

Asia Pacific

The **OMMMM** of **MMMMM**  
**Food & flavour trends that  
will shape 2022**

Issue 15 | February 2022



All the emerging trends in food & flavour that will be big this year are here, as well as the latest *delectables* in the McCormick® Flavour Forecast® 21st edition!

# Keep up with the trends and tastes that are driving food and *flavour* innovation this year!

We have all seen substantial lifestyle changes as a result of the advent of the pandemic, during which people spent more time at home than ever before, and the significance of health and healthy living was highlighted. This was evident in many aspects of society, including the food sector.

In this issue, we will explore significant trends that occurred as a result of the pandemic, such as consumer behaviours that adapted to this phenomenon, the rise of new food products, and technological breakthroughs in the food industry. Sustainability will also be part of the conversation as consumers' food and beverage choices are now being influenced by it.

McCormick® Flavour Forecast® 21st Edition continues to connect us to the trends that will shake up the way we cook, flavour and eat. And this time, the spotlight is on the rising global flavours with universal food and beverage formats to "travel locally" and taste new flavours comfortably.

Let us all savour these flavourful new trends with the OMMMM of MMMMM!



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# I. The Foodture

## 2022 global food and *flavour* trends

Discover rising trends that will shape the future of food and flavour worldwide.



# Top global trends in food and *flavour* in 2022

The food and flavour trends of 2022 will continue to be shaped by the influence of the pandemic's massive changes, the desire to eat healthier, and the need for sustainable food options.

## Feeling good

- Asian flavours
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- Backup planning with alternative routes
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## Climate Conscious

- Green activism and low carbon lifestyles
- Quality alternatives to meat & dairy
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# Feeling good



## Consumers desire a sense of control over their life during times of uncertainty

We will see consumers wishing to create more foods themselves from scratch, creating the potential for experience-focused cooking and baking kits & guides.



## Brands can provide consumers with the info and options they need to feel in control

The focus on mindful eating will create demand for high-quality ingredients and dishes with interesting sensory elements.

*Since the pandemic hit, we've seen a large increase in demand for flavours used to cook [and not just sprinkle on], and this been holding quite steady. All the fundamentals for continued high growth for this area into 2022 are there, especially within the APAC region – we've got younger consumers searching for new experiences and flavours and wanting to try new things, and the macroeconomic drivers are strong too.*

**- Paris Golden**  
McCormick Australia Managing Director

# 52%

of Vietnamese consumers say they have tried or would be interested in trying food or drink personalised to their needs.



Source: Rakuten Insights/Mintel, August 2021; Dynata/Mintel, April 2021 (Base: Vietnam: 1,000 internet users aged 18+), foodnavigator-asia.com

# Asian flavours

Traditional flavours from Southeast Asia are gaining a stronger hold on everyday eating while Asian cuisine spans over several regional areas.



Consumers' interest in Korean pop culture, television, movies, and K-pop music has contributed to the influence and growth of Korean cuisine.



# 36%

of Thai adults agree that over the last six months they craved comfort food more often during the prolonged stay-at-home period.



## Miso snacks

Japan

One of the most popular fermented food in the Japanese diet and are closely associated with improving intestinal health and immunity.



## Yuzu

East Asia

A citrus fruit grown in East Asia, it is found in a growing number of products like vinaigrettes, hard seltzers, mayos, and more.



## Doenjang

South Korea

It is a fermented soy bean paste that is a must-have in the kitchen of any Korean home.



## Gochujang

South Korea

A fermented hot pepper paste that is flavourful, sweet, and spicy and is popular in Korean cooking.



## Katsu sando

Japan

A deep-fried cutlet sandwich typically made with pork, Japanese milk bread and Tonkatsu.



# Gourmet to grow

Consumers are eager to enjoy experiences that have been limited to them, looking for and finding pleasure in different areas of life.



We will see a greater emphasis on the dining experience with brands creating beautifully designed, immersive environments.



Consumers will also want the cooking process to be part of the experience, either through being able to take part in it or view it as a show.



## Kappa sushi Japan

Is a restaurant chain that rents out sushi conveyor belt to takeout customers for at-home use.

Consumers are interested in smaller-menu restaurants, and they seem to pay more attention on sustainable and local ingredients. Numbers of consumers who are taking action to help protect environment are growing and this is a positive sign for this trend to grow in the market. Farm-to-table has been famous in the background while Chef's Table became all the rage in Bangkok. It is a better way to differentiate the experience of the meal with unique stories.

- Tawinkarn Ariyavaradhorn  
Culinary Development Chef

Source: Mintel, soranews24.com, southernliving.com

# Superfoods

The food industry is being revolutionised with this healthy twist of nutrient-rich food choices.

Superfoods are rich in antioxidants, vitamins, and minerals. With more and more consumers switching to a healthy lifestyle, superfoods are in high demand.



### Ashwagandha

It is one of the most common ayurvedic herbs, with a YoY increase of 21% (143K+), owing mostly to its immune-boosting benefits.



### Turmeric

It is increasingly found in products like spiced turmeric latte powder, bumping up the superfood by 20% YoY (16M+) in the teas and energy drinks categories.



### Hibiscus

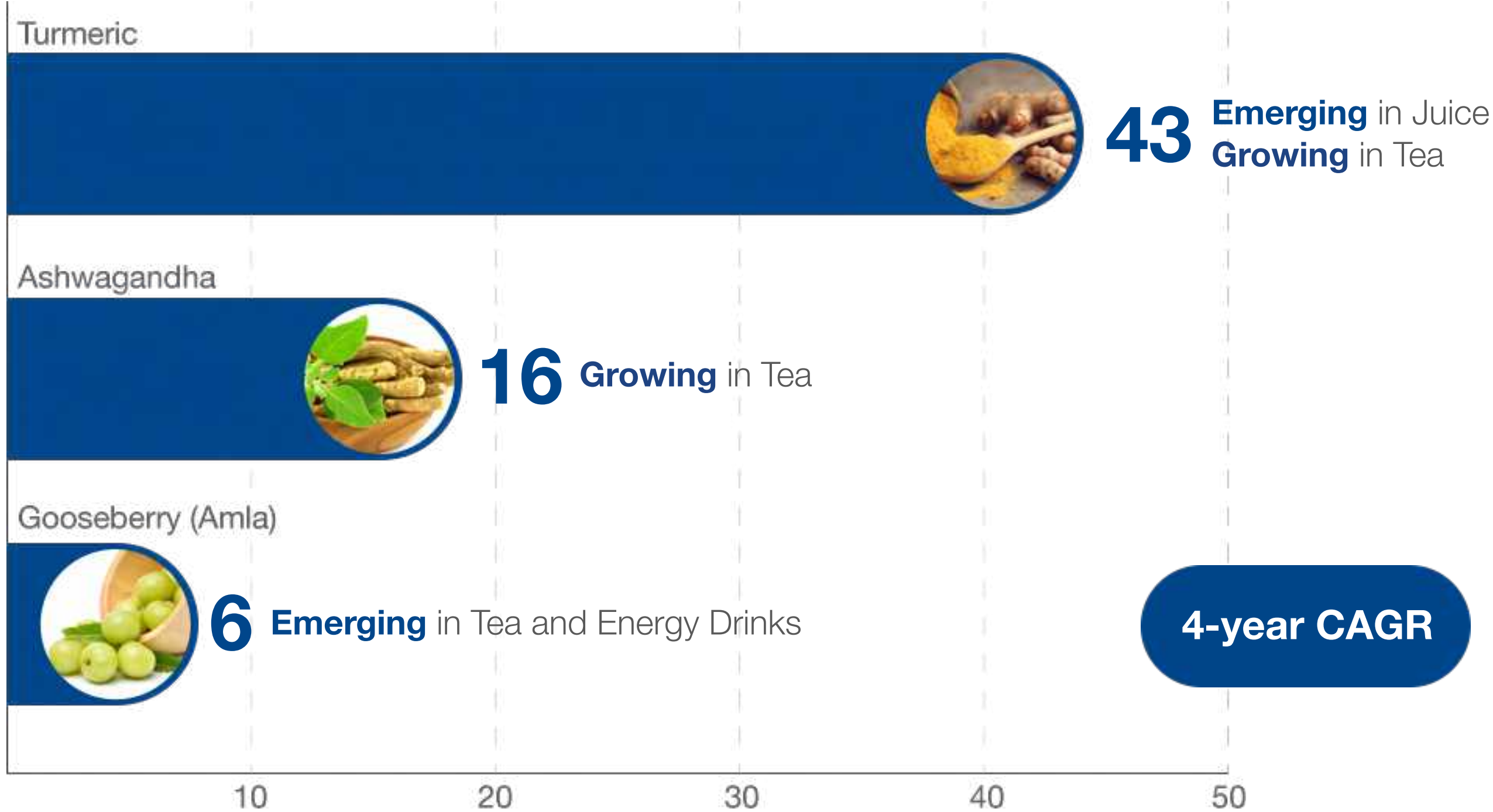
Chefs are using teas like hibiscus and chai in their cooking in various applications, from poaching fish to desserts and cocktails.



### Mushrooms

They are becoming extremely popular as a result of the ongoing interest in plant-based diets. Mushrooms of all kinds have a meaty texture and flavour and can be used in place of meat.

## Immunity-boosting ingredients trending in India's beverage category



\*YoY' refers to the time period between Nov 2020 - Oct 2021. Source: Mintel, 2022 Ai Palette Asia Food & Beverage Trends, msnbc.com

# Enhance your *flavours* with McCormick® FlavourSpice™

SPICE & HERB FLAVOUR ALTERNATIVES



## Suitable for a variety of applications including:

Sauces and condiments, savoury snacks, ready meals, instant noodles, meats & proteins, instant soups, beverage, confectionery, bakery, and dairy.



Contact your McCormick account manager today or visit us at our website to learn more about FlavourSpice™.

# Next transformation wave

Having endured lockdowns, consumers are eager to break free, explore, play, and enjoy unique experiences, both virtually & in the real world.



Consumers have become more interested in gaming, e-sports, and streaming services since the pandemic.



APAC embraces the convenience of online purchasing - a shift that's here to stay.



E-commerce has grown in the last two years, resulting in a behavioural shift that is proving to be sticky.



Direct channels are used by consumers who are interested in specialty grocery items.

<95%

of those who started using e-commerce platforms in 2020 intend to continue using them going forward, citing convenience as the main reason to stay.

# Backup planning with alternative routes

Businesses are looking at newer ways to reduce out-of-stock situations.



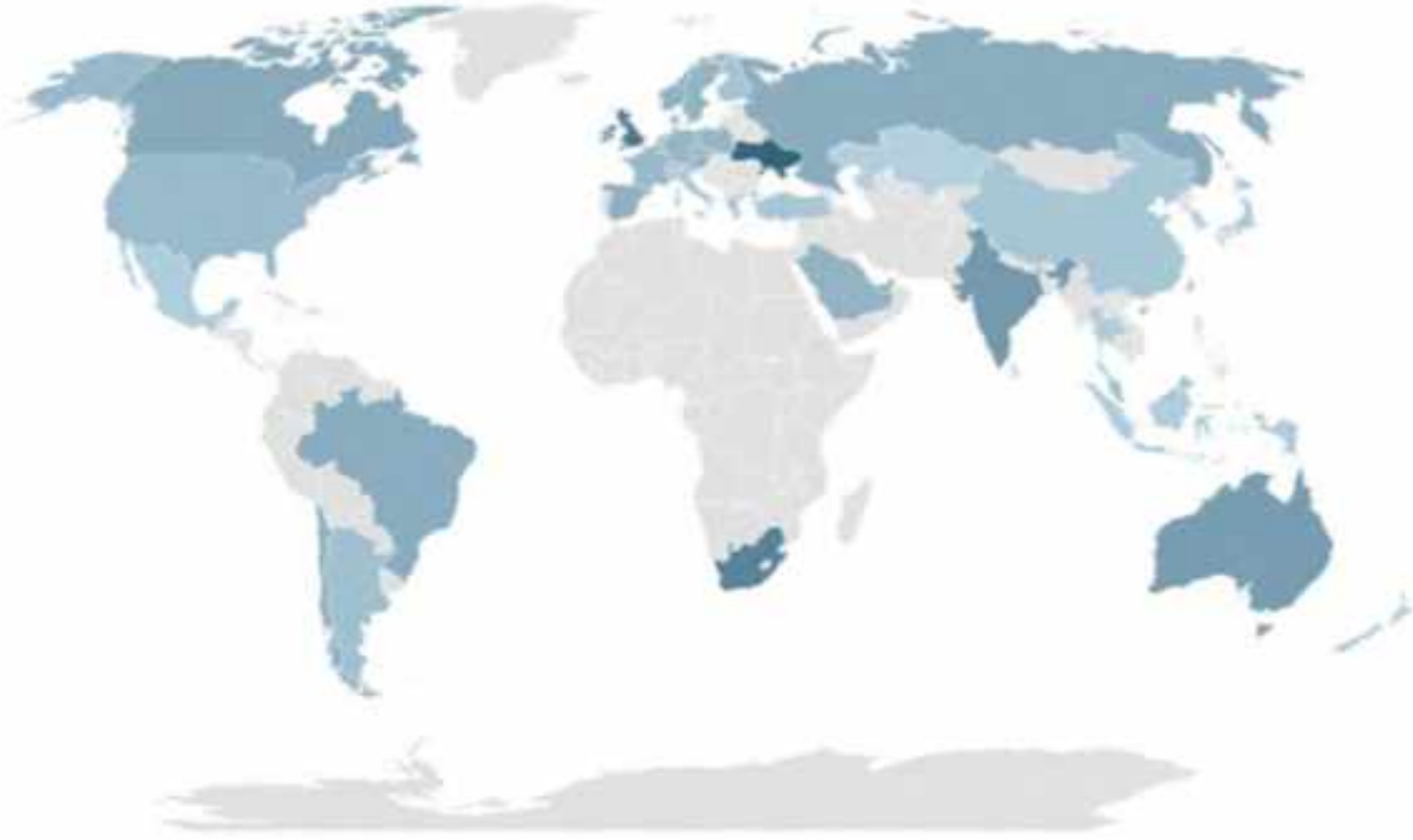
# 36%

of professionals expected supply shortages to be the most significant effect of the COVID-19 pandemic on their company's supply chain.

Product availability drives profit, and supply shortages can weaken customer loyalty. Thus, companies must be able to secure the necessary materials to manufacture products whilst providing exceptional service.



## Out-of-stock essential online SKUs in September 2021



% out of-stock items 0% 34%



### Woolworths, BigBasket, Amazon, and Dingdong

Private labels

Consumers value private label items for being more economical versions of everyday groceries.



### Pinduoduo Online marketplace

It enables direct sales between small-scale farmers and consumers, increasing transparency and helping in the transformation of China's food supply chain.

Source: Euromonitor Global Consumer Trends 2022, woolworths.com, businesstoday.in, foodnavigator-asia.com

# Changing business models



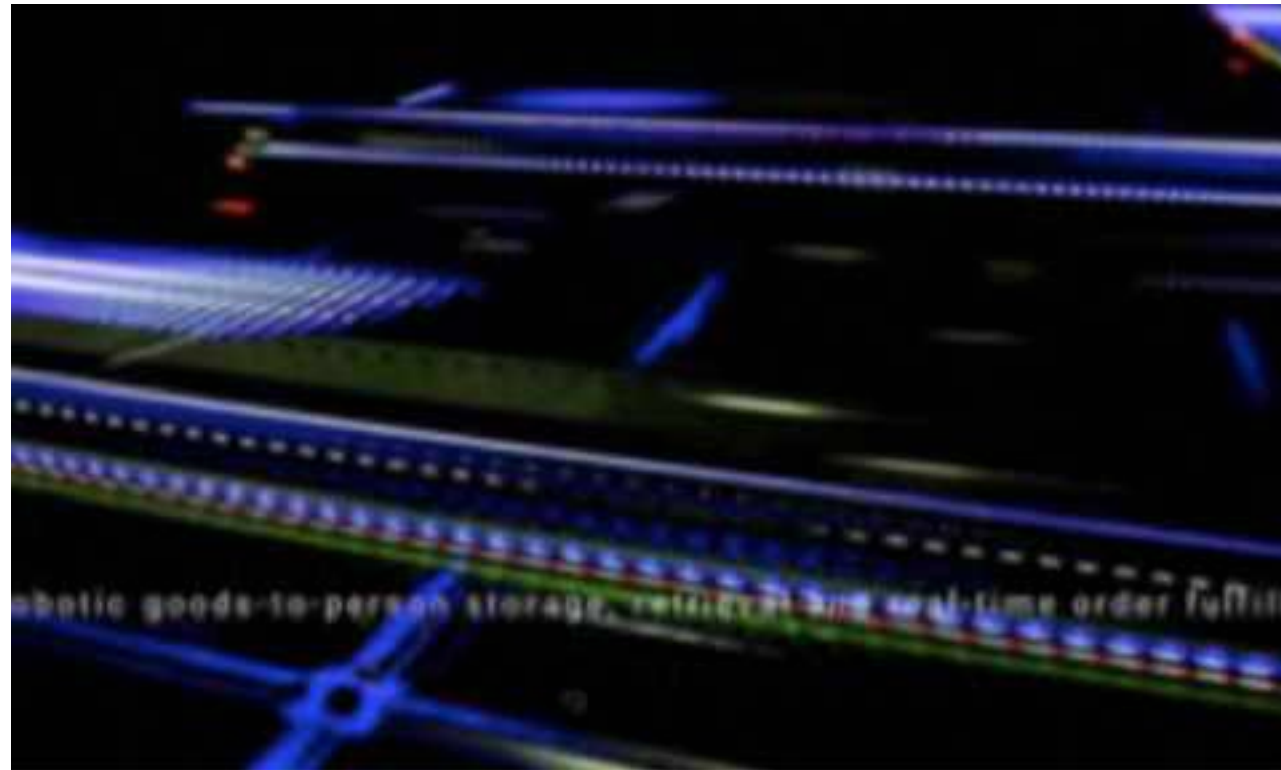
### Autonomous robot delivery startups

Cartken is an autonomous delivery company focusing on low-costs.



### Robot-powered delivery centres

Kroger is rolling out an Ocado-powered customer fulfilment centre.



### Scalable supply chain technologies

Attabotics offers AI-driven 3D robotic supply chain solutions.



### Hyperlocal logistics platforms

The GoKea logistics platform uses technology to optimise delivery.



### Rebel Foods Ghost kitchens India

As a result of the pandemic, an increasing number of restaurants are opening delivery-only kitchens, also known as "cloud kitchens".



### Sushiro Cooking robots Japan

Machines cook and mold the rice, plus seasoning with vinegar, and human employees top the sushi rice with hand-cut fish.



### KFC No-contact "restaurant of the future" Russia

It's a fully automated store with little interaction between customers and employees.

# Digital ecosystems

Rising smartphone ownership and internet access in the region means more people are turning to digital solutions to assist them in their day-to-day lives.



The lockdowns due to the pandemic have exacerbated the adoption and mastery of these tech solutions as consumers seek to do more from the safety of their homes.



## South APAC

consumers are some of the most frequent social media users in the world.



### EVERING

Wearable payment ring  
Japan

It is a simple solution for consumers to pay for products in stores with Visa.



### GS25

AI robot delivery service  
South Korea

It is a convenience store that has recently launched a delivery service using an artificial intelligence-based robot.



### Easy eat

AI tech startup  
Singapore

It aims to change the way restaurateurs do business by injecting artificial intelligence (AI) into their operations.

# Climate conscious

Consumers are looking for brands to make sustainable choices more accessible.



# 62%

of Thai consumers believe we still have time to save the planet if we act now.

## “Health of the planet” is now the top consumer concern

“Which of these global issues concern you the most?”

2020

2021

1	Health of the population	1	Health of the planet
2	Health of the planet	2	Health of the population



Growing anxiety over the state of the planet will drive the need for enjoyment, and we are already seeing young consumers in particular struggle with environmental anxiety.

This will worsen depending on how global efforts against climate change develop and how severely consumers' lives in different regions are impacted.



# Green activism and low carbon lifestyles

As concerns about the climate emergency increase, consumers are taking action through the items they buy and expect brands to step up.



**Eco-anxiety** is driving environmental activism and purchasing decisions.



**Etiquettable**  
Eco-friendly cooking app  
France

It's a responsible and collaborative cooking app that helps consumers select sustainable produce.



**Adrish, Scoop wholefoods, & the source bulk foods**  
Zero waste stores  
Delhi, Singapore & Australia

These stores specialise in retailing organic & natural items in bulk, allowing customers to buy exactly what they need and reducing food waste.



Source: Euromonitor Global Consumer Trends 2022, etiquettable.eco2initiative.com, pureecoindia.in, timeout.com, thesourcebulkfoods.com.au

# Quality alternatives to meat and dairy

Plant-based food is becoming more popular in different markets, but at differing maturity levels.



In order to satisfy current and future consumer demands, the need for producing high quality plant-based food options will create long term business opportunities.

Many Asian cultures have long used plant-based food substitutes, but this is the first time they've been so widely available on menus & store shelves.



**KFC**  
Plant-based zero burger  
Singapore

The menu item is vegetarian and flexitarian-friendly since it is meat-free but not completely vegan.



**OmniTuna**  
Plant-based tuna  
Hong Kong

It's not only a versatile plant-based ingredient for a variety of meals, but it's also a significant step in protecting our precious ocean.



**Burger king**  
Plant-based whopper  
Asia

Its plant-based menu has been added across Asia, partnering up with different vegan meat producers to meet growing mainstream consumer demand.



Source: Ai Palette Asia Food & Beverage Trends 2022, thespoon.tech, greencomon.com, greenqueen.com.hk,

# Recycle and reclaim

**B2B waste-reduction platforms, initiatives and collaborations are on the rise.**



Emerging B2B businesses are now addressing and repurposing anything from food waste to textile waste.

Brands are increasingly turning to businesses that specialise in waste-reduction as they look to become more environmentally conscious.

# 46%

of Indian consumers say they would expect a healthy food or drink brand to offer products that are transparent about ingredients.



**Lilo**  
Desserts  
New Zealand

With its plant-based cheesecake range, the brand aims to tackle food waste.



**Keishindo**  
Sustainable shrimp crackers  
Japan

This Japanese snack manufacturer turns leftover food like shrimp heads and udon noodle scraps into environmentally friendly shrimp crackers.

# Purpose-led performance



## Our Commitment to People: 2025 Goals

- 50% women in senior leadership positions globally.
- 80% of employees participating in voluntary health and well-being programs globally.
- 90% of our sales from products that enable health, nutrition or natural consumer choices.



## Our Commitment to Communities: 2025 Goals

- Increase resilience of 90% of smallholder farmers that grow our iconic herbs and spices, as measured by increasing skills and capacity, income, access to financial services, education and nutrition and health.
- 80% employee participation in Charity Day globally.



## Our Commitment to Planet: 2025 and Beyond Goals

- Source all herbs and spices in our portfolio sustainably, beginning with 100% of our branded iconic ingredients.
- 42% absolute reduction in greenhouse gas emissions from our facilities to be met by 2030.
- 25% reduction in water use from our facilities to be met by 2030.
- 100% of plastics packaging that can be reused, recycled or repurposed.



**6th**  
Most sustainable company

**#1**  
Most sustainable in packaged and processed foods & ingredients sector



**BARRON'S**  
Most Sustainable Companies 2021

**56th**  
Most sustainable company

**#1**  
Food company

**4 Years**  
in a row on the top 50 list



**United Nations**  
Global Compact



**90 Score**  
for 3 years in a row





# II. Flavouracle

## McCormick® Flavour Forecast® 21st edition: *Humble Nosh*

Bringing comforting global flavours to the table in approachable ways.

Welcome to McCormick® Flavour Forecast® 21st edition, where we continue to inspire with flavours and ingredients of tomorrow. Discover the exciting trends and innovative ways to excite the senses and bring cooking and eating experiences around the globe full circle.



*Plants Pushing Boundaries*



*Humble Nosh*



*Underwater,  
Under Discovered*



*Physiological Eating*

**Indulgent, satiating, sensational & playful**

In addition to their health advantages, flavourful vegetables, fruits, and botanicals are being pushed into sweet and savoury meals and beverages. This is how plant-based cuisine will be enjoyed in the future.

**Approachable, nostalgic & global**

To 'travel locally' and easily discover new flavours, we combine emerging global flavours with universal food and beverage forms, drawing inspiration from the Yiddish term - nashn, which means "to nibble on."

**Fresh, earthy & under discovered**

Exploring the underwater world's potential and under discovered textures and ingredients, bringing coastal flavours to the kitchen.

**Balanced, intentional & delicious**

To achieve mind-body harmony, mindful eating and intentional ingredients are needed. This ancient philosophy's resurgence is the next big thing in health and wellness.



## Humble Nosh

Approachable, nostalgic & global

This trend gives rising global flavours like Chaat masala and Pandan kaya a comforting twist, applying them to approachable, local comfort food.

I. Chaat masala + lemon

II. Fried and crisped chillies

III. Pandan kaya

In a time when many of us are seeking order and comfort in our lives, food delivers the nourishment we're craving. We seek familiar 'nosh' that have the power to give us "the warm fuzzies" with each bite or sip.

### Trend signals:

"While international travel is off the table, products that provide **global flavours** and **culinary adventure to homebound consumers** will hold greater appeal."

"Behaviourally, therefore, experimentation has pulled back; pulled back to kind of safe experimentation. **Yes, they want global food, but they want global comfort food. They don't want things they are not familiar with.**"

Chrissy Tegan featured Pandan Kaya in her "Zhuzh up everyday meals" holiday gift guide, **eschewing pantry minimalism** in favour of embodying the "more is better" attitude.



# Humble Nosh

Approachable, nostalgic & global.

## I. Chaat Masala + lemon

Chaat masala's savoury, fragrant and fruity flare combined with the zing of lemon offers a unique twist to comforting foods and beverages.



**Masala shikanji**  
Chaat lemonade  
Chef Ian Craddock



**Chicken 65**  
Masala, lemon sour cream  
@roohchicago



**Chef Kunal kapur's masala**  
Macaroni pasta  
@chefkunal



**Chaat & lemon loaded fries**  
Chef Ian Craddock  
**UK**

Global flavours can pair with nostalgic applications to reach consumers.





# Humble Nosh

Approachable, nostalgic & global.

## II. Fried and crisped chillies

Fried and crisped chillies are bringing a global spicy flavour and crunchy texture to more and more comfort foods.



**Eggplant fries with chilli crisp**  
The Companion



**Hard boiled eggs with hot, crispy-fried chillies**  
@soninlaw\_melb



**Vada pav with fried green chillies**  
@chefkunal



**Homemade chilli crisp**  
Chef Rachel Gooding  
**US**

US consumer search data 2-year growth:  
In addition to product specific searches, consumers were looking for homemade chilli oil (up 90%) and Chinese chilli oil (up 50%) recipes.

Source: McCormick® Flavour Forecast® 21st edition, US, 2 years period (1/25/19 - 1/25/21)



# Humble Nosh

Approachable, nostalgic & global.

## III. Pandan kaya

Pandan kaya, a green jam from Malaysia made with pandan, coconut, and egg custard, offers comforting sweets its creamy texture and vibrant green colour.



**Kaya pancake**  
@phateatery



**Kaya toast cocktail**  
@thealkaffmansion



**Pandan french toast**  
Saucy Oakland



### Mini pandan kaya donuts

Chef Gary Patterson

US

“I love pandan kaya because it is creamy and luscious, but fruity at the same time. It is just the right balance of sweet and fruity that can pair with a savoury breakfast or turned into a dessert.”

- Amanda Bassett, digital culinary content manager, US

Source: McCormick® Flavour Forecast® 21st edition



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**Want to learn more about the trends in McCormick® Flavour Forecast® 21st Edition?**

**Check out this link today and have a flavourful experience!**

<https://www.mccormickforchefs.com/2021-flavor-forecast-splash>



Let us help you meet the world flavours demand of tomorrow!

Visit our website



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