



KERRY 2020

taste charts

KERRY

APAC TASTE CHARTS

The background is a white marble surface with grey veining. On the left side, there is a whole ripe mango with a green leaf and a sliced mango showing a grid pattern. On the right side, there is a splash of dark brown sauce at the top and several red chili peppers at the bottom.

Kerry, Your Taste Partner

As a leader in Taste, Kerry is on a constant quest to discover and translate the best taste experiences from nature's high quality ingredients.

In this quest, we are committed to guiding our customers on their journey to develop the next generation of tastes that will delight, surprise and excite consumers.

Our Taste Charts represent Kerry's annual review of the food and beverage taste landscape utilizing sales performance, consumer trends, foodservice influences and endorsements from our internal culinary experts to predict tastes for the coming year.

Kerry, going beyond flavour to build an authentic future for Taste.

The aim of our Taste Charts is simple: to provide the industry and our customers with a proprietary view into the flavours and ingredients shaping the Taste market across sweet, beverage, savoury, and salty snacks.

Methodology

Kerry's Taste Charts methodology has evolved – analyzing point of sale data, product launches and menu penetration as primary sources of data to consider the world of flavours in retail as well as foodservice; in addition to internal insights and industry reports.



Point of Sale Data



Menu Penetration



Product Launches



Internal Insights & Industry Reports

The Lifecycle of Taste

Our predictions date back a decade, and consider flavours and ingredients that are here to stay (Mainstream and Key), as well as flavours and ingredients set to create ripples in the industry (Up & Coming and Emerging).



Mainstream
Top 10 for the
Last 5 Years



Key
Next Top 20 for the
Last 5 Years



Up & Coming
Fastest Growing
in the Last 3 Years



Emerging
Fastest Growing
in the Last Year

Why do we need the Taste Charts?

THE LIFECYCLE OF COCONUT

At Kerry, we track the growth of taste profiles from market inception to mainstream establishment. Coconut, whose rise in popularity resulted in proliferation of coconut as a flavour, as well as an ingredient, has also experienced growth via coconut milk, coconut water and coconut oil since 2008. In 2013, it appeared on Kerry's charts

as a 'Key' taste in sweet and within 'Up & Coming' in beverage and culinary. Coconut has steadily grown to become a mainstay taste influencer on our charts, with a renewed interest among consumers following the boom of the ketogenic diet.



Starbucks launches Coconut Milk as a non dairy alternative in Feb 2015



Coconut Milk ice cream makes a debut with So Delicious in 2015/16



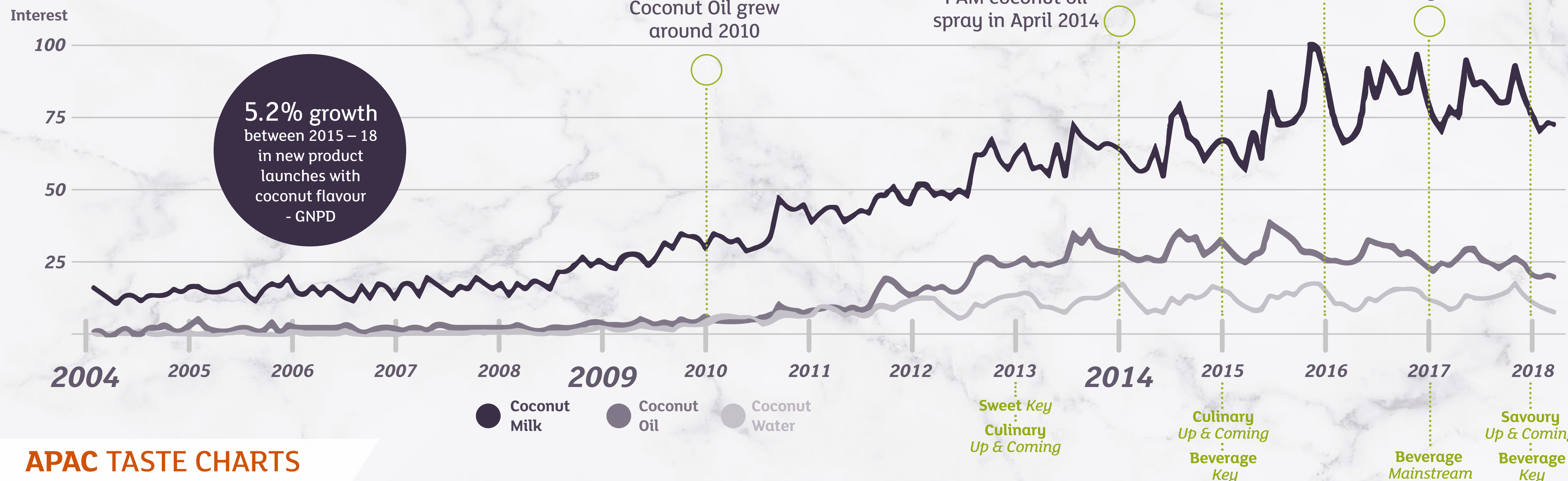
Trader Joes and Reddi Wip launch coconut milk whipped cream in 2017 and 2018



PAM coconut oil spray in April 2014

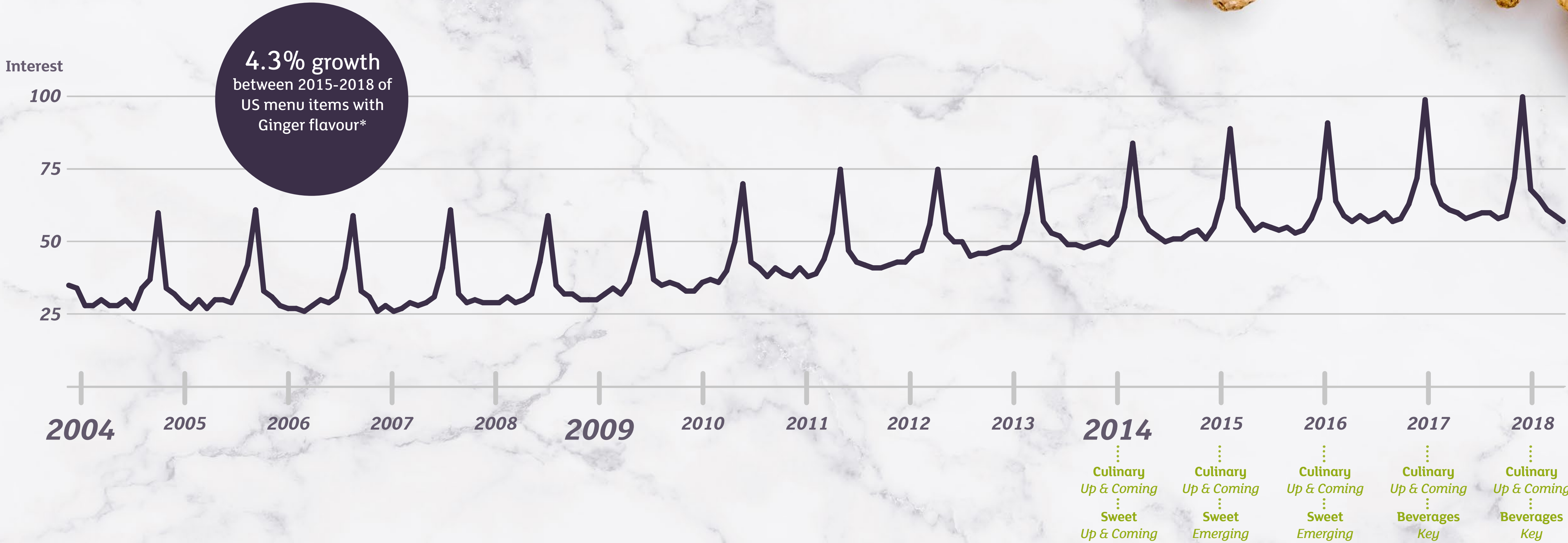
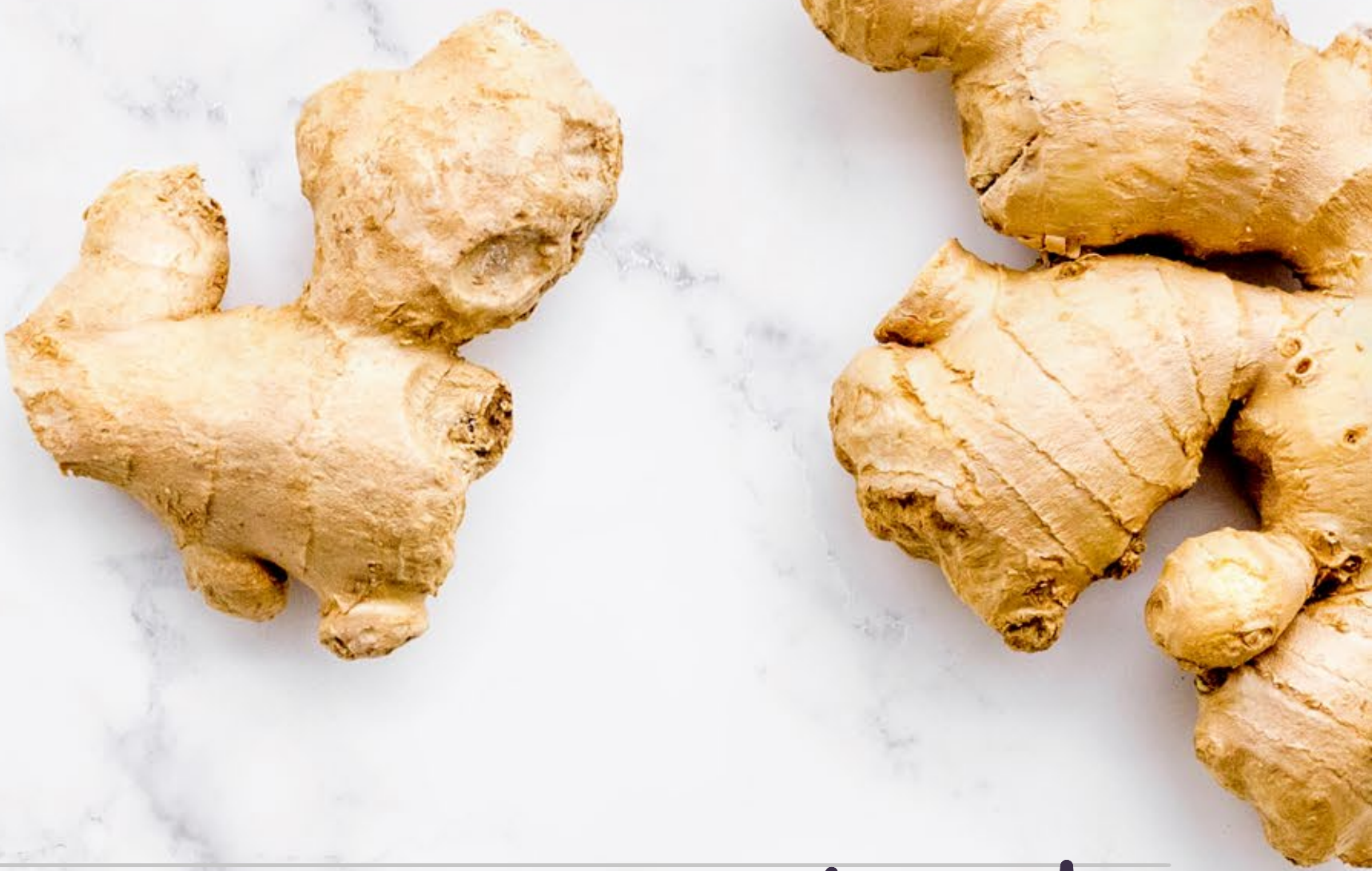
Popularity of Coconut Oil grew around 2010

Coconut Oil declining in 2017



THE LIFECYCLE OF GINGER

Ginger appeared in Kerry's Taste Charts in the beginning of 2013, first appearing in Culinary and Sweet mostly as an Up & Coming flavour, quickly making its way into Beverages in 2017 as a Key flavour.



Ingredients



Beetroot	Matcha
Black Sesame	Pandan
Blue Algae	Pomegranate
Butterfly Pea Flower	Purple Sweet Potato
Cheese Foam	Rose Petals
Chia Seed	Salmon Roe
Dragonfruit	Squid Ink
Fig	Taro
Lavender	Turmeric

Visual



Asian Pear	Kimchi
Cherry Blossom	Mentaiko
Chestnut	Osmanthus
Coriander	Pu'er Tea
Doenjang	Red Date
Five Spices	Rock Sugar
Goji Berry	Sambal Belacan
Green Tea	Sichuan Peppercorn
Hojicha	

Ethnic



Avocado	Moringa
Beta Glucan	Oats
Chickpeas	Probiotics
Coconut	Quinoa
Collagen	Rice Bran
Ginger	Tamarind
Jujube	Wild Flower Honey
Kumquat	
MCT	

Functional

2020 taste charts

Sweet



Almond
Banana
Caramel
Chocolate
Coconut

Fruit
Mango
Milk
Strawberry
Vanilla

Mainstream



Apple
Azuki
Red Bean
Blueberry
Butter
Cheese
Cranberry
Cream
Grape
Hazelnut
Honey

Lemon
Matcha
Mint
Nut
Orange
Peanut
Pineapple
Plum
Raisin
Raspberry

Key



Almond Butter
Avocado
Black Sesame
Calamansi
Cheesecake
Cinnamon
Coix Seed
Durian
Earl Grey
Fudge
Hemp Seed

Hokkaido Milk
Manuka Honey
Passionfruit
Peach
Peanut Butter
Roasted
Rose
Sea Salt
Thai Tea
Tiramisu
Turmeric
Yoghurt

Up & Coming



Acai
Brown Sugar
Cashew
Chai
Charcoal
Chestnut
Damson Plum
Ginger
Grass Jelly
Houjicha
Hyuganatsu Citrus
Jackfruit

Kiwi
Loquat
Macadamia
Purple Rice
Rice Wine
Ruby Chocolate
Salted Caramel
Sour Cream
Tamarind
Walnut

Emerging



APAC TASTE CHARTS

Contact Kerry for your next product innovation

Kerry Marketing Insights Taste Program 2020.
Sweet includes Candy, Confectionery, Cookies,
Desserts, Bars, Cereal, Sweet Baked Goods,
Spoonable Yogurt, etc.

Countries include Australia, China, India, Indonesia,
Japan, Malaysia, New Zealand, Philippines,
Singapore, South Korea, Thailand and Vietnam.

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Salty Snacks



2020 taste charts

Savoury



Kerry Marketing Insights Taste Program 2020.
Savoury includes Meats, Meals, Appetizers,
Sauces, Dips, Dressings, etc.

Countries include Australia, China, India, Indonesia,
Japan, Malaysia, New Zealand, Philippines,
Singapore, South Korea, Thailand and Vietnam.

2020 taste charts

Beverages

Dairy & Hot



Apple
Banana
Caramel
Chocolate
Ginger

Lemon
Mango
Rose
Strawberry
Vanilla

Almond
Berry
Blueberry
Chamomile
Chrysanthemum
Coconut
Fruit
Hazelnut
Herbs
Honey



Jasmine
Jujube
Lemongrass
Malt
Mint
Oat
Orange
Peach
Pineapple
Vinegar

Blood Orange
Bergamot
Brown Sugar
Cheese
Cinnamon
Cookies & Cream
Cucumber
Genmai
Goji Berry
Job's Tear
Kombucha
Macadamia



Matcha
Melon
Mint
Moringa
Orange Peel
Osmanthus
Passionfruit
Raspberry
Red Bean
Roasted
Turmeric
Winter Melon



Banana Blossom
Black Sugar
Blackberry
Cappuccino
Corn
Durian
Fig
Ginseng
Kombucha
Lavender
Lime

Lion's Mane Mushroom
Manuka Honey
Moringa
Oat
Purple Rice
Red Grapefruit
Rock Sugar
Sweet Potato
Tangerine
White Fungus
White Peach

Mainstream

Key

Up & Coming

Emerging

APAC TASTE CHARTS

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Kerry Marketing Insights Taste Program 2020.
Dairy & Hot Beverages include Tea, Coffee,
Nutritional Beverages, Shakes, Hot Cocoa, etc.

Countries include Australia, China, India, Indonesia,
Japan, Malaysia, New Zealand, Philippines,
Singapore, South Korea, Thailand and Vietnam.

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2020 taste charts

Beverages

Water & Cold



Apple
Fruit
Grape
Lemon
Lime
Mango
Orange
Peach
Pineapple
Strawberry

Mainstream



Aloe Vera
Banana
Berry
Blueberry
Coconut
Cola
Ginger
Grapefruit
Guava
Honey
Kiwi
Lemonade
Lychee
Passionfruit
Pear
Plum
Pomegranate
Raspberry
Vegetable
White Grape

Key



Aloe Vera
Avocado
Beetroot
Butterfly Pea
Carrot
Chamomile
Cheese
Citrus
Coffee
Cucumber
Durian
Grapefruit
Hibiscus
Kale
Kiwi
Kombucha
Lotus Seed
Mangosteen
Matcha
Mojito
Rose
Watermelon
White Peach
Yoghurt
Yuzu

Up & Coming



Acai
Almond
Apricot
Bitters
Black Pepper
Black Sugar
Blue Raspberry
Cordyceps
Dragonfruit
Elderberry
Ginger Ale
Hirami Lemon
Kombucha
Moringa
Natsumikan
Citrus
Osmanthus
Pistachio
Salted
Tamarind
Water Chestnut
Winter Melon
Yangberry
Yellow Peach

Emerging