

TOFFEE

TRENDING SWEET FLAVOR SPOTLIGHT



GROWING FLAVOR

Toffee is appearing as a growing flavor according to Mintel GNPD

PAIRS WELL WITH:

- Chocolate
- Almond
- Salt

+300% GROWTH
in North America new
product introductions from
Q4 2020 vs Q4 2021

TOP PRODUCT CATEGORIES

Sugar & Gum Confectionery,
Chocolate Confectionery,
Alcoholic Beverages

51% OF CONSUMERS

love or like toffee, 89%
know it and 71% have
tried it



BIZZY COLD BREW UNSWEETENED

PREMIUM COFFEE is a USDA Organic certified cold brew coffee with a vibrant light roast with fruity and toffee notes.

31% of consumers responded that they likely or definitely would buy this product.



DOVE PROMISES MILK CHOCOLATE

TOFFEE Almond Crunch is described as crunchy almond and toffee pieces with smooth, creamy milk chocolate.

54% of consumers responded that they likely or definitely would buy this product.

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