

# Top 10 Texture Trends

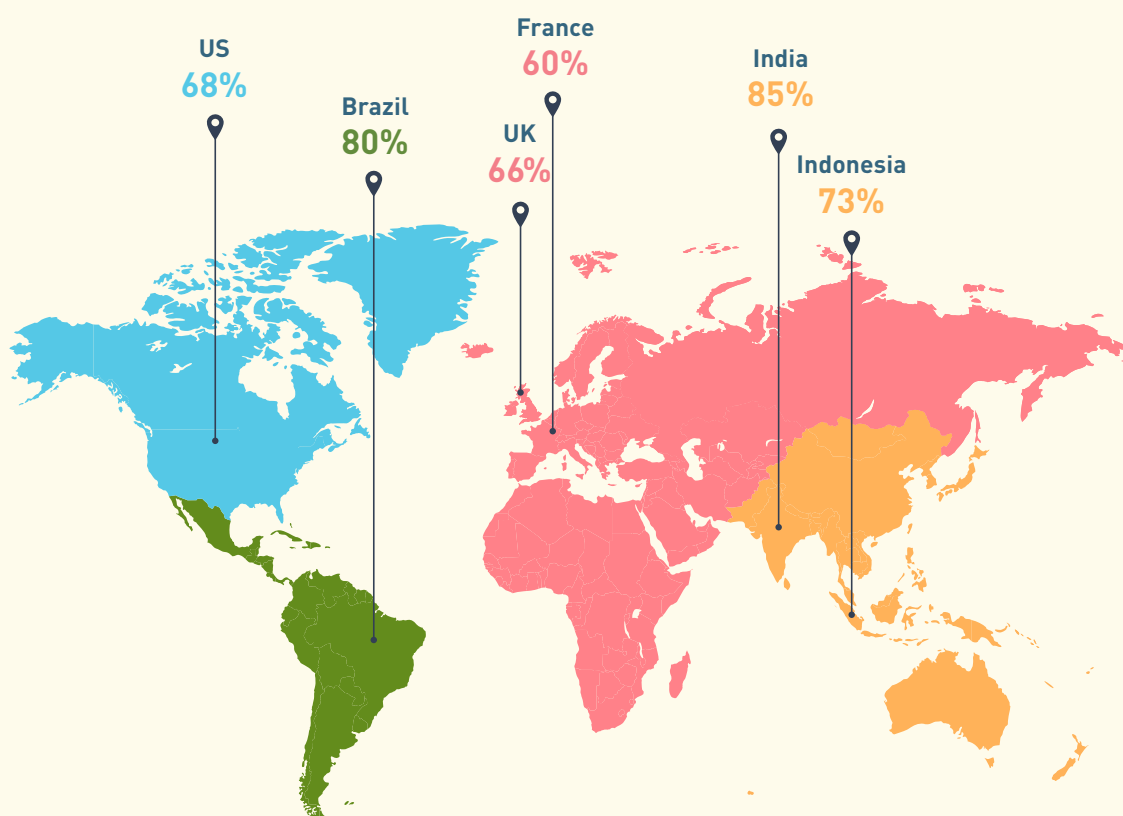
CP Kelco's Global Observations  
on Changing Tastes in  
Food & Beverages



# THE IMPACT OF TEXTURE

Food and beverage trends are changing. Globally, we know that consumers want less sugar, more protein, vegan alternatives to protein, and shelf-stable conveniences. They're reading labels and scanning for ingredients they recognize.

Texture is trending! Consumers want a new and different experience from their foods and beverages, and texture is the key. According to Innova Market Insights, consumers around the world believe that texture gives food and beverages "a more interesting experience."



Source: Innova consumer survey, 2019

## GETTING TEXTURE RIGHT IN EVERY REGION

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What does this mean for your product development and your region? Let's take a deeper dive into what our nature-based ingredient enthusiasts are seeing in countries around the world.

Note: Food and beverage preferences can be very localized. Examples described here may not represent consumer preferences or market activity throughout your region.

# 01

## YES TO TEXTURE, NO TO SUGAR

Reducing sugar consumption has become a global health goal and an affordability issue—with sugar taxes increasing costs for manufacturers and consumers. Below, we explore various ways that sugar reduction impacts the formulation needs of our customers in different regions.



### Latin America

In-demand product features include reduced sugar, in addition to lactose free, fat free, organic, added vitamins and minerals and high protein.



### North America

Consumer interest in clean labels continues to impact texture replacement choices when it comes to sugar reduction, as well as protein enhancement or more natural ingredients.



### EMEA

Producers recognize the need to offer reduced sugar and fat with results comparable to the standard version of the product.



### Asia Pacific

Consumers desire products that are low sugar and low fat, organic and have more protein, vitamins and minerals. In Thailand, the Philippines, Malaysia and Sri Lanka, government taxation is driving sugar reduction.



## 02 THROUGH THICK AND THIN, PREFERENCES VARY BY REGION

Mouthfeel is a critical part of the food and beverage experience. CP Kelco has seen how people in different regions feel about changes to thickness and thinness. Texture preferences can make a world of difference in what's hot and what's not.



### Latin America

Sauces and dressings are becoming thinner; being too thick doesn't seem natural. Even carbonated beverages are lighter in mouthfeel and bubbiness, flavor and sweetness.



### Asia Pacific

In Southeast Asia and Korea, thinner mouthfeel is a priority. In India, a very thick and rich mouthfeel in beverages like lassi, mango drinks and flavored milk is viewed as healthier and containing more of the desired protein or fruit. In China, the mouthfeel preferences may vary to meet different consumer needs.



### EMEA

Texture preferences in drinking yogurt range from richer in Africa to thinner in Europe and its Nordic regions.



# 03

## PLANT-BASED DAIRY ALTERNATIVES ARE A TEXTURE CHALLENGE

We're noticing nut-, soy- and grain-based beverages grow, along with new options, in response to consumer concerns about health and sustainability. However, products in each region must also meet consumer expectations for a familiar dairy experience.



### EMEA

Vegan product development in plant-based dairy alternatives, yogurts, creamers, butters and spreads is a fast growing segment, but consumers are sensitive to taste and texture.



### North America

Consumers expect plant-based protein alternatives to resemble their "original" counterparts, especially in ice cream, cheese and meat. So, brands are looking to increase viscosity and mouthfeel in plant-based dairy alternatives to resemble the richness of whole milk.



### Latin America

The plant-based segment is definitely growing, both with major brands and new, local entrants. Local sources of plant-based dairy alternatives tend to be richer in texture using cashew and coconut.



### Asia Pacific

Traditional diets of plant proteins, such as soya, in Southeast Asia and China are evolving to include shelf-stable versions and new protein sources and textures.



## 04 DEMAND FOR PROTEIN REQUIRES TEXTURE FINESSE

Interest in protein has been building for years. Its value has grown far beyond its use for building muscle, and today protein is considered essential for weight management and good health. There are applications at every life stage, from infant feeding to elder care nourishment. From our team's regional observations, we see demand for plant-based protein has grown along with concerns about sustainability, the environment and animal products.



### Latin America

This is a region known for high-protein NPD. In addition to drinking yogurts, brands combine plant-based protein and fruit juice to create nutritious, refreshing beverages. In Mexico, almond is a popular base while in Colombia and Ecuador, we see some oat and fruit beverages.



### North America

Desire for increased protein, fibers, minerals and other nutrients all impact the texture and mouthfeel of a product.



### Asia Pacific

In Japan, as well as Thailand and Vietnam, consumers want very thin mouthfeel in beverages and yogurt while still demanding extra protein.





# 05 SHELF-STABLE FORMULATIONS MEET DEMAND AND PROVIDE NOVELTY

According to CP Kelco's experts on the ground, the role of stability changes based on region, from Western Europe and other developed markets to emerging areas in Russia, Africa, Latin America and parts of Asia. In areas where the climate or processing and shipping are challenges, shelf stability is a necessity. In more developed markets, stability modifications offer opportunities for innovation.

## Examples within Asia Pacific Region



### India

Processes and materials are being updated including aseptic packaging; traditional home preparations in transparent bottles need suspension.



### China

Ambient drinking yogurts have evolved from having very thick textures to drinkable, pourable yogurt beverages in more sophisticated, upscale packaging.



### Australia

New textures provide a café-type experience while consuming ready-to-drink coffee and tea beverages.





# 06

## TEXTURE HAS COST AND CONVENIENCE BENEFITS

Reformulating products with innovative texture approaches can breathe new life into older products and create completely new ones. From our experience in each region, we've seen that success depends on ensuring the convenience and cost benefits consumers are demanding.



### EMEA

Due to cost and changing consumer diets, more brands are asking for a vegan texture alternative to gelatin in their recipes – especially in confectionery and dairy segments.



### Asia Pacific

Conventional energy drinks are being reinvented as concentrated, drinkable gels. In India, adding texture allows manufacturers to reduce actual fruit content in fruit drinks and still deliver satisfying mouthfeel.



### North America

"Pouch foods" and beverages are on the rise: Convenient and portable packaging is spurring the redevelopment of traditional products. We see shelf-stable and thick yogurt pouches for kids, as well as superfruit smoothies and handheld soups for adults.



# 07

## TEXTURE APPEALS TO A LOVE OF ADVENTURE

From what CP Kelco's regional experts have seen, consumers seek products that push sensory expectations. They love trying new flavors and being treated to premium or craft production techniques.



### Asia Pacific

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Consumers love new taste experiences like chewable inclusions and suspended bits in beverages.

Gummy candies are getting sophisticated with vegetarian versions and grown-up flavors like coconut and rosé.



### EMEA

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In Europe, bubbles and foams are getting a lot of attention. A bi-layer product with fruit and yogurt layers can be shaken together to produce bubbles on top. Dairy from afar like ayran from Turkey, laban from the Middle East and skyr from Iceland are new choices.



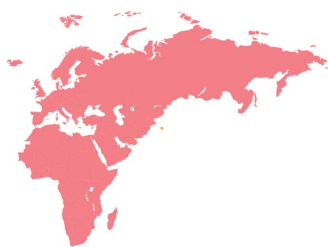
# 08 TEXTURE ADJUSTING LEADS TO NEW TAKES ON TRADITIONAL FAVORITES

Food is embedded in every culture. Consumers have strong connections with the traditions they know and love, but they also want modern-day convenience. With a little texture help, it seems almost anything is possible. Here are some of the improvements that CP Kelco has seen to traditional favorites around the world.



## North America

Demand is growing for improved textures in many traditional vegetarian foods, especially in the frozen food section.



## EMEA

In the Middle East, reduced-fat breakfast cream incorporates nature-based texturizers and thickeners needed to simulate the traditional richness of full-fat dairy.



## Asia Pacific

In India, traditional spiced and salted buttermilk is being developed in long-shelf-life, ready-to-drink forms for hygiene and food safety. In Japan, bubble tea is moving to convenient shelf-stable versions.



# 09 SUSPENSION SYSTEMS CARRY THE DAY

Suspended inclusions cover a wide range of consumer products including flavor solids in dairy beverages, pulp in juices and herbs in salad dressings. Today, we at CP Kelco see ever more creative formulations like these that offer a combined drinking and chewing experience.



## Asia Pacific

Beverages need thin and refreshing mouthfeel while providing suspension of everything from fruit bits to inclusions like cereal/quinoa or even chewy konjac or jelly pieces.



## EMEA

In Europe, dairy-based acidic protein drinks and fruit-flavored drinks are differentiating their products by including grain particles or fruit pieces in the formulations.



## Latin America

Aloe and chia beverages are combining a fruity, water-like consistency with bits of suspended fruit and seeds.



# 10

## WHAT'S FOR DESSERT? A TEXTURE PARFAIT

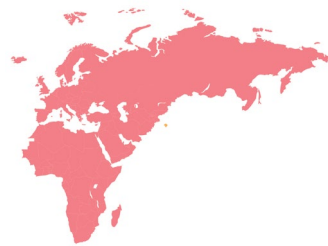
Permission to indulge, please! Overall, snacking is on the increase—at least according to our regional observations. Sales of premium, high-protein, low-sugar ice cream brands are up. Globalization and social media are spawning a generation of food explorers who love to try new treats. Many dessert innovations make their first appearance in Asia.



### Asia Pacific

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Cold desserts now contain boba balls, tapioca “worms,” gels, beans, yams and other additions. New desserts can be consumed either as dairy drinks at room temperature or frozen.



### EMEA

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A dairy dessert renaissance is underway. The main trends are pleasure/indulgence, premium and clean label. Innovations include special textures, layered desserts, inclusions, high-quality ingredients and a new look at traditional recipes like panna cotta.



# WHAT'S NEXT IN TEXTURE INNOVATION?

As brands seek to reduce costs and make their products more affordable for all, texture tricks can improve the sensory experience. For example, pillowy, foamy, mousse-like textures create indulgence just by whipping air into a recipe. Cost savings can be found in shelf-life extensions, using fewer ingredients and reducing waste. CP Kelco is continuing to monitor regional trends like these and can brainstorm with you to uncover similar innovations across all applications.

## North America

North America is a land of opportunity for texture, and product manufacturers are experimenting with it.

Dalgona coffee, which started in South Korea and spread in popularity through social media, is now the drink of choice. It's spawning a whipped foam texture trend.

## EMEA

When grouped with the Middle East and Africa, Europe is a study in contrast with developed markets innovating for differentiation and emerging markets innovating for cost savings.

In Russia, dairy products are split into segments termed traditional and modern where new and different product concepts are being tested.

## Latin America

Product developers are redefining traditional as needed.

For example, millennials and changes in consumption patterns demand innovation, leading brands to respond with limited editions.

Traditional products and textures continue to dominate but, in time, texture will be adapted and "tropicalized."

## Asia Pacific

Product developers are answering the global markets they increasingly serve as well as the very progressive tastes and preferences of the region.

Australia and New Zealand closely follow the trends in the U.S. and Europe, while Japanese consumers have strong preferences for light beverages and heavier food textures.



# GETTING TEXTURE RIGHT STARTS TODAY

CP Kelco is a nature-based ingredient solutions company with over 85 years of experience working with food, beverage and consumer products manufacturers worldwide.

We apply ingredient innovation and problem solving to develop customized solutions that leverage our regional insights, meet manufacturers' goals and address consumer preferences.

**Talk to CP Kelco about how we can help  
you unlock nature-powered success today.**

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