

Asia Pacific

The **OMMMM** of **MMMMM**

# The Taste of a New Generation

Issue 12 | May 2021



**Explore the taste of the next  
generation and welcome the latest  
McCormick® Flavour Forecast®  
21<sup>st</sup> edition *flavour trends!***

# There's so much more to explore about the next generation and what's trending in *flavour!*

Millennials and Generation Z account for 46% of the global population in 2021, making them a significant consumer segment these days.

In this issue, we will look at the trends that are shaping these younger consumers, and learn how brands can engage them in these uncertain times. We will discover their preference in flavours and identify innovative campaigns that captured the interest of Gen Zers.

For our flavour insights, we will explore new and exciting flavour trends in our latest McCormick® Flavour Forecast® 21<sup>st</sup> Edition report. We will find out how plants can push boundaries in everything from creation to innovation and more!

So dig right in and enjoy the OMMMM of MMMMM!





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# I. The Foodture

## Rise of the *new-age consumers*

Understanding millennials & Gen Z: who they are, what they want, and how to engage them.

# What we know about millennials and the Generation Z population

Generation Z is the demographic cohort succeeding millennials (Gen Y).

Anyone born between 2000 and 2010 is considered a Gen Z (iGen).



## Share of global population by generation

The global population of Gen Z is about half the size of the millennial population, however their entry into adulthood combined with their technological aptitude makes Gen Z consumers' level of influence undeniable.

**Gen Y 30%**

**Gen Z 16%**

## Top 5 most populous countries with Gen Z consumers

**Top 1**



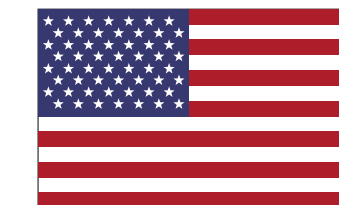
**China**

**Top 2**



**India**

**Top 3**



**United States**

**Top 4**



**Indonesia**

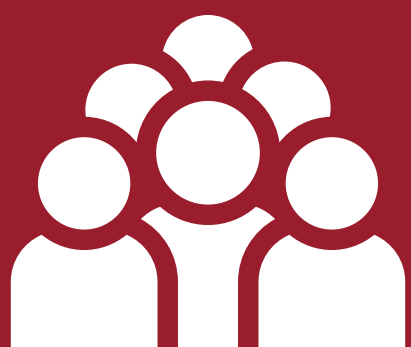
**Top 5**



**Brazil**

## China and India influence

China and India make up around 1/3 of the global Generation Z population.



Source: GlobalData \*date ranges slightly different; Gen Z includes the population aged 10-19 years in 2020 ; © GlobalData Plc 2020

Rise of the new-age consumers 5

# The new age consumer trends

Discover the main trends that are shaping Generation Z over the next 12 to 24 months.



## Conscious spending

Consumers will choose brands that wholeheartedly embrace corporate social responsibility (CSR).



## Consumption as self-expression

Young consumers are strongly inclined to express their identity through their brand choices.



## Holistic wellness

The pursuit of holistic health will be reflected in the types of products that Gen Z consumers will seek.



## Focus on mental health

Brands that offer an authentic approach to tackling mental health issues are likely to resonate strongly with Gen Z consumers.



## Value of personalisation

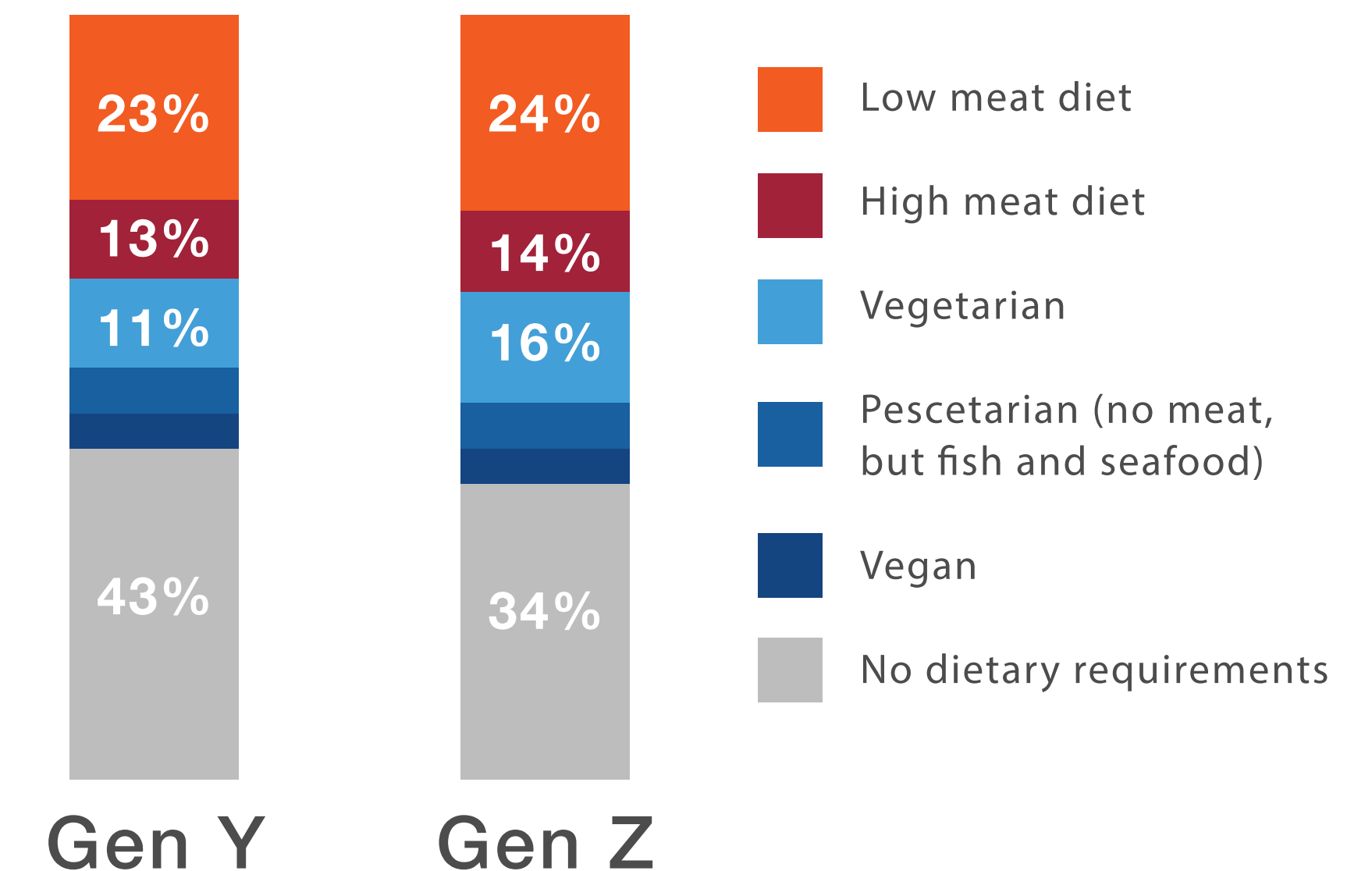
Gen Z consumers expect all their brand interactions and experiences to be tailored specifically to them.



**Generation Z is most likely to embrace plant-based eating.**

Only 1/3 of Gen Z have no dietary requirements at all.

## The daily diet of Gen Y & Gen Z



Source: GlobalData Coronavirus (COVID-19) Recovery Tracker Survey – Week 9; © GlobalData Plc 2020

# New strategies to engage millennials and Gen Z in times of uncertainty

In order to stay relevant to young consumers in these unprecedented times, companies are focusing on these four pillars of engagement strategy:



## Innovation

Stay new, exciting and accessible.

### Collaborative innovation to leverage the creativity of young consumers

Alternative shopping, playing, and living spaces, as well as new services like virtual try-ons and in-store fitting appointments, will improve people's lives in the future as they coexist with pre-COVID-19 habits.



## Price

Redefine value and affordability.

### Price strategy to align with new value and affordability perceptions

In order to meet their new needs and priorities, businesses and brands will need to reassess their target consumer group's affordability standards, optimise their value and price strategies, as well as their personal and social values such as individuality, health, and sustainability.



## Value

Develop and enhance product offerings around key values.

### Connect with young consumers' values and priorities

Millennials and Generation Z purchase decisions are influenced by their values and life goals. That is why, while designing & renovating goods and services, businesses should accept the similarities between the wants and needs of both cohorts while still understanding and accommodating differences, particularly in this new normal brought about by the pandemic.



## Activism

Embracing diversity and social inclusion.

### New young activists are demanding change for both people and planet

Consumers want companies to be more prominent, involved, and open in their interactions with them. They are opting to boycott products that do not reflect their beliefs in favour of those that are advocating for environmental and social causes.

# II. Eatsighting



## *Flavour* preference in younger consumers

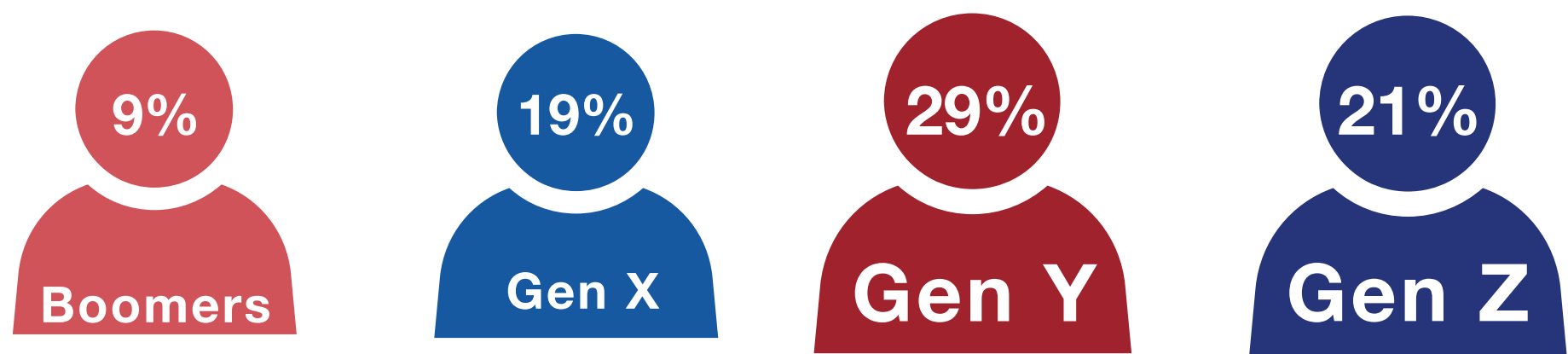
Discover what millennials & Gen Z want in food and flavours.

# Motivation to try novel flavours

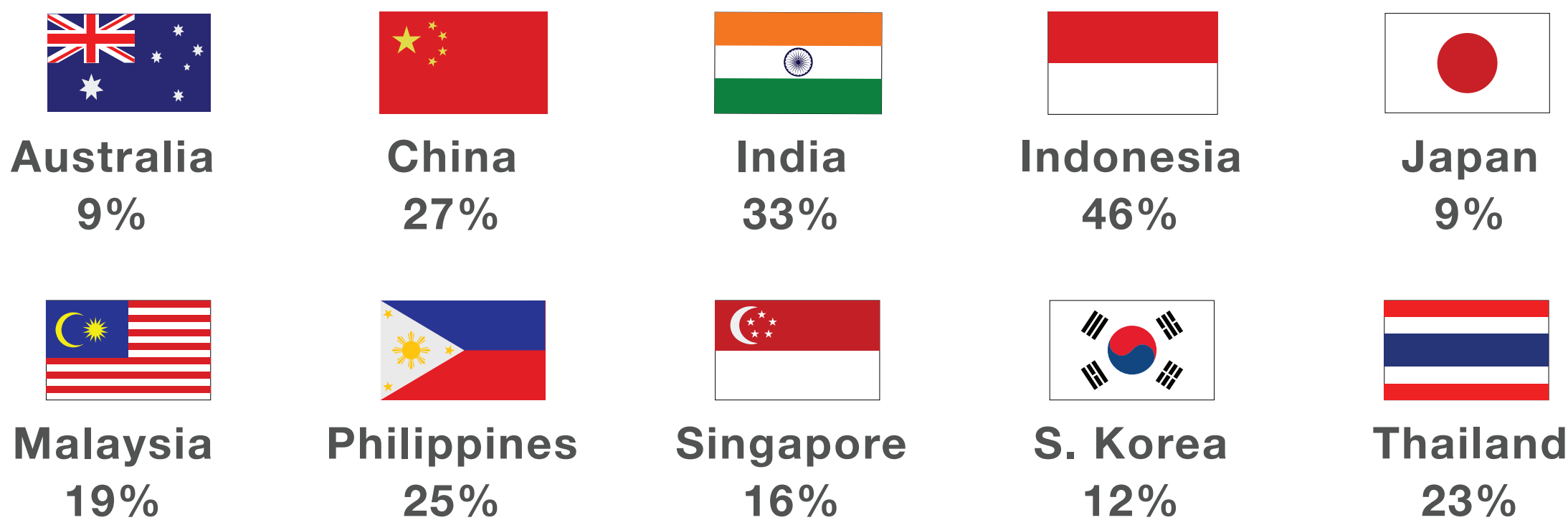
(Asia and Australasia)

"I like to try out the newest flavours and fragrances as soon as they are available."

## By generation: Completely agree



## By country: Completely agree



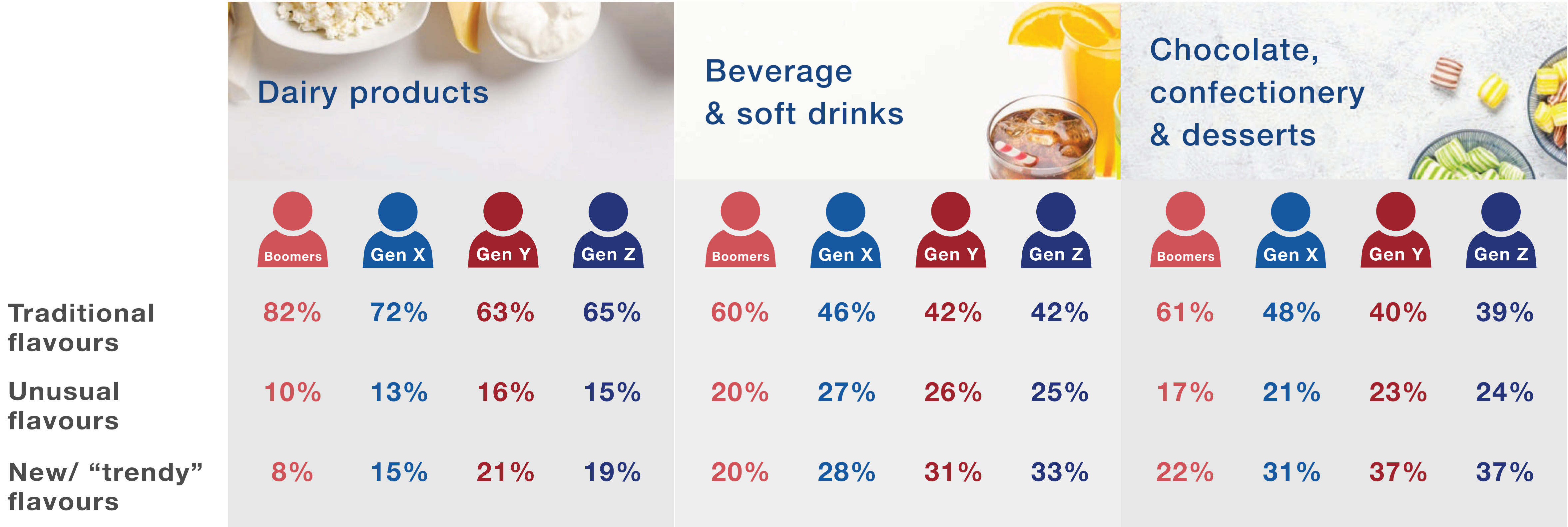
What inspires consumers to try new flavour in food/drinks?



# Motivation to try novel flavours

(Asia and Australasia)

What type of flavours do you typically choose for



# Motivation to try novel flavours

(Asia and Australasia)

## Dairy products



### Ruby chocolate & mint flavoured milk

Colourful flavours  
| Japan

It is made with the original ruby chocolate ingredient from cocoa multinational, Barry Callebaut.



### 3 cows ube pandan flavoured yoghurt

Local delights with a twist  
| Philippines

This dairy product combines local favourite of ube & pandan to entice consumers.

## Beverage & soft drinks



### Permanent marker CSD

Unexpected collaboration  
| South Korea

This product is a carbonated soft drink, made in a collaboration of GS25 and a stationery company, Monami. Each colour of black and red has different tastes.



### William Grant's discarded

Turn waste into taste  
| UK

This brand creates rum made from banana peel sourced from a flavour house that uses the fruit but throws away the skins.



## Chocolate, confectionery & desserts



### Alpenliebe

Unique mix  
| Vietnam

This product introduces a mango flavoured hard candy filled with chilli salt filling giving consumers different sensation of flavour burst.



### Cola candies with zinc

Taste with benefits  
| Japan

These candies contain vitamins, calcium and zinc, which are crucial for the sense of taste & contributes to the maintenance of the skin.



# Motivation to try novel flavours

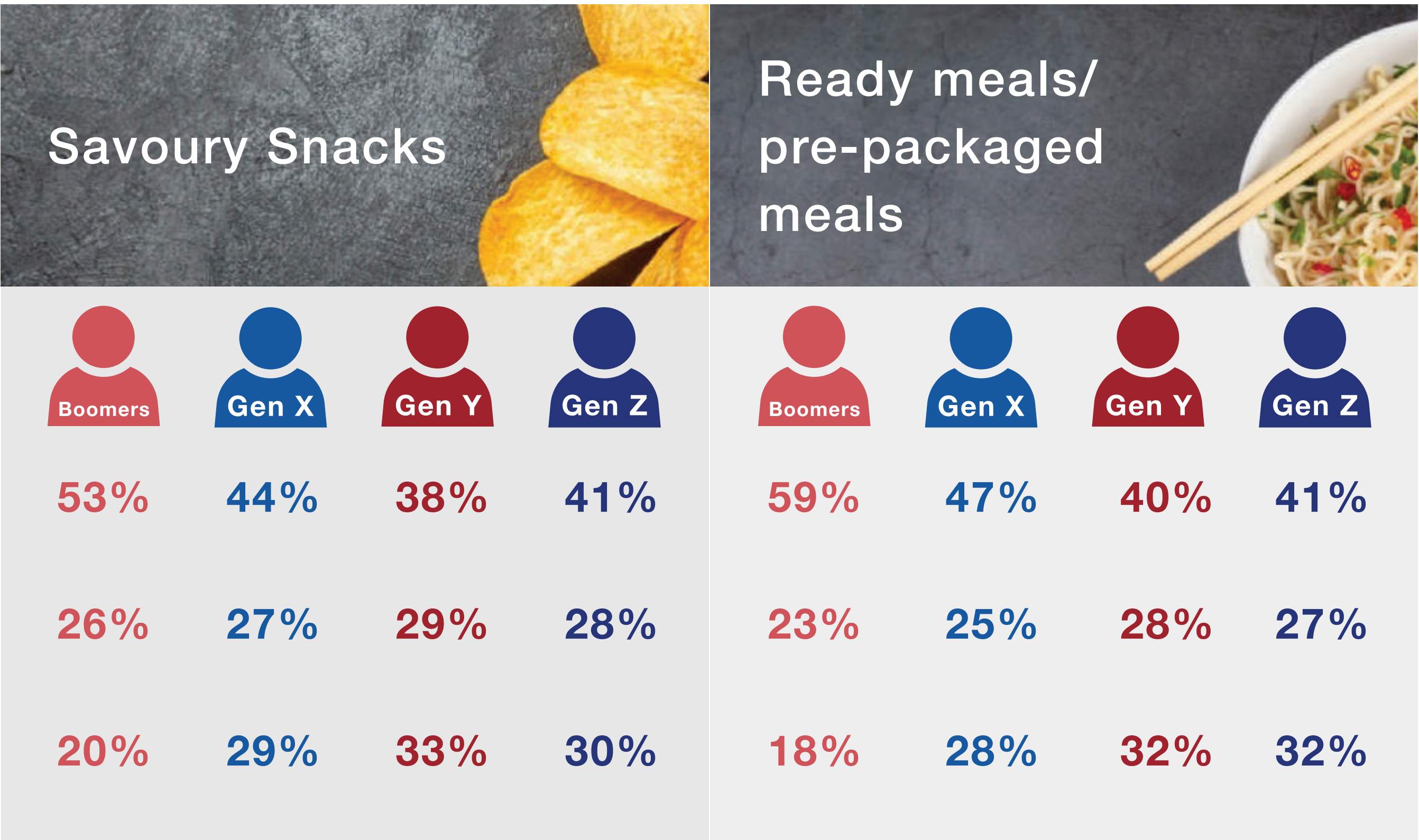
(Asia and Australasia)

What type of flavours do you typically choose for

Traditional  
flavours

Unusual  
flavours

New/ “trendy”  
flavours



# Motivation to try novel flavours

(Asia and Australasia)

## Savoury snacks



### Lay's jaewhon esan flavoured potato chips

Healthy flavourings  
| Thailand

Thai herbs such as lemongrass & kaffir lime leaf are perceived to boost immunity.



### Bhel-flavoured popped chips

Street food inspiration  
| India

These chips are described as a fusion of Indian street food-inspired flavours, something that 'bhel-puri' would be proud to call a twin.

## Ready meals & pre-packaged meals



### Ramen gorilla mie goreng level 3 extremely hot curry

Spicy challenge  
| Indonesia

This product creates intense heat for fearless spicy-lovers & riding the heat wave on social media.



### Peyoung apple pie flavoured chow mein

Unforgettable flavours  
| Japan

This box comes with a packet of yellow apple-flavoured sauce and another packet of freeze-dried apple slices.

# Campaigns by companies

Companies that are making their mark within the Generation Z theme



## Heineken

Alcohol-free beer  
| **Netherlands**

Heineken has continued to innovate during the pandemic, unveiling a "zero contact bar" for its alcohol-free beer Heineken 0.0 in response to COVID-19 social distancing guidelines.



## Oreo

#MyOreoCreation contest  
| **US**

Its 2018 #MyOREOCreation contest which invited fans to submit new flavour ideas for limited-release have gained attention and respect from younger consumers.



## Taco Bell

Lyft collaboration  
| **US**

To effectively immerse the brand in consumers' lifestyles, they partnered with ride-hailing app Lyft to launch a "Taco Mode" feature that allows passengers to make a pit stop at Taco Bell on the way to their destination.



# III. Flavouracle

## McCormick® Flavour Forecast® 21<sup>st</sup> edition: Plants pushing boundaries

Twenty-one years into flavour forecasting and uncovering the trends that will shake up the way we cook, flavour and eat!

With a taste for tomorrow's most standout flavours, Flavour Forecast 21<sup>st</sup> edition continues to connect us to the flavours and ingredients that delight the senses and bring cooking and eating experiences around the globe full circle.

### Plants pushing boundaries

Indulgent, satiating, sensational & playful



Flavourful vegetables, fruit and botanicals are pushed beyond their healthy halo into sweet and savoury food and beverages. This is what's next in plant-based.

### Humble nosh

Approachable, nostalgic & global



Drawing inspiration from the Yiddish word -nashn, meaning "to nibble on," we combine rising global flavours with universal food & beverage formats to 'travel locally' and taste new flavours comfortably.

### Underwater, under discovered

Fresh, earthy & under discovered



Bringing flavours from the coast to the kitchen, diving into the potential of the underwater world and its under discovered ingredients and textures.

### Physiological eating

Balanced, intentional & delicious



Mindful eating and intentional ingredients to achieve mind-body balance. A reemergence of this ancient philosophy is what's next in health & wellness.



# Plants pushing boundaries

Indulgent, satiating, sensational & playful.



The plant-based world is now mainstream. This trend is about embracing all the brilliant colour, vibrant ingredients and playful plant flavours that heighten the eating experience.

I. Textural experience

III. Botanical ingredients

II. Charred vegetables

IV. Colour indulgence

Whether you are vegan or simply just curious, there's truly something for everyone – colour, texture, satiety and even sweetness – in this boundary-busting trend.

## Trend Signals

Innova sees the plant-based trend moving forward with rising mainstream appeal that will drive expansion in new & more indulgent categories in 2021.

Plant-based menu dishes are going beyond quinoa and kale to include craveable flavours and decadent preparation methods.

41% of Millennials enjoy trying new plant-based foods & beverages at restaurants.



# Plants pushing boundaries

Indulgent, satiating, sensational & playful.

## I. Textural experience

Like flavour, the sensation of food & drink in the mouth brings a necessary nuance and intrigue to plant-based dishes.



**Lobster mushroom roll**  
from maynard restaurant  
@restomaynard



**Nopales (cactus) tacos**  
@vaquerotaquero



**Vegan calamari made with hearts of palm**  
From Chef Juriaan Snellen



**Hearts of palm carpaccio**  
@vegandivas

These vegetables create more interesting food and drink experiences, and of course make a meal that's oh-so Instagrammable.



# Plants pushing boundaries

Indulgent, satiating, sensational & playful.

## I. Textural experience

Vegetables such as hearts of palm, cactus, and lobster mushrooms bring a hearty texture to indulgent, plant-based meals.



**The alley**  
Hawaiian burger  
Australia | January, 2018

The Hawaiian Burger featuring pulled jackfruit is popular at Melbourne vegan eatery,



**Ja Lees mushroom farm**  
Garlic flavour mushroom  
chicharon chips  
Philippines | April, 2021

This vegan friendly product is described as crunchy, addictive chips made with healthy ingredients and free from added preservatives.



**Brined carrot hot dog**  
Chef Ian Craddock  
UK | March, 2020

We're flipping the role of plants & protein, featuring vegetables like mushrooms and carrots as the star of the plate.



**King trumpet "scallops" soba noodle bowl**  
Chef David Burnett  
| Canada

Mushrooms explode across culinary and social media – using varieties like lions mane, lobster, oyster and king trumpet to take the role of a satiating dish traditionally featuring meat.



# Plants pushing boundaries

Indulgent, satiating, sensational & playful.

## II. Charred vegetables

Charred vegetables, particularly when used in sauces, give dishes a darker colour and a rich flavour profile.



**Edgell snack time**  
Black beans & charred corn  
with lime & herbs  
Australia | November, 2020

It is made using all natural ingredients, contains fibre and is free from added sugar.



**Calbee poterich**  
Japanese beef & charred garlic  
flavour potato chips  
Japan | June, 2020

The crunchy potato snack is said to have the rich flavour of roast beef with purposely burnt garlic, offering the umami of beef.



**Charred tomato ketchup**  
Chef Ian Craddock  
UK | March, 2020

Charring intensifies the notes of the food, creating a unique touch in terms of flavour, colour & aroma.



**Rose cocktail with charred shishito  
pepper-infused mezcal**  
Mixologist Matt Dress

Chemistry is always welcome in the kitchen, especially when it comes to charring foods.



# Plants pushing boundaries

Indulgent, satiating, sensational & playful.

## III. Botanical ingredients

Botanical ingredients such as juniper, pine, fir, sage, szechuan buttons, and cactus rose elevate the sensory experience of foods and beverages.



### Play made

**Pink cactus berries with white boba popsicle**  
Singapore | December, 2020

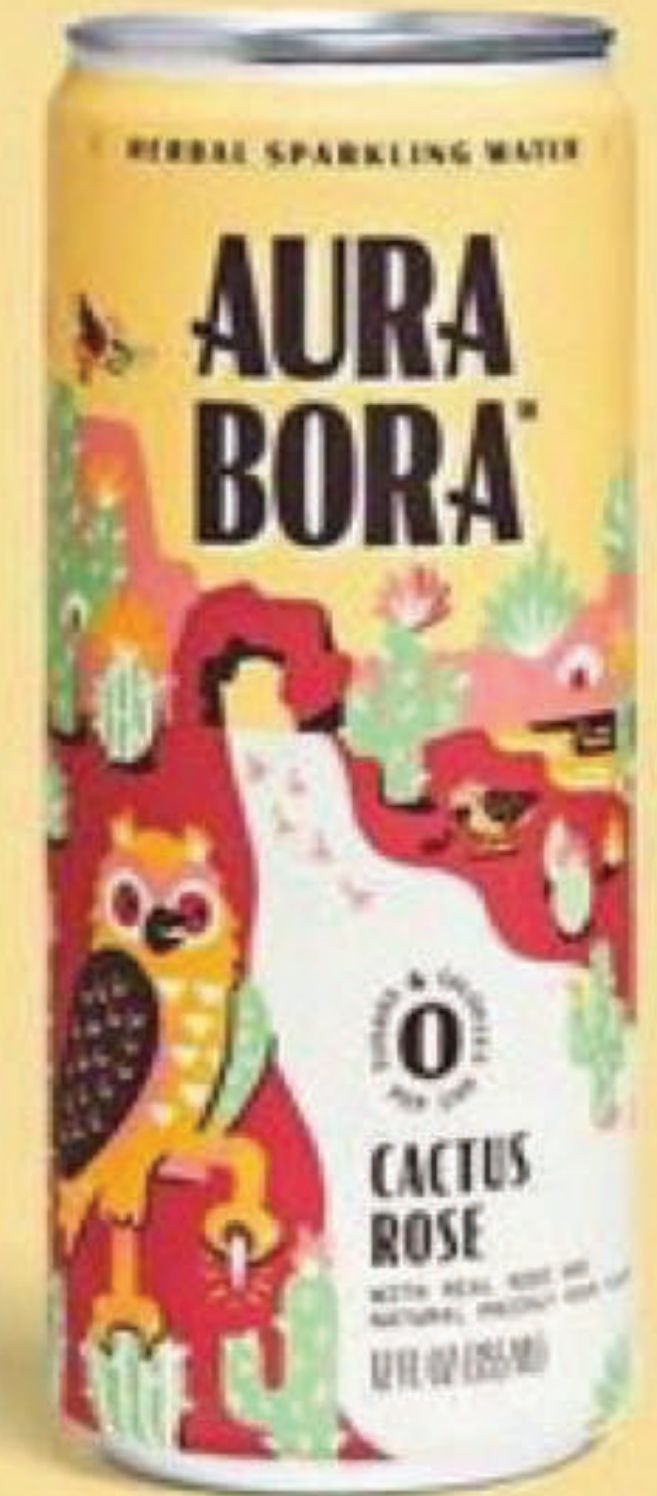
This product comprises milk, pink cactus, mixed berries and white boba.



### Ranong tea

**Organic lemongrass pandan tea**  
Thailand | January, 2021

This halal-certified product is said to be 100% natural to ensure the agricultural system operates naturally.



### Aura bora

**Cactus rose sparkling water**

These plant-derived ingredients work hard to create unexpectedly aromatic layered flavour.



# Plants pushing boundaries

Indulgent, satiating, sensational & playful.

## IV. Colour indulgence

The key to this evolving theme is the use of natural plant derived ingredients, such as ube, for colour to attract foodies to ‘eat with their eyes.’



**Jollibee**  
Ube macapuno pie  
Philippines | January, 2021

This product combines the classic combination of creamy purple yam & silky coconut strings stuffed encased in a golden-crust pie crust.



**Fujiya look**  
Muscat flavoured blue jewel chocolate  
Japan | November, 2020

The product coloured with butterfly pea and retails in a 40g pack with eight 5g packets, bearing the FSC logo.



**Carrot cake ice cream sundae**  
Chef Nicole Bostic  
US | March, 2020

The bright orange of the carrots entices you to try this delectable frozen version of the beloved dessert.



**Ube butter & jelly sandwich**  
Featuring McCormick® ube extract & black pepper by Chef Gabby Quintana

Feast with your eyes and eat the rainbow.  
The richness in colour you can derive from plants is truly unbelievable.

**Plants pushing  
boundaries**

Indulgent, satiating, sensational & playful



**Humble nosh**

Approachable, nostalgic & global



**Underwater,  
under discovered**

Fresh, earthy & under discovered



**Physiological eating**

Balanced, intentional & delicious



Can't wait to explore more of the trends in McCormick® Flavour Forecast® 21<sup>st</sup> Edition?

**Check out the 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

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