

TOP 8 FOOD & BEVERAGE TRENDS FOR 2022

What trends not only survived the pandemic, but have been accelerated by its changes?





Letter from the CEO

The way we order, cook, and eat is transforming in the face of a global pandemic, climate change, new technologies, and increased interest in health. Today's consumers require food and beverage that responds to their needs, and provides solutions to their problems - from the personal to the planetary.

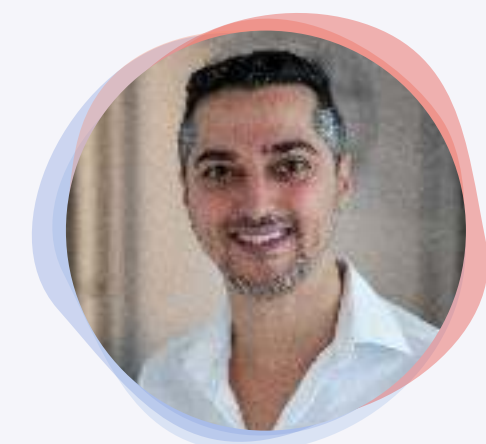
Ten years ago, affordability and taste were the sole top motivators behind America's food and beverage choices: if it was tasty and good for the wallet, it was on the plate. Health - while always a consideration for some - has become a much more mainstream consideration in the interim, joining other demands like convenience, authenticity, and sustainability on the table.

A third more of today's consumers treat food as functional medicine in just the past year alone. Climate change offers urgent and exciting opportunities to revolutionize the industry for the good of people and planet. COVID has accelerated and shifted people's priorities, and expanded how we use food and beverage: to experience, to experiment, to create community, to sustain, to heal.

In this report, our trend team identified the top 8 trends we expect to make a big impact in 2022, beyond the 'usual suspects' that have been gaining major steam and attention in reporting over the past two years. We hope you use these interesting, exciting, and creative insights — always driven by data — to strategically position your brand for success in 2022. If we can be helpful to your product development, marketing, or sales needs, please let us know.

Wishing you success in the new year

Alon Chen | CEO @ Tastewise





The Tastewise Food Intelligence Platform

Using AI to turn billions of data points into solutions that grow food & beverage brands





What is the methodology behind these trend predictions?



How do we define a “trend”?

At Tastewise, we define a trend as a significant reflection of consumer taste that experiences growth over the course of time, meaning that more people talk about it, order it, cook it, and eat it. In today’s increasingly dynamic world, what ends up on people’s plate can change fast; that’s why we focus on the deep motivations behind top trends. This approach lets us identify, with confidence, what other dishes, concepts, or ingredients will be important to tomorrow’s consumers. When you know the “why”, it’s easier to identify (and even create!) the next “what”. This approach is similar to what our customers do every day with the Tastewise SaaS solutions.



We used several criteria to guide our trend predictions:

- Trends must reach a critical ‘threshold’ of interest, meaning super small trends with very small engagement are unlikely to make the cut.
- Trends must experience positive, consistent growth in consumer interest over the past 2 years.
- Trends must reflect growth and engagement across multiple data sources - one source is not enough!



Why did we choose to work with 2 year data (2YoY)?

Each trend is a chapter in a broader story. The broader story of the past 2 years has been the COVID-19 pandemic. Trends that not only weathered the initial storm of disruption caused by the public health crisis, but evolved to meet changing consumer needs, are worth watching. In short: it would be unreliable to predict a solid trend in 2022 based only on what happened over the past year; however, if a trend grew and evolved since before and throughout the pandemic, there must be ‘meat on the bones’.

In this report, we are tracking the ‘off-the-beaten-path’ trend moments that are worth keeping an eye on, with the assumption that you are already aware of the high level, macro trends that have been relevant for the past ~2 years (like veganism, functional food as a concept, etc.), and influence the exciting trends we cover here.



Sea moss will bring in 2022's baby boom

Ingredients for functional health are here to stay as 33% more consumers turn to food & beverage to meet their health needs than in 2020.

Other trending functional health ingredients you're likely to see:



Did you know?

Sea moss' high zinc and folate content boost its reputation as a fertility-booster in women; several cultures around the world also tout the sea vegetable's aphrodisiac qualities in men. Elsewhere, sea moss is used as a thickening agent in food and beverage, making it an appealing and versatile ingredient.

Sleep improvement

+61% 2YoY
increase in
consumer interest

Passionflower

+116% YoY
interest for sleep support
applications



Gut health

+40% 2YoY
increase in
consumer interest

Rhodiola

+365% YoY
interest for gut health
applications



Energy

+37% 2YoY
increase in
consumer interest

Starfruit

+190% YoY
interest for energy
applications





Consumers have zero tolerance for fake news

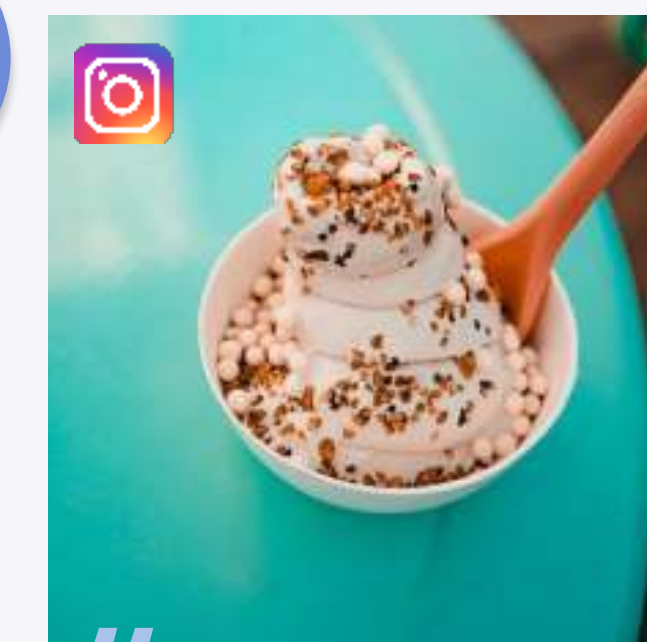
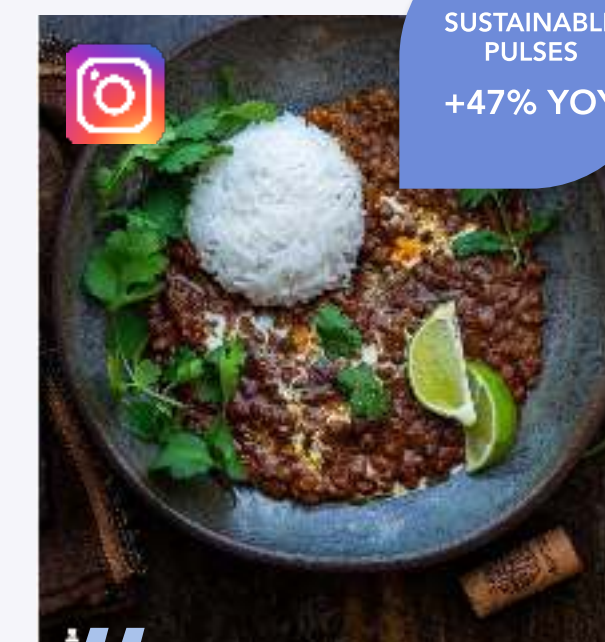
Brands must pay closer attention to sustainability — and prove it.

Sustainability is trending +24% 2YoY with a special interest in regenerative farming, habitat conservation and carbon footprint.

As climate change continues to threaten the planet and everyone on it, consumers are becoming more aware of their role - and the role of food & beverage - to create change. This change often starts in the kitchen, with consumers prioritizing sustainable ingredients now more than ever before. And in an age of fake news, consumers are particularly conscious of when brands are communicating truthfully - and when they are 'eco-washing' their products.



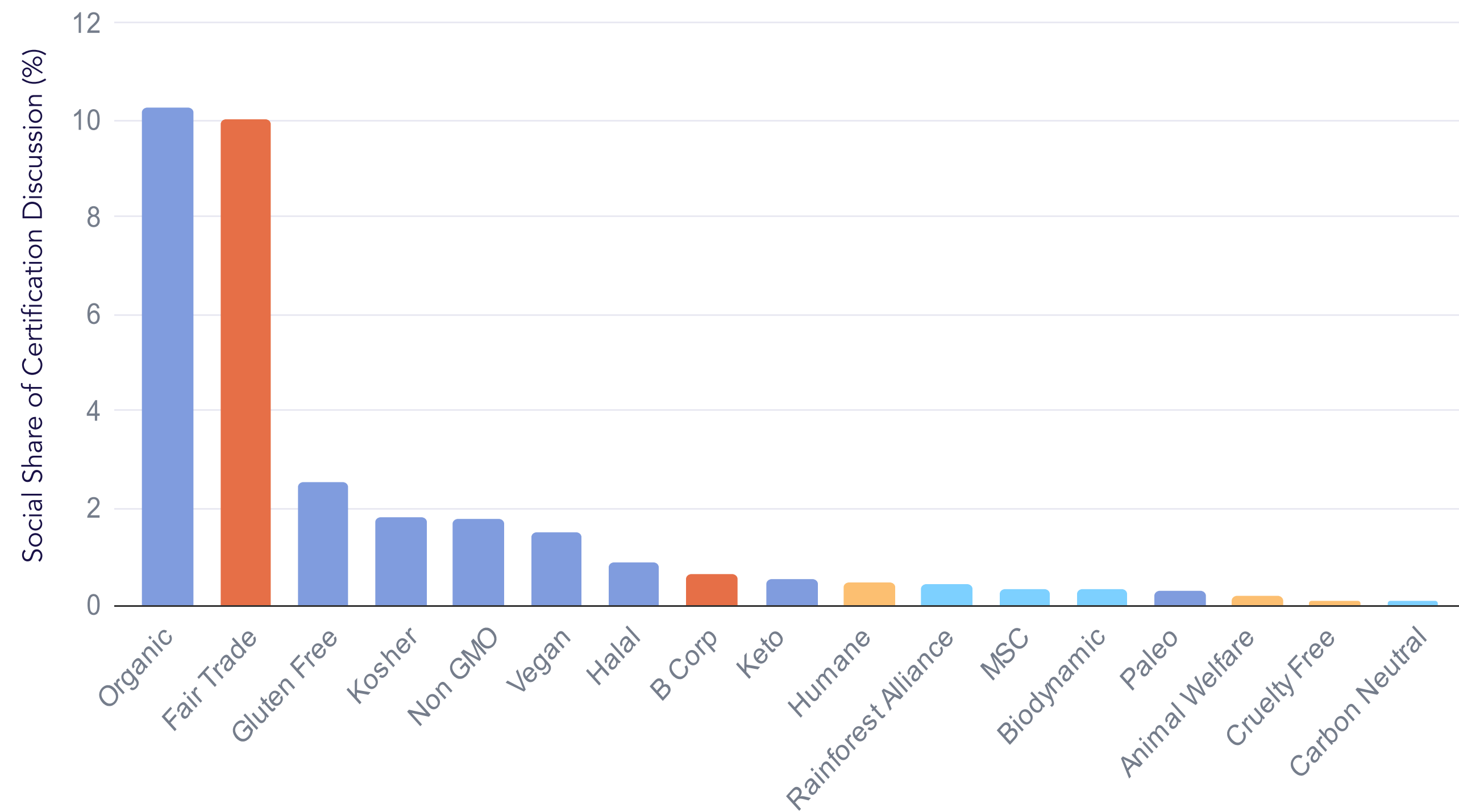
Interest in Sustainable Food and Beverage Over Time





Opportunity: industry must double down on sustainability certifications

Top Certifications Mentioned in Social Discussion



Diets such as **organic**, **gluten-free**, **kosher** and **vegan** are the most well accepted certifications by consumers.



Sustainability certifications have not yet gained traction with consumers, indicating an important white space.



Certifications that combine commitment to both **people and planet** fare better than those that focus on planetary concerns alone.

-  Diet & Nutrition Certifications
-  Animal Rights Certifications
-  Sustainability Certifications
-  Commitment to People & Planet Certifications



Micro nutrients will pack a macro punch

Adaptogens, zinc, and electrolytes are most beloved for micronutrient content; baked goods emerge as a new category opportunity.





Beverages will boost bellies and brains

Nootropics and postbiotics for specific mind and body benefits will win among broader audiences



Postbiotics

+2,355% 2YoY

Postbiotics join “pre” and “pro” to support start-to-finish gut health. Interest in food and beverage that supports gut health is up +56% in the last two years. A trending example of postbiotics? **Fermented superfoods**, +24% 2YoY.

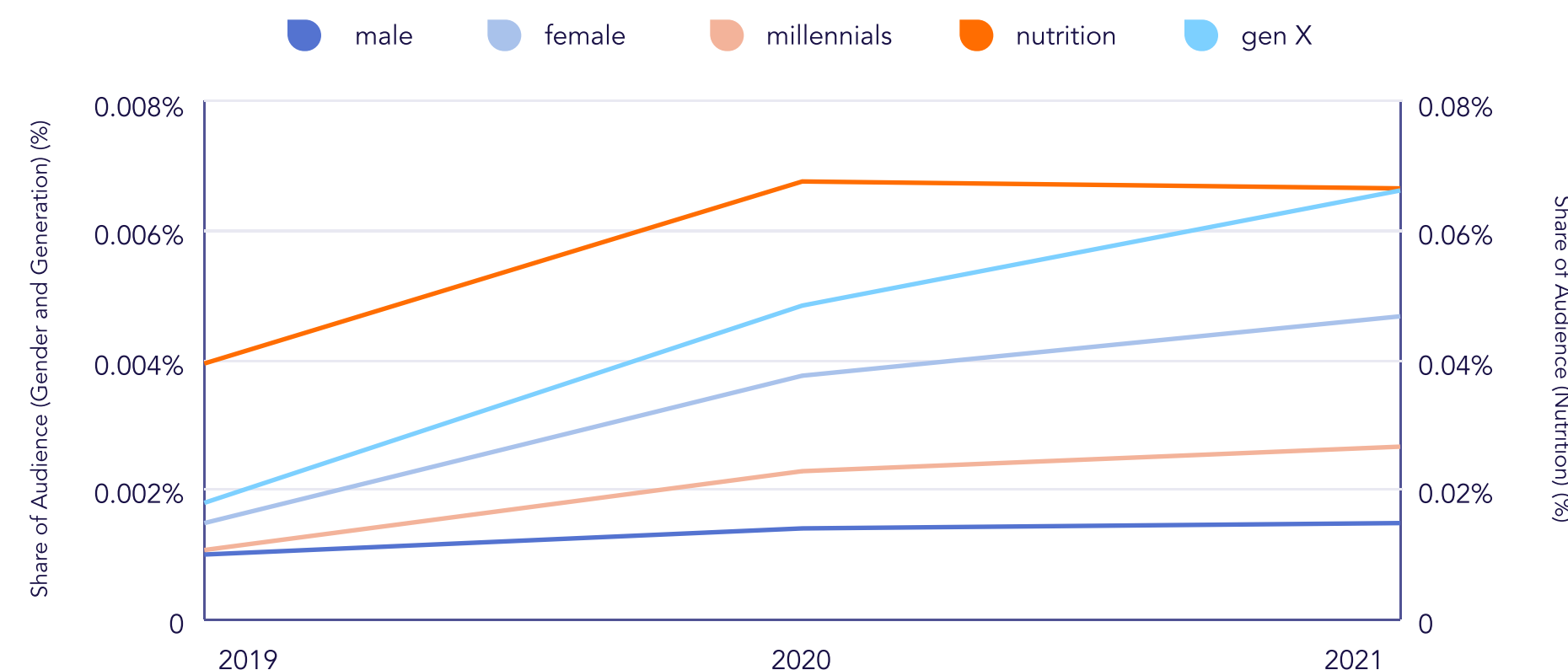
Nootropics

+187% 2YoY

These vitamins, lipids, phytochemicals, and antioxidants serve one purpose: to boost brain health. These ‘cognition enhancers’ tap into a rising consumer need; interest in food & beverage that supports brain health is up +33% in the last 2 years. A trending example of nootropics is **Lion’s mane**, +159% 2YoY.



Yearly Average of Nootropic Discussion



As information on nootropic and postbiotic benefits becomes more available, interest in these micronutrients extends beyond the niche: Female, Millennial, and Gen X consumers all currently show higher YoY growth in interest in the category than nutrition-oriented audiences.

Did you know?

Consumers are 3x more likely to talk about nootropics or postbiotics in beverage form than in food form.



Chutney, chamoy, and chicory - the new American staples?

As food tourism becomes much more specific, kitchen travel will continue to open the globe in 2022

With global events prompting unpredictable shifts in travel restrictions, people are using the kitchen to explore different cultures - and are diving deep into regional cuisines. Those who are able to travel tap into the rise of “slow tourism”, taking advantage of unique, local culinary experiences in their vacation destination - then replicating those experiences in their home kitchen upon return. **Latin American, Caribbean, and Indian regional cuisines are growing in interest nationwide.**





Regional trends: Indian cuisines



Indian border and coastal regions - like Bengal, Kashmir, Gujarat, Kerala, and Tamil - have seen sustained, increasing interest among American consumers over the past 2 years.

While the most popular Indian dishes in the US are well-known staples like kebabs, butter chicken, vada pav, and chicken tikka masala, the fastest growing dishes over the last 2 years include **rogan josh**, a Kashmiri dish up +78% in consumer interest; **misal**, a Maharashtran dish up +135%, and **falooda**, a dessert up +40%.



Did you know?

Interest in **authenticity** is up 21% YoY for Indian cuisines





Regional trends: South American & Caribbean Cuisines



Fastest growing dishes across South American and Caribbean regional cuisines include **mofongo**, a Puerto Rican plantain dish up +37% in interest over the last 2 years; **hallaca**, a Venezuelan tamale dish +50%; and **chicharrones**, fried pork skins that have regional variations across Latin America (+29%), as well as other region-specific dishes.



Did you know?

Millennial interest in **Venezuelan** cuisine rose +87% in the summer and fall of 2020, then declined. Time to tap back into that nascent interest with authentic, experiential Venezuelan dishes, recipes, and products specifically for that audience!



Bring home flowers in a vase - and on the plate

Floral and zesty flavor profiles will dominate, particularly in gourmet settings

Floral and **zesty** flavor profiles are trending; floral is particularly associated with **botanicals** and **natural** ingredients, while zesty is linked to **refreshing** (all of which are trending consumer needs!). Floral is particularly prized for its aesthetic nature; zesty, often associated with citrus, sees an increased association with vitamin C, a key player in immunity-boosting food & beverage. **Yuzu**, a zesty citrus, is especially trending +26% YoY.



Floral

+89% 2YoY

Osmanthus (+38% YoY), **chrysanthemum** (+36% YoY), and **cherry blossom** (+21% YoY) are the fastest rising edible flowers



Zesty

+63% 2YoY

Top rising citrus fruits include **Seville orange** (+373% YoY), **calamansi** (+189% YoY), **Meyer lemon** (+123% YoY), and **yuzu** (+26% YoY)



Yuzu

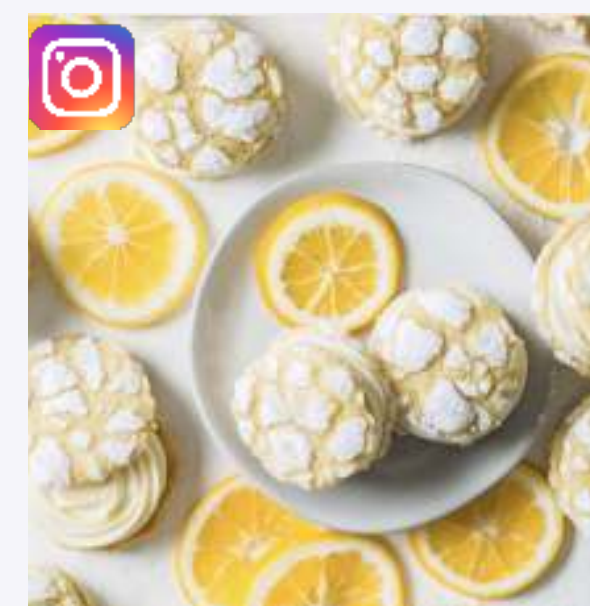
+26% YoY

Interest in the **zesty citrus** is growing in both home and restaurant contexts



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vanilla
cheesecake,
peach jelly,
**cherry
blossoms** 🌸



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Boasting a
double dose of
Meyer lemon
zest and juice,
these chewy
crinkle sandwich
cookies are the
ultimate citrusy
indulgence



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Massaged kale
with ginger-miso
dressing and a
hint of **yuzu**. An
easy, delicious,
and protein-
packed bowl.



King oyster mushrooms will be the new scallops

The healthy, tasty mushroom will surf the alt seafood wave to new popularity

Meaty, hearty, and a great canvas for flavor - king oyster mushrooms are rising fast as an animal protein replicator. The fungus is trending particularly in seafood applications, taking the place of scallops: Scallop replacement already accounts for **13% of king oyster mushroom** consumption.



King Oyster Mushroom

+103% 2YoY

King oysters are not only a great textural substitute for scallops, but they meet the top consumer needs for the alternative seafood category as a whole.

Why does vegan seafood matter?

43%

of plant-based seafood discussions focus on health qualities

+50% YoY

Increase in menu mentions

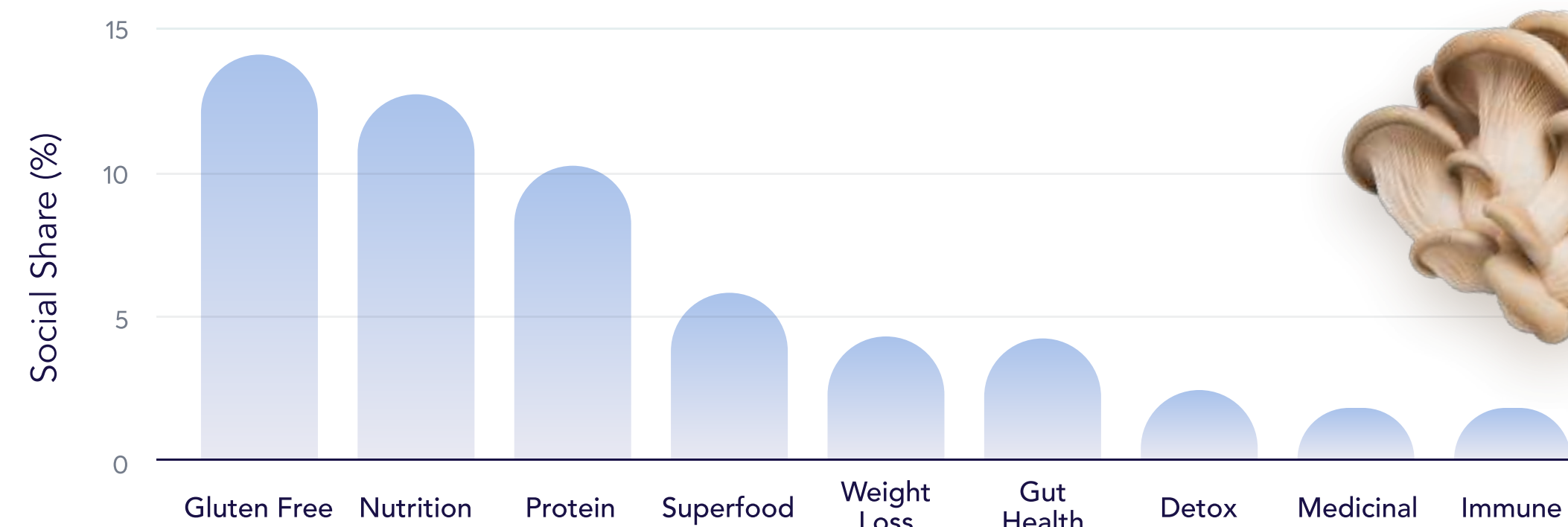
+18% YoY

Increase in home cooking

+5% YoY

Increase in restaurant buzz

Top Health Motivations for Plant-based Seafood



King oyster mushrooms are particularly prized for their health benefits



Heart health

+296% YoY

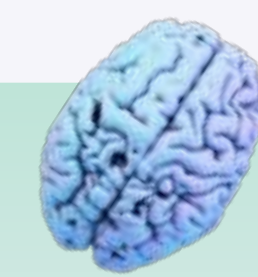
for KOMs



Immunity

+29% YoY

for KOMs



Brain health

+23% YoY

for KOMs

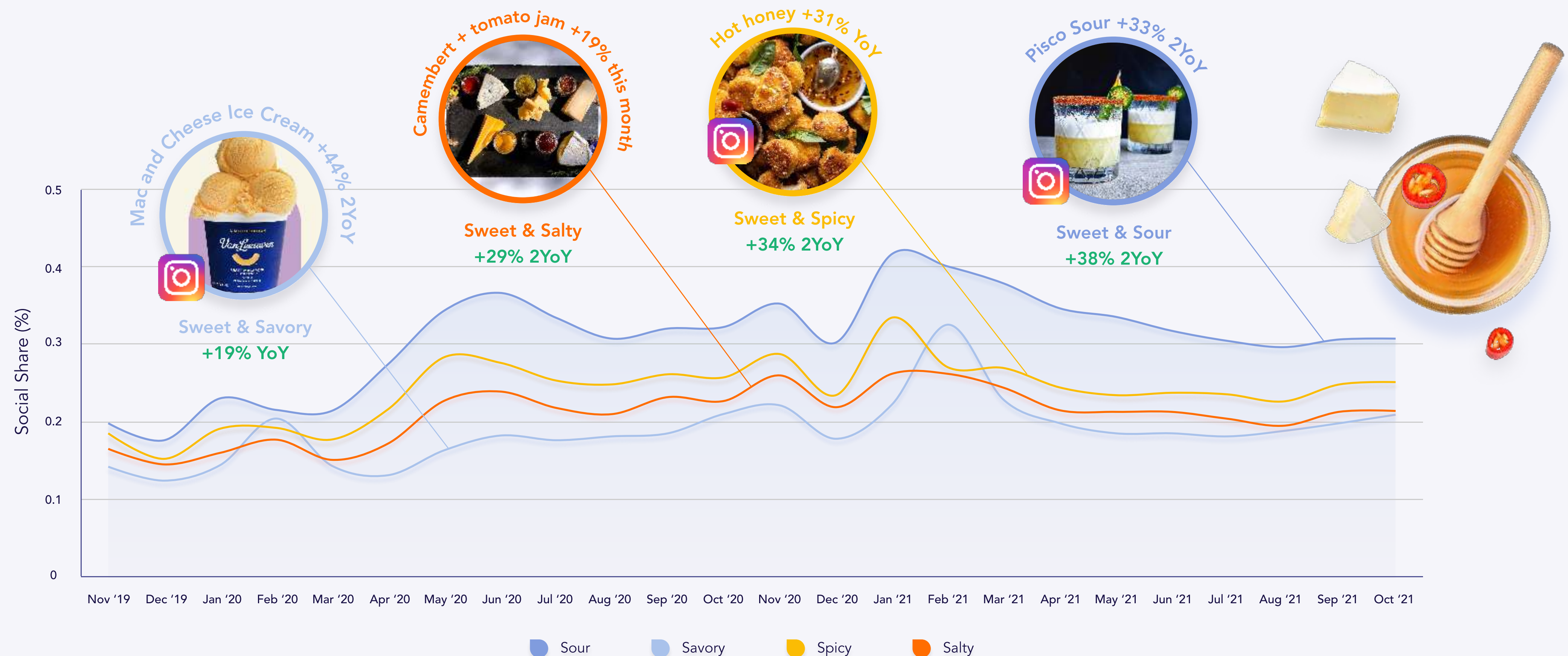




Swicy, swalty: fusion flavor profiles are on the rise

From spicy honeys to unexpected ice cream flavors, consumers (and brands!) will get even more adventurous with their sweet tooth

Sweet is being increasingly combined with other flavor profiles as people experiment with adding new twists to traditional pantry staples.



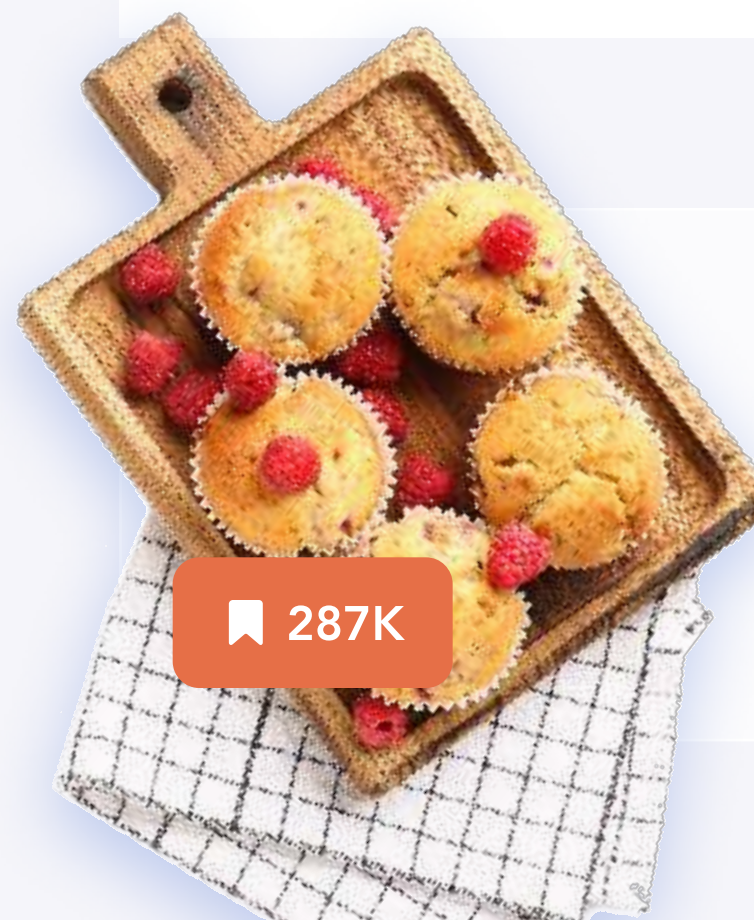
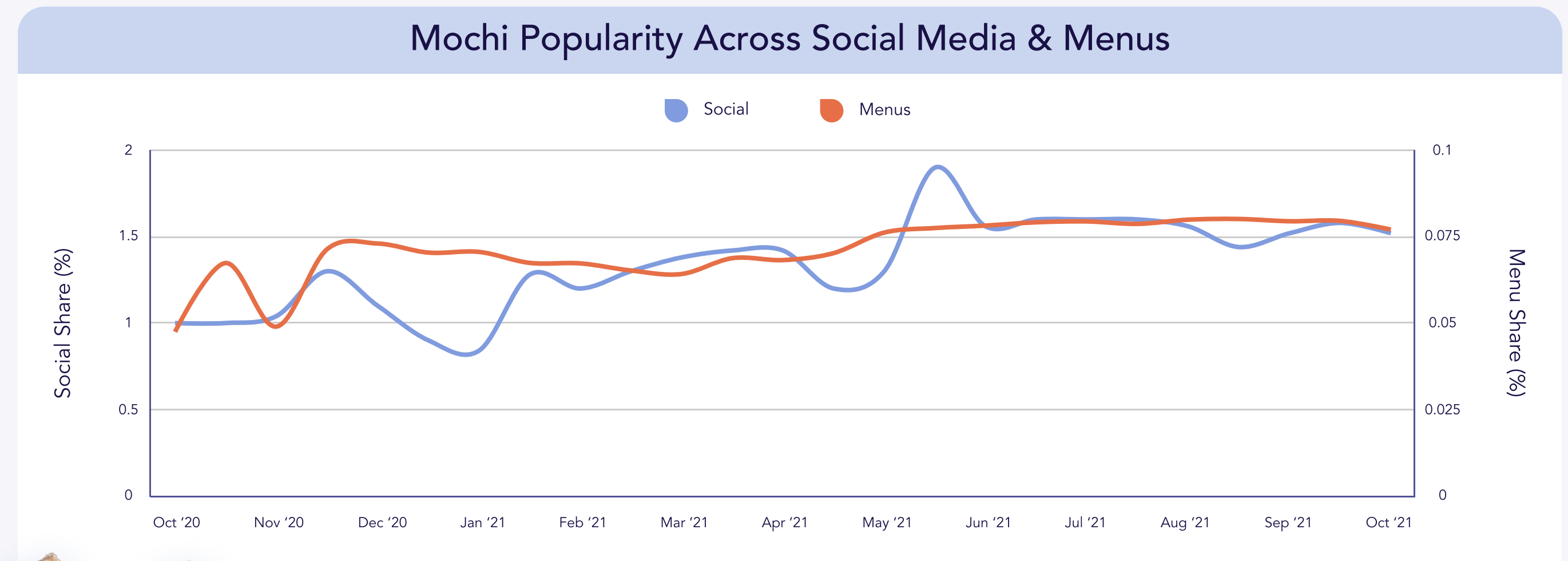
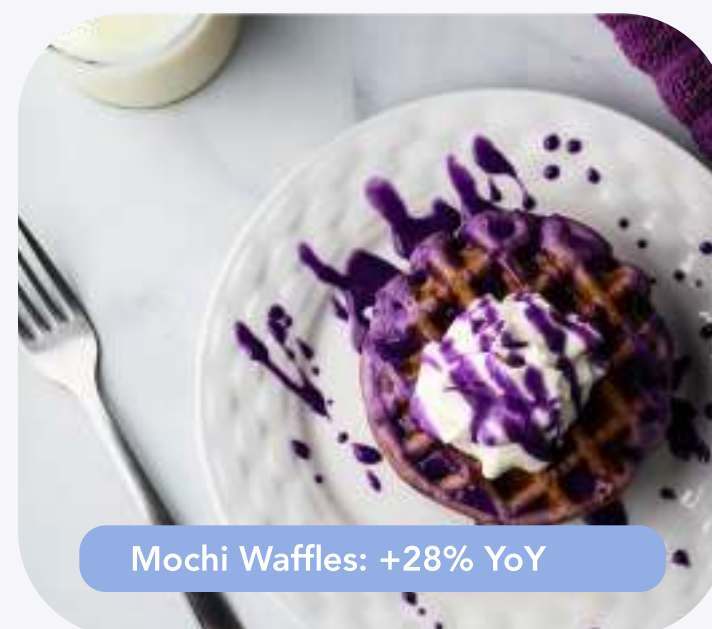
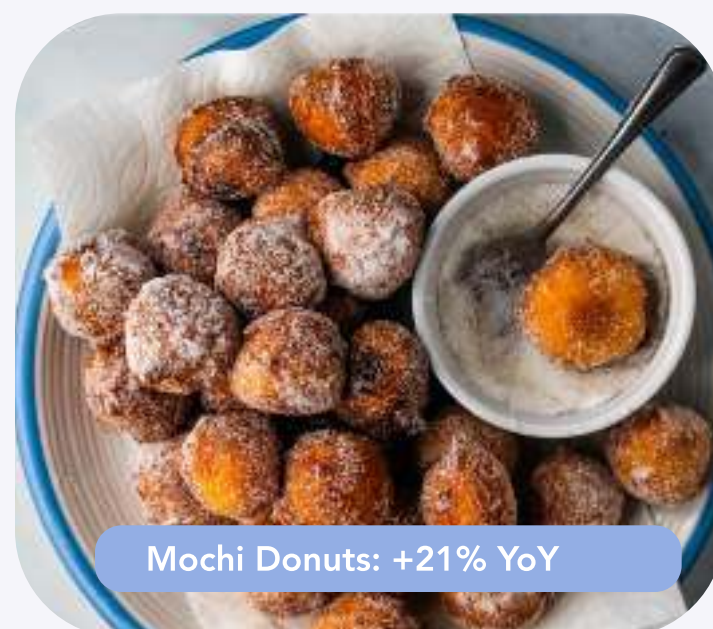


Mochi is makin' moves

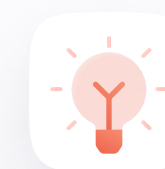
Increased interest in mochi offers a functional health opportunity for baked goods

Mochi, the sweet Japanese rice-based treat, is up **+41%** over the last 2 years in consumer interest, and **+47%** in menu mentions.

Baked items involving the ingredient are up **+79% 2YoY** in consumer interest. Rising examples include:



287K



Opportunity: Mochi baked goods that are low in sugar, a trending consumer need, hit multiple trending demands at once.

Interest in 'low sugar' is up +23.5% 2YoY

[Recipe - Low-Sugar, High-Protein Lemon Raspberry Muffins](#)



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