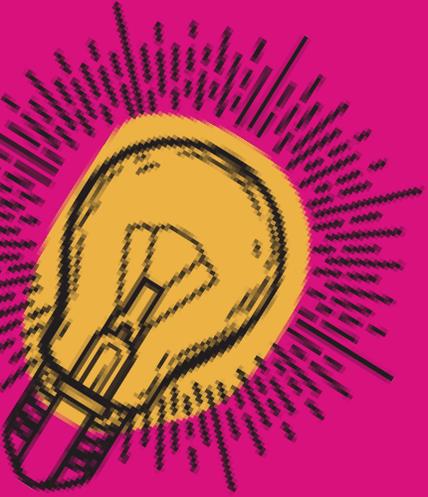


A BRAVER FLAVOUR

**DAIRY & DAIRY FREE
FLAVOURS**

LET'S TALK ABOUT

DAIRY & DAIRY FREE FLAVOURS



WHO WE ARE

- Natural Flavours
- UK Manufactured
- Workable MOQ's
- Carbon Negative
- BRC AA
- Speed & Service



**THE MOST POPULAR FLAVOUR
IN DAIRY AND DAIRY FREE...**

MILK CHOCOLATE

(UK DAIRY PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH DATABASE)

Milk chocolate stands top of the charts when it comes to dairy and dairy free launches. Although, growth over the period of 2018-2022 is lacking with -0.91%. But have no fear, chocolate isn't going anywhere.

FLAVOUR TIPS

- **Creamy Chocolate**
- **Chocolate Brownie**
- **Chocolate Orange**
- **Rich Chocolate**
- **Chocolate Honeycomb**
- **Mocha**



2ND AND 3RD PLACE GOES TO... **STRAWBERRY AND VANILLA**

(UK DAIRY PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH DATABASE)

No surprises which two flavours take 2nd and 3rd spots on top dairy and dairy free launches. Always popular, highly adaptable – they will never be going out of style. Much like chocolate, both show stalled growth coming in at around -5% growth 2018-2022.

FLAVOUR TIPS

- Madagascan Vanilla
- Ice Cream Vanilla
- Neapolitan
- Wild Strawberry
- Strawberry Puree
- Strawberries & Cream



THE TOP ALL ROUNDER CARMEL

(UK DAIRY PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH DATABASE)

Caramel is a flavour with the highest growth rate out of the top 10 most popular flavours in dairy and dairy free – growing over 10% from 2018-2022.

Caramel is most certainly a flavour to focus on.

FLAVOUR TIPS

- Salted Caramel
- Umami Caramel
- Smoked Caramel
- Butter Caramel
- Dark Caramel
- Crème Caramel



NOW THEN...

LET'S LOOK AT THE

**FASTEST
GROWING &
TRENDING
FLAVOURS**



+66.23% GROWTH

BLUE RASPBERRY

(UK DAIRY PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH DATABASE)

We know what you're thinking, "what the heck is blue raspberry?" It's a flavour popular in candy, made with hints of banana, cherry, and pineapple.

Blue raspberry is a braver flavour to keep an eye on.

FLAVOUR TIPS

- **Blue Raspberry**
- **Blue Raspberry Lemonade**
- **Cool Blue Raspberry**
- **Tropical Blue Raspberry**
- **Blue Raspberry Cheesecake**



+31.61% GROWTH

COOKIE

(UK DAIRY PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH DATABASE)

You can't go wrong with cookie. Whether it's building on the success of the cookie dough phenomenon in ice cream, or bringing unique cookie flavour combinations to dairy and dairy free.

Bring the bakery classic to life in a creamy way.

FLAVOUR TIPS

- Cookies & Cream
- Cookie Dough
- Chocolate Cookie
- Peanut Butter Cookie
- Salted Caramel Cookie
- Cranberry Cookie



+18.92% GROWTH

BANOFFEE PIE

(UK DAIRY PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH DATABASE)

Here is another bakery classic making its way into the dairy category. An example of “Crossover Flavour” trend we identified in our trends report this year.

Taking the popular banana flavour to maximum Indulgence.

FLAVOUR TIPS

- Banoffee Pie
- Caramel
- Whipped Cream
- Cooked Banana
- Banana Milkshake
- Banana Split



+9.63% GROWTH

WHITE CHOCOLATE

(UK DAIRY PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH DATABASE)

White chocolate came back with a vengeance in Easter 2023. After settling to the side lines for a few years, it very much back on the agenda.

Also watch out for a slightly sweeter version – Blonde Chocolate.

FLAVOUR TIPS

- White Chocolate
- White Chocolate & Raspberry
- Blonde Chocolate
- White Chocolate & Pistachio



+6.14% GROWTH

MANGO

(UK DAIRY PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH DATABASE)

Tropical flavours have been growing in popularity in the dairy sector. Taking influence from refreshing beverage trends and trendy cocktails, these tropical flavours help grab consumers attention.

A great example of crossing over into flavours from a different category.

FLAVOUR TIPS

- **Fleshy Mango**
- **Mango & Passion Fruit**
- **Fresh Mango**
- **Alphonso Mango**
- **Mango & Ginger**
- **Mango & Coconut**



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