

Getting Texture Right

Global Trends and Local Tastes
in Food and Beverage Today



100 YEARS AND OVER 100 COUNTRIES OF TEXTURE KNOW-HOW

CP Kelco has seen a lot. But what we want to share is what our experts on the ground are seeing locally and regionally around the world. Come explore the world of texture through their eyes from Shanghai to Copenhagen to California—and the role for nature-based texturizers and stabilizers. You may discover an insight or two or even a key to your next big product success.

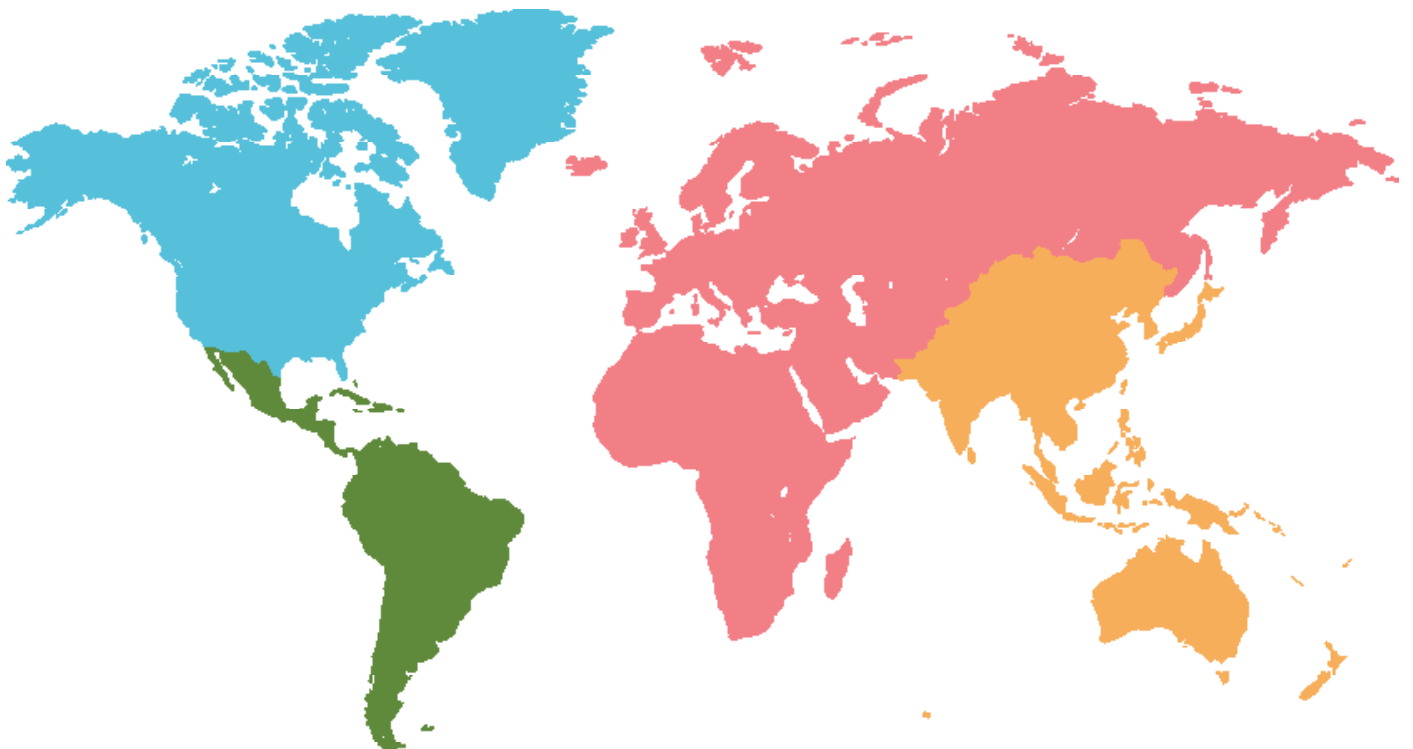
Note: Food and beverage taste can be very local. Examples described here may not represent consumer preferences or market activity throughout a region.

10 CONSIDERATIONS FOR TAPPING TEXTURE TRENDS

Food and beverage trends are changing. People want products that are natural, healthy, plant-based, nutritious, transparent, sustainable—and exciting. It's a tall order, but one that's inspiring rapid product innovation and reinvention as major brands chart new paths, and regional or even local start-ups find loyal markets and success. Consumer demand for less fat and sugar, higher protein, alternative protein, shelf-stable convenience and the desire for new food and beverage discoveries means sky-is-the-limit opportunities for product developers.

In regions around the world, people want products that are natural, healthy, plant-based, nutritious, transparent, sustainable—and exciting.

Texture is a major part of the food and beverage experience and because consumers care—and know—more than ever about food ingredients, successful texture modification is becoming a more important consideration. And, while some trends are global, there are unique cultural and preference differences that are key to market success in specific local and regional markets.



01

TEXTURE STEPS IN NOW THAT SUGAR AND FAT ARE OUT

Reducing sugar and fat consumption has become a global health goal, and in the case of sugar, a pricing and economic issue—with sugar taxes increasing costs for manufacturers and consumers. Cutting fat content and satisfying the global sweet tooth without sugar requires texture replacement expertise.



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 label 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

Products are low-sugar and fat, organic and have more protein, vitamins and minerals. In Thailand, the Philippines, Vietnam 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, and what seems like paste to some is glorious richness to others. What people think about thickness and thinness varies from region to region, and it's changing over time. Different texture preferences can make a world of difference in what's hot and what's not.



Latin America

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



Asia Pacific

Except in Southeast Asia, where thinner mouthfeel is a priority, 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.



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

Nut, soy and grain-based beverages are being joined by new options to answer consumers' concerns about health and sustainability in multiple regions, but products must also answer their expectations with a familiar dairy beverage experience.



North America

Fat is back and companies are looking to increase viscosity and mouthfeel in plant-based milks to resemble the richness of whole milk.



Asia Pacific

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



04 DEMAND FOR PROTEIN DEMANDS TEXTURE FINESSE

Interest in protein has been building for years. Today it's grown far beyond muscle building to be considered essential for weight management and good health. And there are applications at every life stage, from infant feeding to elder care nourishment. Demand for plant-based protein has grown along with concerns about sustainability, the environment and animal products.



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 ANSWER NECESSITY AND PROVIDE NOVELTY

When looking at various regions, the role of stability changes, going from Western Europe and other developed markets to emerging areas in Russia, Africa, Latin America or 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



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 ITS COST AND CONVENIENCE BENEFITS

Reformulating products with innovative texture approaches is breathing second lives into older products and creating completely new ones. Success depends on offering the convenience and cost benefits consumers are demanding.



Asia Pacific

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



North America

Convenient and portable packaging is spurring the redevelopment of traditional products, such as drinkable, handheld soups and gazpacho with thicker, creamier textures.



07

TEXTURE APPEALS TO THE LOVE OF ADVENTURE

Consumers, especially the large and influential Millennial segment, are highly engaged in discovering new food and beverage experiences, particularly those that are “shareable” via social media. While taste is the ultimate driver, texture can create the unique and photogenic experiences they crave.



Asia Pacific

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 rose.



EMEA

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

NEW TAKES ON TRADITIONAL FAVORITES TAKE TEXTURE ADJUSTING

Food is embedded in every culture, and 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.



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 see ever more creative formulations like those 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

Desserts have always been fertile ground for new and experimental creations. Texture plays a large role, for example, in modern molecular gastronomy. But it's also making new dessert ideas possible for the grocery aisle with many dessert innovations making their first appearance in Asia.



Asia Pacific

Cold dessert drinks 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

In Europe, premium and indulgent, multiple-layer yogurts and desserts are combining various mouthfeels like crunchy, creamy and mousse-like in a single serving. Texture is creating appeal for kids with cheese products in forms that look like foods they love.



EVERY REGION HAS ITS OWN INTERPRETATION OF TEXTURE INNOVATION

Around the world, whether leveraging tradition or innovation, texture makes foods satisfying and exciting. But knowing regional tastes and knowing texture science is key, whether you are replacing the richness of fat and sugar, getting products to behave well on the shelf and in new packaging or generally making products more healthful, more convenient and more fun. Talk to the texture experts at CP Kelco about your next challenge or breakthrough idea and prepare for success.

North America

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

Traditional beverages are evolving into slurpable drinking jellies, and gelled coffee is being incorporated as an inclusion in dairy beverages.

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.**

cpkelco.com | solutions@cpkelco.com

