

# Global Flavor Trends 2024

According to Innova Market Insights, there are top five global flavor trends that impact the packaged food market as follows:



## 1 Floral Fascination:

1 in 3 of consumers globally looked more for floral flavors in food and beverage products. Floral flavors are in the 1st rank of fastest-growing flavor (8.4% CAGR) in new food and beverage launches with botanical flavors between 2018 and 2023, followed by herb and spice flavors. And, the fastest-growing floral flavor is chamomile. Consumers think that food having botanical (herb, floral) flavors is often good for their health, and botanical flavor ingredients are generally more sustainable.

## 2 Indulge in Imagination:

Average annual growth of new food and beverage launches with fantasy flavors is 23% over the past three years. It is led by rainbow flavors. 1 in 3 Millennial and Generation Z consumers globally are looking for new flavors, unique flavors and different flavors in food and beverage.



## 3 Vintage Vibes and Modern Bites:

44% of consumers said that traditional/nostalgic flavors have the most influence on their food and beverage choices. Consumers rediscover comfort in familiar classic flavors with contemporary twists such as rainbow sherbet in push-up pops, orange cream pop in ice cream and caramel sugar flavor in protein bar.

## 4 Local Delight:

2 in 3 of consumers open to trying new global cuisines. Consumers are excited to try diverse global flavors in specific regions and dishes. For example, Indian-style chicken in Norway, Korean BBQ beef in UK and New York cheesecake in India. 54% of consumers globally said that the familiar flavor influences their food and beverage choices the most. 43% of consumers look for local cuisines from other countries. Half of consumers like street food inspired products in supermarkets and online stores.



## 5 Savor the Contrast:

The savor contrast is the combination of sweet and savory flavors or sweet and spicy flavors that creates new taste experiences. There is an increase in flavors combining both spicy and sweet notes. Examples of the flavor combination are smokey vanilla, chocolate sriracha, mango habanero and chili pineapple.

# Standard for Pathogenic Microorganisms in Foods (Part 1)



## Regulation

Food Product	Type of Pathogenic	Requirement
<b>1. Modified Milk for Infants and Follow-up Formula Modified Milk for Infants and Young Children and Infant Foods and Follow-up Formula Food for Infant and Young Children.</b> (1.1) Modified Milk for Infants (powder or dry forms) (1.2) Infant foods (powdered or dried forms)	1. <i>Salmonella spp.</i> 2. <i>Staphylococcus aureus</i> 3. <i>Bacillus cereus</i> 4. <i>Cronobacter spp.</i>	not detected in 25 g not detected in 0.1 g not more than 100 CFU/g not detected in 10 g
(1.3) Follow-up Formula Modified Milk for Infants and Young Children (powdered or dried forms) (1.4) Follow-up Formula Food for Infants and Young Children (powdered or dried forms)	1. <i>Salmonella spp.</i> 2. <i>Staphylococcus aureus</i> 3. <i>Bacillus cereus</i>	not detected in 25 g not detected in 0.1 g not more than 100 CFU/g
(1.5) Follow-up Formula Modified Milk for Infants and Young Children other than powdered or dried forms (1.6) Infant Foods other than powdered or dried forms (1.7) Follow-up Formula Food for Infant and Young Children other than powdered or dried forms	1. <i>Salmonella spp.</i> 2. <i>Staphylococcus aureus</i>	not detected in 25 g or ml not detected in 0.1 g or ml
<b>2. Supplementary Foods for Infants and Young Children</b> (2.1) Supplementary Foods for Infant and Young Children (powdered or dried forms)	1. <i>Salmonella spp.</i> 2. <i>Staphylococcus aureus</i> 3. <i>Bacillus</i> 4. <i>Clostridium perfringens</i>	not detected in 25 g not detected in 0.1 g not more than 100 CFU/g not more than 100 CFU/g
(2.2) Supplementary Foods for Infant and Young Children other than powdered or dried forms	1. <i>Salmonella spp.</i> 2. <i>Staphylococcus aureus</i>	not detected in 25 g or ml not detected in 0.1 g or ml
<b>3. Weight-control Foods (excluding low energy food: sweetener)</b>	1. <i>Salmonella spp.</i> 2. <i>Staphylococcus aureus</i>	not detected in 25 g not more than 100 CFU/g
<b>4. Milk product such as Cow's Milk, Flavoured Milk, Other Milk Products and Other Milk Products other than cow's milk</b> (4.1) Ready-to-drink milk passed through the heat treatment process by Pasteurization or other equivalent process: 1) Cow's Milk 2) Flavoured Milk 3) Other Milk Products 4) Other Milk Products other than cow's milk	1. <i>Salmonella spp.</i> 2. <i>Staphylococcus aureus</i> 3. <i>Bacillus cereus</i> 4. <i>Listeria monocytogenes</i>	not detected in 25 ml not more than 100 CFU/g not more than 100 CFU/ml not detected in 25 ml
(4.2) Powder Milk (4.3) Flavoured Milk (dried form) (4.4) Other Milk Products (dried form)	1. <i>Salmonella spp.</i> 2. <i>Staphylococcus aureus</i> 3. <i>Bacillus cereus</i>	not detected in 25 g not more than 100 CFU/g not more than 100 CFU/g
(4.5) Cow's Milk, Flavoured Milk, Other Milk Products other than Ready-to-drink milk passed through the heat treatment process by Pasteurization or other equivalent process	1. <i>Salmonella spp.</i> 2. <i>Staphylococcus aureus</i>	not detected in 25 g or ml not detected in 0.1 g or ml, except food product according to note 4 shall not be more than 100 CFU/mL or CFU/g
<b>5. Fermented Milk</b>	1. <i>Salmonella spp.</i> 2. <i>Staphylococcus aureus</i>	not detected in 25 g not detected in 0.1 g or ml., except food product according to note 4 shall not be more than 10 CFU/mL or CFU/g
<b>6. Cheese</b> (6.1) Cheese ( $a_w$ ) > 0.9	1. <i>Salmonella spp.</i> 2. <i>Staphylococcus aureus</i> 3. <i>Bacillus cereus</i> 4. <i>Clostridium perfringens</i> 5. <i>Listeria monocytogenes</i>	not detected in 25 g not more than 100 CFU/g not more than 100 CFU/g not more than 100 CFU/g not detected in 25 g
(6.2) Cheese ( $a_w$ ) between 0.82-0.9	1. <i>Salmonella spp.</i> 2. <i>Staphylococcus aureus</i> 3. <i>Bacillus cereus</i> 4. <i>Listeria monocytogenes</i>	not detected in 25 g not more than 100 CFU/g not more than 500 CFU/g not detected in 25 g
(6.3) Cheese ( $a_w$ ) ≤ 0.82	1. <i>Salmonella spp.</i> 2. <i>Staphylococcus aureus</i> 3. <i>Listeria monocytogenes</i>	not detected in 25 g not more than 100 CFU/g not detected in 25 g

# EVENT WEBSITE

# APR-MAY 2024

## 23 Apr

Nutriventia Seminar, Chemico Inter Corporation Co., Ltd., Bangkok, Thailand

CAHB and mini CAHB Seminar: Color Cosmetics, Chemico Health and Beauty India Private Limited., Mumbai, India

## 1 May

IBA New York Reception 2024, New York, USA

<https://members.independentbeauty.org/events/EventDetails.aspx?id=1842053>

## 2 May

CAHB and mini CAHB Webinar: Food, PT. Chemico Surabaya, Surabaya, Indonesia  
Thor Webinar-Conditioning Agent

## 8 May

CAHB and mini CAHB Seminar: Skin Care Trends, Chemico Myanmar Co., Ltd, Myanmar

## 16 May

CAHB Seminar: Color Cosmetics, Chemico Inter Corporation Co., Ltd., Bangkok, Thailand

## 24 Apr

CAHB and mini CAHB Seminar: Color Cosmetics, Chemico Philippines Inc., The Philippines

## 25 Apr

Corum Seminar, Chemico Vietnam Co., Ltd., Vietnam

CAHB and mini CAHB Seminar: Color Cosmetics, Chemico Health and Beauty India Private

## 1-2 May

New York Society of Cosmetic Chemists Suppliers 2024 Convention, New York, USA

<https://nyscc.org>

## 7-8 May

Innospec Seminar, Bangkok, Thailand

## 13-15 May

Beautyworld Japan Tokyo, Tokyo, Japan

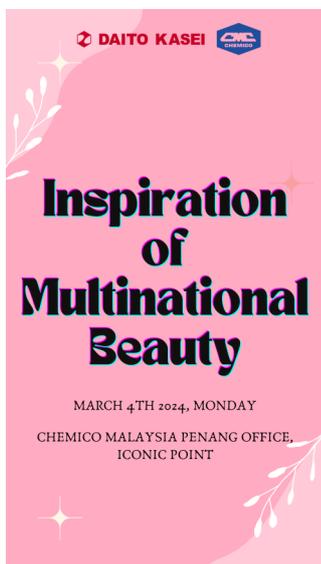
<https://beautyworld-japan.jp.messefrankfurt.com/tokyo/en.html>

## 22-24 May

China Beauty Expo, Shanghai New International Expo Center, Shanghai, China

<https://www.chinabeautyexpo.com/>





### Daito Seminar, Malaysia

Daito Kasei Kogyo Co., Ltd. together with Chemico Asia Pacific (M) Sdn. Bhd., KL and Penang branches held the seminars entitled "Inspiration of Multinational Beauty" on March 4, 2024 in Penang and March 7, 2024 in KL. The main topic of seminar was the latest Colour Cosmetics Global Trend, where by the supplier demonstrated the products by applying on the face as half face with Global market products and another half with prototypes prepared by Daito and Chemico application laboratories.

