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# Latest Food Flavors and Ingredients Outlook Pegs Key Market Drivers

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NEW YORK, NY--(MARKET WIRE)--Feb 2, 2009 -- In the fifth and latest edition of the highly successful annual Food Flavors and Ingredients Outlook series, market research publisher Packaged Facts investigates the key drivers expected to impact flavors and ingredients for foodservice and retail throughout 2009. Drivers identified include the recession, health and wellness, and heightened consumer interest in environmentally friendly consumption decisions.

**For instance, using coupons, eating fewer meals out, preparing more home cooked meals from scratch, and substituting private label products for leading branded items** are a few strategies Packaged Facts expects consumers to increasingly employ to combat the recession.

"It's almost certain that the recession will continue through 2009, and that is motivating consumers to buckle down and embrace the new reality," says Tatjana Meerman, publisher of Packaged Facts.

Being in the grip of recession has not deterred the growing interest in products that promote good health. Many consumers are concluding that spending a bit more on food products touting health benefits may serve as a form of affordable insurance to help avoid stratospheric medical bills later.

Meanwhile, the idea to "reduce, reuse, and recycle" is motivating consumers to indulge in environmentally friendly behaviors that are also easy on the wallet. Packaged Facts expects that substituting tap water for bottled, cloth napkins for paper, eating more leftovers, and consuming locally produced foods will become more commonplace.

Food Flavors and Ingredients Outlook 2009 provides comprehensive information about the changing consumer nutritional mindset. Examined are seven key categories that will drive flavor and ingredient trends in the coming years: Global Flavors, Sustainability, Local & Organic, Imports/Food Safety, Health & Wellness, Savory Selections, and Sweet Salvation. The report also analyzes how changing consumer preferences are affecting top ingredient trends, what's hot and what's not, and how flavor trends are moving through retail and foodservice. For further information visit: <http://www.packagedfacts.com/Food-Flavors-Ingredients-1933707/>.