

KAGOME

TREND REPORT November 2024

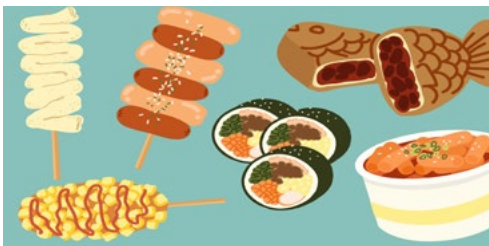


The future of global flavors in the U.S. market is bright, bold, and complex.

-Ben Ripple, Founder and CEO of Big Tree Farms

2024 is quickly coming to a close and we can reflect on a couple of the flavor trends of the past year. Ube, the Filipino purple root vegetable identified by T.Hasagawa's as 2024 Flavor of the Year gained international recognition as well as traction on menus, particularly in baked goods and beverage. Still in the introduction stages of adoption, we expect the earthy, nutty and sweet flavor profile to continue to find new menu applications. Korean culture and flavors continue to rise with chicken sandwiches being the fastest growing dish year-over-year. Beef bowls, wings, and sauces are some of the top menu call outs with Korean ingredients or flavors.

Interest in global flavors has only grown in the past few years, surging during the pandemic years as consumers sought excitement and a means to explore while stuck at home. Though excited to try new cuisines US consumers are not doing so through direct travel. According to a 2021 Pew research study, 27% of US adults have never traveled outside of the US. The data suggests that Americans are less likely to travel abroad than Australians, Europeans or Canadians. This is good news for retailers and foodservice operators who can offer excitement and learning through their food and product offerings.



Images by Technomic, Shutterstock

Craving and Curiosity around Regional Flavors

Consumers are increasingly excited about diverse global flavor trends found in specific regions and dishes. Two thirds of consumers are open to trying new global cuisines. Local flavor trends drive culinary innovation in packaged foods across global markets.



Images by Real Simple, Imagewikimedia Commons, Shutterstock

Half of consumers like products in supermarkets and online stores that have been inspired by street food trends. For example, Trader Joe's Korean Kimbap or Tteok Bok Ki (spicy stir-fried rice cakes), Costco's Dutch Stroop Wafels, Lotte Ghana Japanese ice cream bars or Birria Mashups (quesabirria, birria ramen, and birria dumplings). Consumers also would like to see both local cuisines from their region and local cuisines from other regions when ordering a meal. For example, according to Technomic, regional BBQ callouts on menus appeared on the fastest growing list, including; Alabama-style (+135%), Kansas City-style (+141%), Detroit-style (+124%) and Kansas City BBQ sauce (+114%).

SNACK FLAVORS GOING GLOBAL

Fusion of the Familiar with Something New
Brands in the snacking aisle are combining familiar salty snacks, like popcorn and crackers, with global flavors such as Thai sweet and sour mee krob or black truffle masala popcorn.



Image Trader Joe's Website



Image Confusion Snacks Website

Packaging is helping to tell the story of the culinary cultural roots and nostalgic memories. Cultural influences also extend to textures, leading to exciting combinations like chewy and crunchy. In the coming year, brands will likely add local twists to global snacks, connecting more with cultural communities and exploring new markets.

Top Untried but Global Flavors of Interest

Zhoug -a traditional Middle Eastern sauce and condiment that's believed to originate from Yemen, but it's also very popular in Israel. The sauce is usually made from green or red hot peppers, garlic, coriander, cumin, cardamom, salt, and various spices.

Sambal -comes from the Javanese word sambel, and is defined as a "chile paste" or "relish." In Indonesia, a sambal can be a paste of red or green chiles ground together with any number of other ingredients: garlic, shallots, lemongrass, galangal, tomatoes, and/or shrimp paste.

Shatta -a hot pepper condiment from Gaza that combines olive oil with garlic and salt. It is used on rice and stews to brighten the flavor and increase spiciness in foods.

Berbere -a traditional spice blend that can contain over a dozen different spices. The key ingredients are usually red chili peppers, fenugreek, and ginger, with the addition of warm spices like coriander, cardamom, allspice, cumin, peppercorns, cloves, cinnamon, and some lesser-known indigenous spices such as korarima, ajwain, and long pepper.

Dumpling, Buns, Handhelds of Many Fillings



Image Baozza Website

Who doesn't love dumplings, buns, and handheld pocket foods? Every culture has their version and new and unexpected fillings are showing up in the frozen food aisle and on menus.



Image Filo's Website

TED'S BULLETIN

**JALAPEÑO POPPER
WONTON**
WASHINGTON D.C

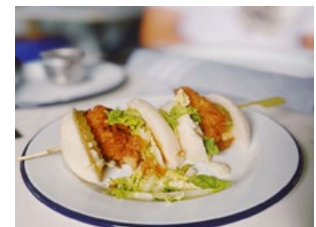


**KOREAN BBQ BEEF
CHEESETEAK**
ORLANDO, FL



**WHISKEY
BIRD**
+
*little
bird*

**HK SLIDER -FRIED
CHICKEN BAO BUN**
ATLANTA, GA



KAGOME

FOODSERVICE LIMITED TIME OFFERS GLOBAL FLAVORS RESONATING WITH CONSUMERS



Korean BBQ Wings



Jerk Honey Butter Chicken Sandwich



Kimchi Fries

While Gen Z and Millennials both enjoy global-inspired flavors, Gen Z consumers are interested in more specificity and authenticity. For example they don't just want Indian cuisine they want flavors and ingredients from region within the cuisine such as Kerala.



Honey Bacon Brussels Hash
drizzled with Chili Crisp



Italian Deep Dish Pizza
with Hot Giardiniera



Hatch Chile Smoked
Pulled Pork Taco

LET'S TAKE A CLOSER LOOK AT THESE FLAVORS



Togarashi

A Japanese spice blend that dates back to the 17th century. Traditionally comprised of 7 ingredients: red chilli pepper, sansho pepper (a type of Japanese pepper), roasted orange peel, black and white sesame seeds, hemp seed, ground ginger, and nori or aonori (seaweed).



Aleppo Pepper

Also known as the Halaby chile pepper, is named after the Syrian city of Aleppo. Most Aleppo pepper found in stores is grown in Turkey where the pepper flakes are referred to as pul biber. The heat clocks in at about 10,000 Scoville heat units, with a heat that builds slowly. It has a mild sweetness and tanginess with hints of raisin, citrus, and tomato notes, as well as a cumin-like earthiness and roasted flavor.



Sport Pepper

Its origin is the United States. These short, tangy, medium-heat pepper resembles a short serrano or a larger tabasco pepper. Unlike tabasco peppers, however, the sport pepper is mature and ready while green versus red. Often pickled, the peppers (10,000 to 23,000 Scoville heat units) are a must for Chicago-style hot dogs (served whole on the dog) and just as tasty sliced for sandwiches, hoagies, and pizzas. They pack a spicy bite with tang, from their seasoned brine

UP AND COMING GLOBAL SPICY FLAVORS

- TOGARASHI
- CAROLINA REAPER
- CHERRY PEPPER
- CALABRIAN CHILI
- HATCH CHILE
- GIARDINIERA
- HARISSA
- FRESNO PEPPER
- SMOKED PAPRIKA
- ALEPPO PEPPER
- PIRI PIRI
- KIMCHI
- ARRABBIATA
- CHILI OIL
- GUAJILLO PEPPER
- HOT PAPRIKA
- SAMBAL
- CHILI CRISP
- GOCHUJANG
- SPORT PEPPER

INDEX OF CONSUMER SENTIMENT (ICS)

Surveys of Consumers Director - Joanne Hsu

Consumer sentiment lifted for the third consecutive month, inching up to its highest reading since April 2024. Sentiment is now more than 40% above the June 2022 trough. This month's increase was primarily due to modest improvements in buying conditions for durables, in part due to easing interest rates.

Year-ahead inflation expectations were unchanged from last month at 2.7%. The current reading falls within the 2.3-3.0% range seen in the two years prior to the pandemic. Long-run inflation expectations edged down from 3.1% last month to 3.0% this month, remaining modestly elevated relative to the range of readings seen in the two years pre-pandemic.

FINAL RESULTS FOR OCTOBER 2024

	OCT 2024	SEP 2024	OCT 2023	M-M CHANGE	Y-Y CHANGE
INDEX OF CONSUMER SENTIMENT	70.5	70.1	63.8	+0.6%	+10.5%
CURRENT ECONOMIC CONDITIONS	64.9	63.3	70.6	+2.5%	-8.1%
INDEX OF CONSUMER EXPECTATIONS	74.1	74.4	59.3	-0.4%	+25.0%

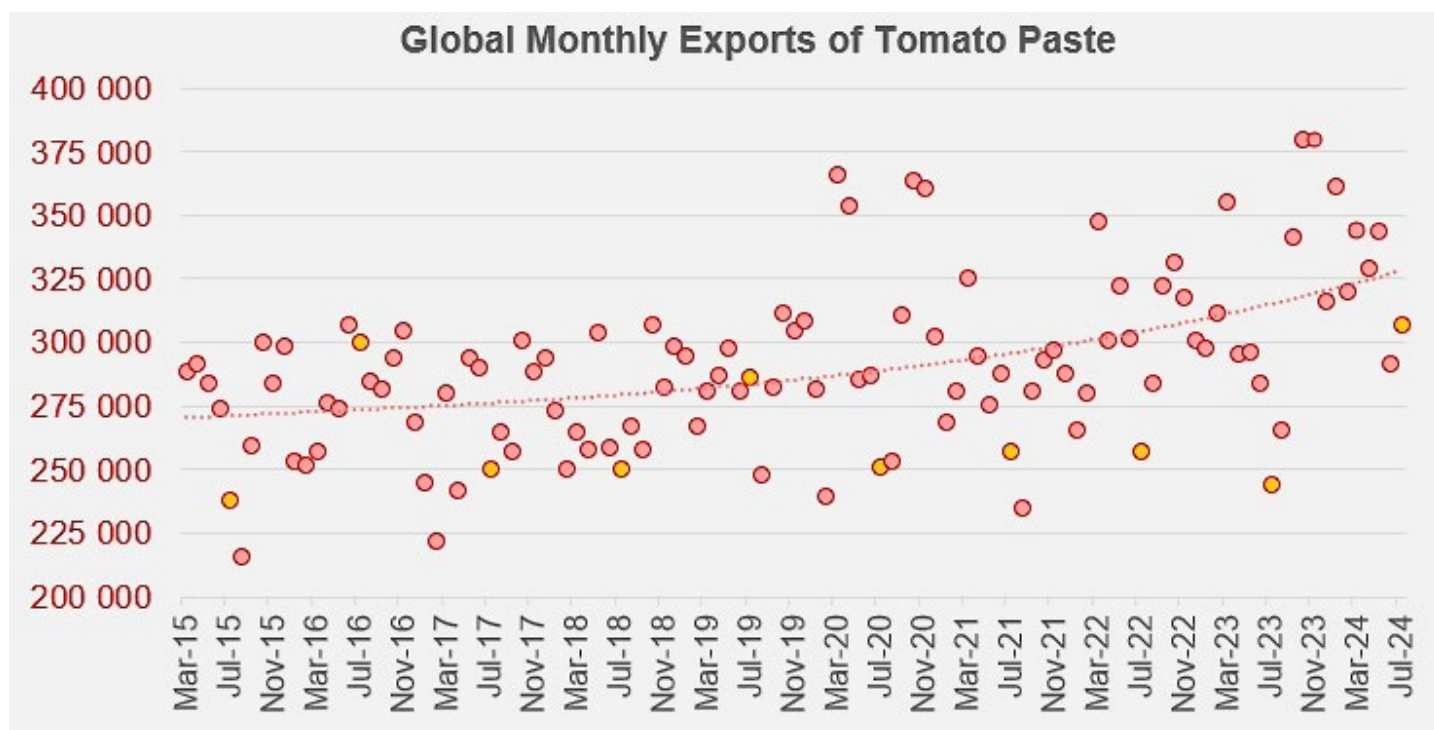
The US Index of Consumer Sentiment (ICS), as provided by University of Michigan, tracks consumer sentiment in the US, based on surveys on random samples of US households. The ICS is a leading economic indicator that measures changes in the outlook for the economy. They are based on how shoppers feel about their interest and willingness to buy things in the future.

TOMATO NEWS UPDATES

Global Exports of Tomato Paste, Updated November 5, 2024

Comparison of monthly exports of tomato paste (HS code 200290) over past two years, comparison with the previous three marketing years (August-July periods).

The latest available data on global exports over the full marketing year (August 2023 - July 2024) show that the pace of trade remains at a higher level (+9%) than that of the previous period. This rhythm maintains the total global exports recorded over a 12 month period above 3.97 million metric tonnes (t), again the highest level ever over a 12-month period.



Source: Tomato News



Interested in creating your
next craveable sauce?

Contacting us today at:
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KagomeUSA.com