

TOP 10 TRENDING FLAVORS IN SNACKS



SNACKING CONTINUES TO GROW

Even before the pandemic, consumers were increasingly snacking between meals and even turning to snacks to replace meals altogether. In fact, 1 in 3 consumers report purchasing more packaged snacks due to COVID than they had previously,¹ and nearly 4 in 10 Americans report occasionally replacing meals with snacking.² With more people working from home and kids at home due to new learning models, the snacking category (including shelf-stable, refrigerated and frozen snacks) is poised for continued growth.



TOP 10 FLAVORS TRENDING IN SNACK FOODS³

1. Cheese
2. Butter
3. Cheddar Cheese
4. Salt/salted
5. Barbecue (and Barbacoa)
6. White Cheddar Cheese
7. Onion and Sour Cream
8. Chili Pepper (and Jalapeño)
9. Nacho Cheese
10. Cheese & Chili

As you can see, cheese and dairy flavor related blends make up the vast majority of flavor callouts on new products introduced in North America over the past 2 years. Some popular products including these flavors include:

- **Good Thins** Gluten Free Three Cheese Rice & Cheese Snacks
- **Cheeze-It** Italian Four Cheese Baked Snack Crackers
- **Cretors** Four Cheese Mix Flavored Popped Corn
- **Cheeze-It** Hot & Spicy Baked Snack Crackers
- **Harvest Snaps** Southern Style Barbeque Black Bean Snack Crisps



Source: Mintel GNPD



OTHER VARIETIES AND COMFORT FOOD FLAVORS ARE GROWING IN POPULARITY

In new product introductions, not just cheese in general but other varieties like smoked cheddar, white cheddar, and grilled cheese are being called out. These new products have a wide range of flavors not traditionally found in snack foods.

- **Pringles** Wavy Applewood Smoked Cheddar Flavored Potato Chips
- **Amy's Snacks** Cheese Pizza Snack
- **Lundberg Family Farms** Bold Bites Cheese Pizza Flavored Organic Bite-Sized Tortilla Chips
- **Herr's** Grilled Cheese and Tomato Soup Flavored Cheese Curls
- **Harvest Snaps** Parmesan Roasted Garlic Green Pea Snack Crisps



Source: Mintel GNPD

DAIRY IS KEY ON INGREDIENT LISTS

More and more people are paying attention to food labels, and dairy is playing a key role in keeping those labels clean and understandable. Milk is listed as an ingredient in 18% of new snack product introductions and cheddar is in 13%.³ Other dairy ingredients and cheeses are delivered as powders and concentrates such as:

- Parmesan, asiago, mozzarella, etc.
- Cheese cultures
- Cream, butter and buttermilk

Some examples of products with these ingredients on their labels:

- **Sensible Portions** Garden Veggie Straws Zesty Ranch Vegetable and Potato Snack
- **Journey to... India Flavors of the World** Butter Chicken Mini Naanpanadas with Tamarind Dipping Sauce
- **365 Everyday Value** Cacio e Pepe Seasoned Potato Chips
- **Del Monte Veggieful** Broccoli & Cheddar Bites
- **Totino's American Favorites** Mini Snack Mix



Source: Mintel GNPD



UNSUNG INGREDIENT HEROES

Numerous dairy-based ingredients are adding important flavor and texture in the background without being explicitly called out on the snack label such as milk, whey, cheese cultures, and cream. Some of those products include:

- **Smucker's** Uncrustables Taco Bites
- **H-E-B Select Ingredients** Ghost Pepper Ranch Texas Corn Chips
- **Terra** Mediterranean Exotic Vegetable Chips
- **Funky Chunky** Chocolate Pretzel
- **Miss Vickie's** Signatures Hickory Smoked Salt Chips
- **Mrs. Fields** Cookie Pop Chocolate Chip Popcorn



Source: Mintel GNPD

PROTEIN PACKS A PUNCH

Though not a flavor, protein is gaining prominence as a macronutrient – which is coming from dairy ingredients like whey protein concentrate and powder. Some marketplace examples are:

- **Quest** Loaded Taco Flavor Tortilla Style Protein Chips
- **Bagel Dots** Berry Delicious Bite Sized Strawberry Cream Cheese Filled Bagels
- **Kodiak Cakes** Bear Bites Protein-Packed Honey Frontier Graham Crackers



Source: Mintel GNPD

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- **Del Monte Veggies** Broccoli & Cheddar Bites
- **Totino's** American Favorites Mini Snack Mix



LOOKING TO SHAKE THINGS UP IN SNACKING WITH BOLD NEW FLAVOR SOLUTIONS?

DFA Ingredient Solutions is here to help. Our R&D teams help customers apply an array of dairy powders, seasoning blends and natural dairy-type flavors and dairy ingredients to deliver distinctive custom flavors to a variety of favorite snack products. We're also able to help food manufacturers meet clean label certifications – such as certified kosher, halal, GMO-free and organic. [Keep exploring!](#)



[Dairiconcepts.com](https://dairiconcepts.com)

Source 1: International Food Information Council Report, COVID-19: May 2020

Source 2: IFIC, Food and Health Survey, 2020

Source 3: Mintel GNPD Analysis of Snacks – North America only; Past 24 months, August 2020

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