



Price and taste are the leading factors when choosing a food or drink product, above nutrition, environmental concerns, or packaging.



Flavourings are seen as **essential** for making food tasty, providing variety, and enabling access to a wide range of flavours.

Most people want to eat healthier and more sustainably..



..without compromising on taste.

9 out of 10 Europeans are trying to make more health-conscious and sustainable food choices.



What drives long-term adoption of diet-conscious or sustainable habits?

Some of the top perceived roles for flavourings

Making food & beverages tasty

Offering a large variety of flavours

Allowing people to enjoy different flavours all year long



Price



Taste



Clear Info

Millennials & Gen Z

Prioritise environmental friendliness

See flavourings as contributing to:

Helping healthier food taste better



Sustainability



Affordability



The results are based on a pan-European study conducted across six countries, with 1,000 consumers surveyed per country, totalling 6,000 participants