

Snack Flavour Evolution



Market Overview

Flavour remains the leading driver of snack choice. According to recent survey, 79% of consumers said flavour is more important than brand when choosing a snack, and 52% said taste is more important than health when eating snacks^{3,7}. Savoury is among the top-of-mind flavours for consumers when it comes to snacks⁵. The Southeast Asia (SEA) savoury snacks market is projected to register a CAGR of 10.8% during the forecast period (2020 - 2025), with popcorn being the fastest growing product type⁴.

Here are the key trends which are powering innovative snack flavour profiles.

Restaurant-Style Dishes

- The future of snacking in APAC and especially in Asia is very much going to be less westernised, as people here crave local flavours⁵. Localism is a fundamental element, several brands have launched premium crisp with popular local flavour, which consumers are ready to pay extra for. For example, the roaring success of salted egg snacks in SEA in 2019². Besides, they are always excited to see their favourite savoury dishes' flavours turns into their familiar snacks⁵. In other words, by opening a bag of potato chips or puff snacks, the consumers will be served with a buffet of palates typically found on a restaurant menu such as mala hot pot, kimchi, Thai green curry, grilled kebab, Japanese gyoza or other sophisticated flavour in the region¹.

Demand for Low Sodium Snacks

- Today's consumers are better-informed, more health-conscious and pro-active about their diets, and understand the health risks associated with too much sodium⁶. Dietary data suggest that sodium intake in most SEA countries exceeded the WHO recommendation of 2 g/day. With growing concerns, governments are introducing national policies to promote healthy eating and active lifestyles. Thus, various local and global players have started showcasing their products with no sodium or low sodium labels⁴.

To create the ideal snack flavour profile, turn to bespoke solutions. At DPO, we are honoured to be in partnership with **Halcyon Protein** that manufactures a large range of specialty flavourings with exceptional savoury umami taste. The strong and unique umami properties make it perfect for MSG replacement or salt reduction in snacks. They also fulfill customer demands for non-GMO, free from preservatives and additives. Along with the increasing hunger for new taste sensations, our business partner, **Ingrebio** be sure to provide

you a superior range of natural, identical & artificial flavours that imparts premium taste to your snacks.

References

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