



AI-powered Insights and Idea Generator for Marketing and Research Teams

CLIENT

**An American Soup &
Beverage company**

INDUSTRY

CPG



BUSINESS NEED

- Reduce time required by the R&D team for concept creation and development
- Empower CMO organization with a robust platform that leverages unified data from Tastewise, Circana, and IRI

SOLUTION



C5i built an Agentic platform to empower R&D and marketing with faster, more efficient product innovation. The system generates integrated concept ideas covering multiple data sources.

The platform enables:

- Advanced LLM Fine-Tuning and Optimization
- Contextual Memory and Conversation Management
- Knowledge Graph and Multi-Source Integration

IMPACT

- Unified data ecosystem optimizing data ingestion efforts
- Accurate and reliable LLM outputs with 96% accuracy
- Integrated and contextual insights
- Accelerated innovation and marketing

TREND SPOTTING EXAMPLE

Hello! I'm your AI Assistant Chatbot. How can I help you today?
Feel free to ask anything related to **Tastewise** data source.
What can I help you with right now?

what are top 20 trending asian flavors or ingredients for snacks

Based on my research, I can now provide you with the top 20 trending Asian flavors and ingredients for snacks:

Top 20 Trending Asian Flavors and Ingredients for Snacks

1. Matcha
Matcha is showing strong growth with matcha latte specifically seeing a 404% year-over-year increase in social media mentions. This vibrant green tea powder continues to expand beyond beverages into snack applications.

2. Kimchi
Korean fermented cabbage is trending with significant social media growth. It's being incorporated into fusion snacks for its tangy, spicy profile.

3. Yuzu
This Japanese citrus is gaining popularity for its unique flavor that combines mandarin orange, grapefruit, and lime notes.

4. Banh Mi Flavors
Vietnamese sandwich flavors are trending with a 133% year-over-year increase in social mentions, inspiring snack seasonings that combine cilantro, pickled vegetables, and umami notes.

5. Red Bean
Traditional in many Asian desserts, red bean is seeing a 152% year-over-year growth in social mentions as a sweet snack ingredient.

6. Calamansi
This Filipino citrus fruit is experiencing a 229% year-over-year increase in social mentions, offering a unique tangy-sweet profile.

7. Ginger Lime

Ask Chatbot

Submit

What is the fastest growing flavor over the past 12 months?

Fastest Growing Flavor Over the Past 12 Months

Based primarily on Tastewise data, Dubai Chocolate is the fastest growing flavor with an extraordinary 12,070.32% year-over-year growth, currently in the "trending" phase of its lifecycle. This represents a significant opportunity in the confectionery market.

Other notable fast-growing flavors according to Tastewise include:

- Zante Currant (327.45% growth)
- Dragon Fruit Pineapple (206.01% growth)
- Chocolate Pistachio (181.82% growth)
- Swedish Candy (173.14% growth)

Internal Campbell's data shows different trends, focusing more on savory flavors with Bulgogi leading at 413% growth in independent and micro chain restaurants. Other growing savory profiles include Harissa (78%), Garlic Habanero (69%), and Hot Korean Chile (62%).

In the Italian sauce category specifically, Marinara shows the strongest dollar growth at over \$92 million versus the previous year.

The data suggests two parallel trends: explosive growth in novel sweet flavors (particularly chocolate variations) and steady growth in global-inspired savory profiles, especially Korean and Middle Eastern flavors.

Sources:

- 1. NPD_Soup_Trends_2020.pptx, Page: 33
- 2. F25_Italian_Sauce_Category_Strategy_6-28-24.pptx, Page: 39
- 3. Tastewise

Response generated in: 37 sec

Report generated

Ask Chatbot

Submit

Select Datasource

☒ Tastewise API

☒ File Datasource

File Datasource Filters

Files

All

Category

All

Product Category

All

Brands

All

Source

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Year

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ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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