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Umami flavors and Asian-inspired ingredients are on the rise in the US. In this report, we analyze which globally-inspired flavors brands should prioritize for innovation in 2026.

**UMAMI** +12%

**BLACK GARLIC** +18%

**LOW SALT** +7%

**NEW**

# Flavor innovation in 2026

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Inspiration from across the globe is impacting breakfast routines in the US. In this report, we analyze 13 battlegrounds in breakfast to prioritize for 2025/26.

**SHAKSHUKA** +21%

**SENSORY EXPERIENCE** +40%

**NATURAL INGREDIENTS** +76%

**NEW**

# 13 Battlegrounds for the Future of Breakfast

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Consumers are getting hungrier for snacks that multitask. They are demanding treats that offer convenience, indulgence, and functional nutrition. In this report, we explore the next generation of functional snacks in 2025/26.

**NEW**

**Consumers  
have the  
functional  
munchies**

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From price to convenience and boycotts to misinformation, we've identified 9 key sustainability battlegrounds for Gen Z consumers.

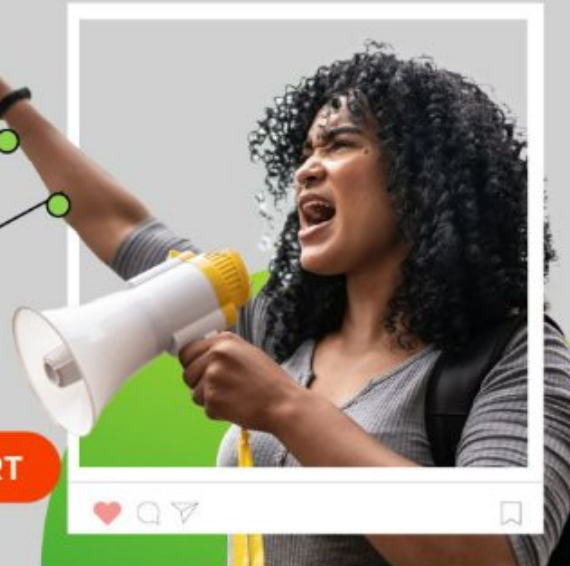
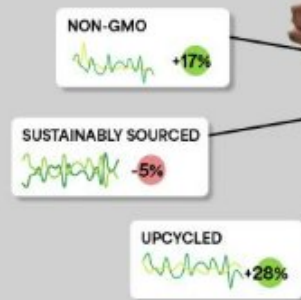
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# THE 9 KEY SUSTAINABILITY BATTLEGROUND

for Gen Z consumers



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From breakfast for dinner to the rise of global breakfasts, we explore emerging trends to watch for in 2025 and beyond.

In this report, we analyze the 13 battlegrounds for brands in the breakfast space.

**NEW**



# THE FUTURE OF BREAKFAST

13 battlegrounds for brands in 2025



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