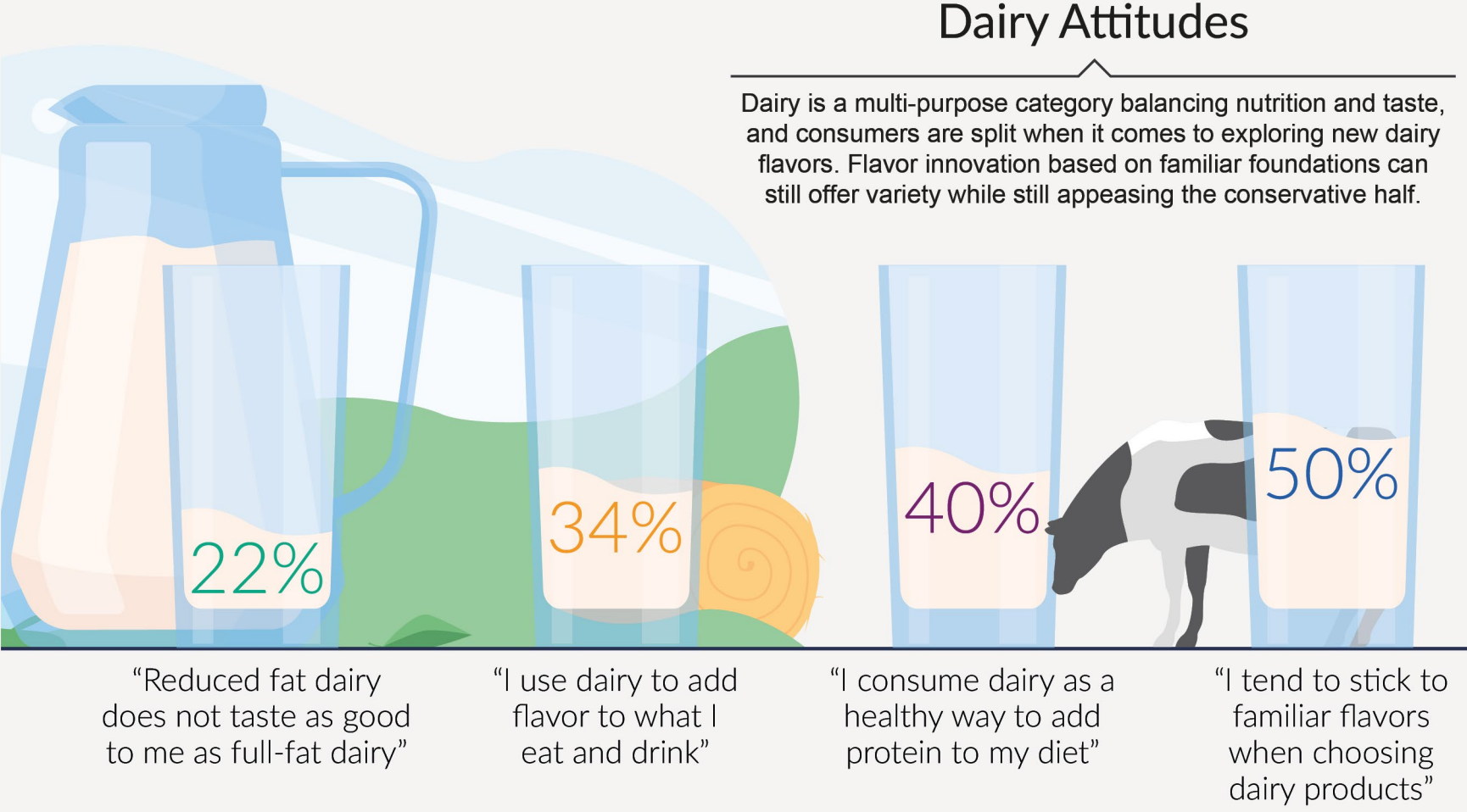


Source: Mintel

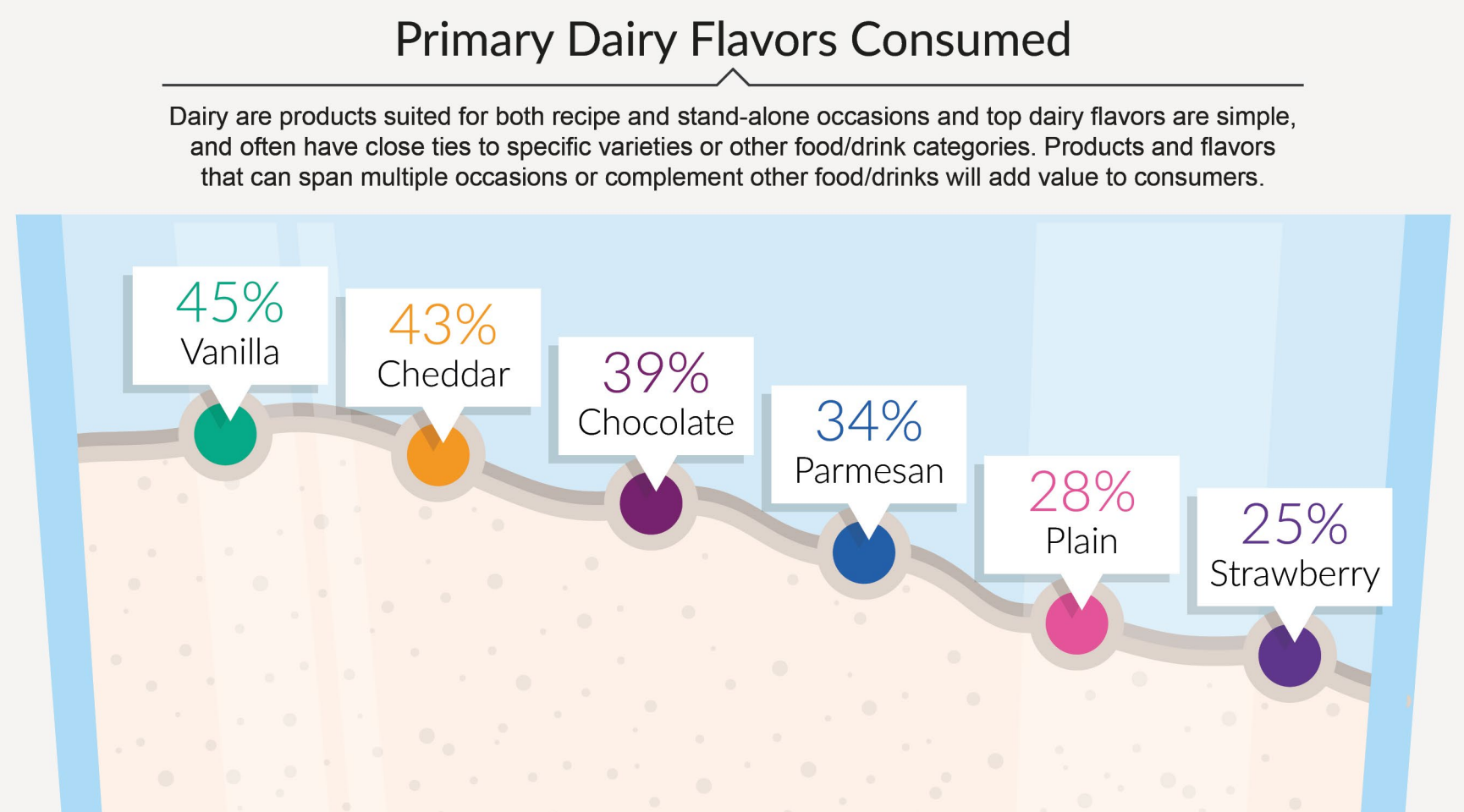
## TOP VARIETIES REACH CONSUMERS THROUGH VERSATILITY



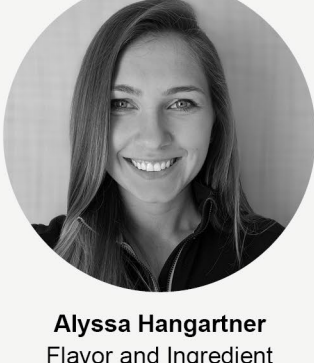
## CONSUMERS ARE HESITANT TO EXPLORE NEW DAIRY FLAVORS



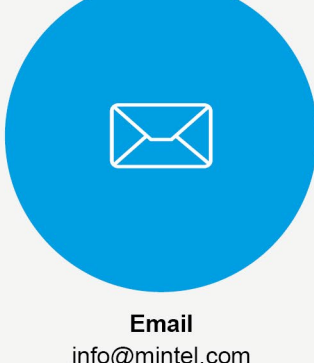
## GO-TO DAIRY FLAVORS REFLECT VERSATILITY AND SIMPLICITY



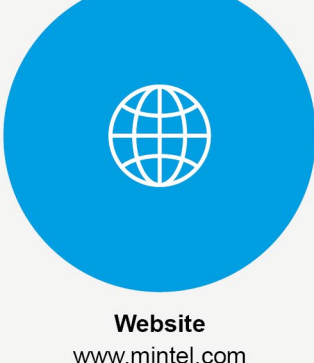
## THANKS, GET IN TOUCH



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