

SWEET + SALTY

We're exploring the "Plus Sweet" trend from this year's Flavor Forecast! Read on for trends, flavor inspiration and more.



SALTY BAKERY

The delicious combination of sweet and salty in one bite continues to grow in demand. According to Mintel, 48% of bakery consumers enjoy a mix of sweet and salty products.

Signature Select Sea Salt Caramel Cake is said to be doused in sweet caramel with the perfect amount of sea salt. USA, Sept. 2021 | Mintel GNPD



52% of consumers responded that they definitely would buy this product, outperforming its subcategory.

Biscotti Brothers Cranberry Pistachio Biscottini Cookies have a unique Italian recipe with natural orange flavoring. USA, 2022 | Amazon



Erin Baker's Salted Chocolate Cashew Flavor Grain Free Better Cookies are described as chewy and chocolatey, containing salted cashews and coconut nectar. USA, April 2022 | Mintel GNPD



54% of consumers responded that they would buy this product, outperforming its subcategory.

Nabisco Oreo Salted Caramel Brownie Sandwich Cookies are kosher certified and topped with salt. USA, Aug. 2021 | Mintel GNPD



56% of consumers responded that they would buy this product, outperforming its subcategory.

HEALTHY BAKERY

Adding nuts has become a popular ingredient to add to bakery items. According to Mintel, there has been a 46% increase in almonds in baked goods. Other popular nuts include cashew, peanuts, walnuts and pecans.

[Click here for the full insight on Plus Sweet!](#)



TRENDING SWEET + SALTY FLAVOR INSPIRATION

- Salted Pistachio Chocolate
- Cranberry Salty Pistachio
- Salted Caramel Maple
- Salted Caramel Toffee
- Salted Cashew Chocolate
- Mocha Salted Almond
- Salted Almond Strawberry
- Banana Salted Walnut
- Vanilla Salted Pecan
- Salted Vanilla Fudge
- Salted Peanut Butter Chocolate
- Salted Chocolate Pretzel
- Sea Salt Dark chocolate
- Salted Chocolate Chip Marshmallow
- Salted Hazelnut Chocolate
- Chocolate Cranberry Salted Pecan

NEED DETAILS? LET'S GET STARTED!

We can help you translate this trend into bright new ideas for your brand. From concept to manufacturing we're here for you, every step of the way.

Feel free to reach out to us via email to request a free flavor sample, talk flavor, innovation, or anything in between.



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