



GLOBAL FOOD TRENDS

FOOD

TRENDS



FUSION

THE 'BORDERLESS CUISINE'

Fusion of local & global flavours –
With restrictions still around, consumers miss
the travel & experience of flavours of the
world. And trying global flavours with local is
what consumers are looking for

A wave of new multi-ethnic, "borderless"
cuisines is elevating
This is led by the Gen Z..iers...



PLANT BASED SMART PROTEINS

Meat-free Plant-based options are sought after by a growing consumer base

Textured Pea, Potato proteins, Seaweed & Lentils bring an appealing bite & high protein content



SNACKIFICATION



The lines between dayparts are blurring because of the shift in consumer's eating habits which is drifting away from full-size meals to more recurrent middle-of-the-day snacks

Snacks are the new meals e.g., Egg bites, Sandwiches are here to stay as meal options

ASIAN INFLUENCES

Asian cuisine is gaining popularity & global acceptance

The ingredients & flavours of Japanese & Korean cuisines are influencing food trends around the globe



CHILI

IS THE NEW flavour

Chili flavours, which can range from smoky to sweet & spicy, vary even within a single plant. Bhut Jolokia, Peri Peri, Carolina Reaper, Habanero & Jalapenos were the trending chilies & are seen on menus.

The rise of the new age chilies - Guajillo Pepper, Charleston Hot Chili Pepper, Dorset Naga, Mathania chili.

NOSTALGIA

BRINGS COMFORT

Extended periods of heightened stress & uncertainty have more people turning to comfort foods with familiar flavours as well as products that cue relaxation through signaling flavours

It can be comforting to return to something familiar, seeking comforting food from years past that offers a sense of familiarity & wistful nostalgia





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Seasonings & Flavours

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please contact us at dothenew@vklspecies.com