



QUID

# THE FOOD & BEVERAGE TRENDS REPORT

December 11, 2024 // Week 50

\*\*This is only for use as a sample deck\*\*



# BUBS SWEDISH CANDY

## What's Trending?

Bubs Swedish Candy is a rising star in the candy world, experiencing a +90% increase in social conversation compared to the same time period last year. Known for its nostalgic, sweet-and-sour flavors, this Swedish treat is rapidly gaining popularity across social platforms. The brand's iconic licorice and gummy candies are especially favored by candy lovers, with consumers celebrating both the unique taste and playful packaging. The trend is being driven by a desire for international snacks and a growing interest in nostalgic indulgences.

### Consumer Mission

Consumers are seeking to indulge in **unique, flavorful** treats that remind them of childhood and offer a new, exciting experience.

### Trend Catalyst

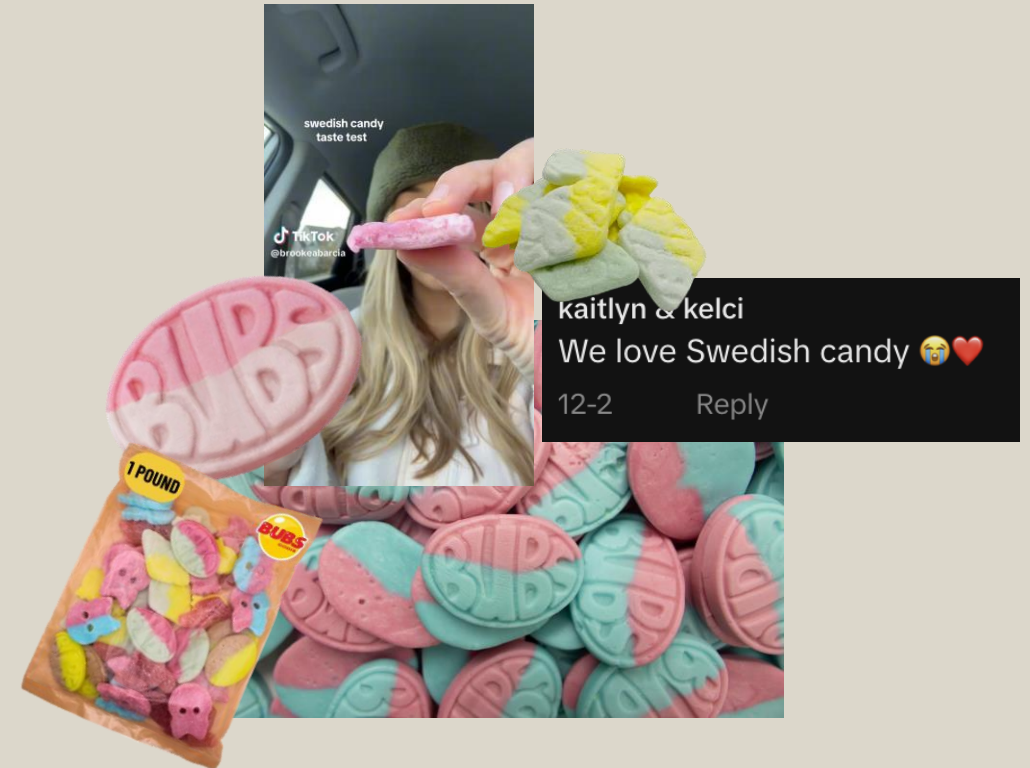
The rise of global snack culture, amplified by social media and influencer recommendations, is fueling the popularity of Bubs Swedish Candy. Consumers are increasingly looking to try new, unique candy varieties.

## Trending Products

Target carries products relevant to this trend already, such as Bubs Swedish Candy bags in various flavors, including Sour Raspberry and Licorice, and this Swedish Gummy Bear mix. Amazon also carries products relevant to this trend, such as [Bubs Swedish Licorice](#) (500+ bought) and [Bubs Sour Cherry Gummy Bears](#) (1.2k+ bought). TikTok Shop has sold 1.5k+ units of [Bubs Swedish Candy Variety Boxes](#). Sam's Club has limited merchandise related to this trend, including Bubs Swedish Candy Bulk Packs.

## Recommended Actions

There is opportunity to purchase more merchandise to expand its product offerings and cater to a broader consumer base. By purchasing more merchandise, the company can increase brand visibility and create new promotional opportunities for seasonal campaigns. There is opportunity to purchase more merchandise and introduce limited-edition items that drive exclusivity and consumer excitement.



## Metrics & Keywords

Sentiment **95%**

Trend Score **82%**

Social Media

Google Search

### Keywords

BUBS Swedish Candy, Swedish candies, Swedish candies, Swedish gummies, Swedish candy taste test

# PRODUCT LIST // BUBS SWEDISH CANDY

Item Name	Product Retailer Link	Price	Stats
<p data-bbox="308 362 575 386">Bubs Goody Sour Ovals</p> 	<p data-bbox="1021 496 1192 521"><a href="#">Link to Product</a></p>	<p data-bbox="1607 496 1691 521">\$13.85</p>	<p data-bbox="1982 482 2153 535">2k+ bought in the past month</p>
<p data-bbox="300 681 583 705">Bubs Swedish Candy Mix</p> 	<p data-bbox="1021 801 1192 825"><a href="#">Link to Product</a></p>	<p data-bbox="1607 801 1691 825">\$27.99</p>	<p data-bbox="1982 786 2153 839">5k+ bought in the past month</p>
<p data-bbox="198 976 685 1001">Bubs Goody Sweet Ovals Banana Caramel</p> 	<p data-bbox="1021 1110 1192 1135"><a href="#">Link to Product</a></p>	<p data-bbox="1607 1110 1691 1135">\$12.00</p>	<p data-bbox="1982 1096 2153 1149">1k+ bought in the past month</p>

# OSMO SALT

## What's Trending?

Osmo Salt is gaining traction as a premium, sustainable alternative in the seasoning category, experiencing a +75% increase in social conversation compared to last year. Known for its high-quality, mineral-rich composition, this salt is quickly becoming a staple for food enthusiasts who value both flavor and sustainability. The trend is driven by increasing consumer interest in gourmet and artisanal ingredients, with Osmo Salt standing out for its clean sourcing and unique flavor profiles. Consumers are seen sprinkling Osmo salt (50k+ views) on home-cooked meals, to much praise and excitement.

### Consumer Mission

Consumers are seeking **high-quality**, sustainably sourced **ingredients** to elevate their culinary experiences.

### Trend Catalyst

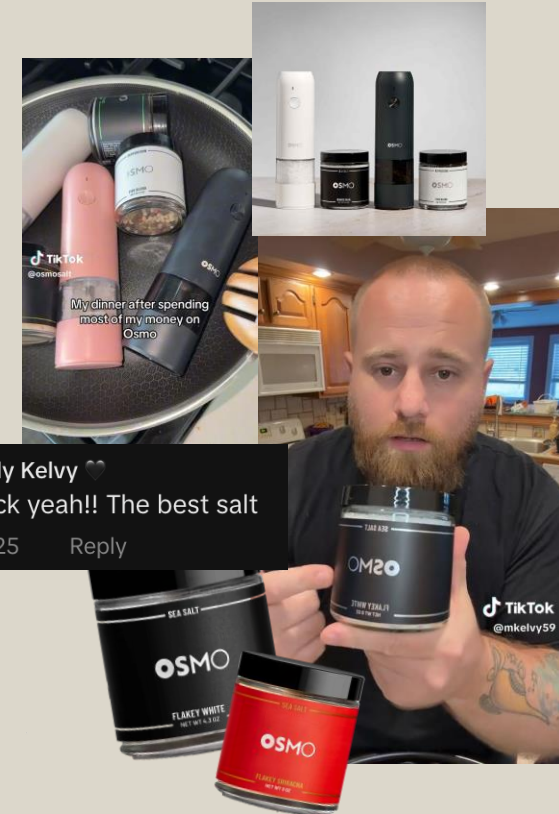
The growing demand for artisanal, sustainable food products is the driving force behind the rise of Osmo Salt. Consumers are increasingly drawn to products with clean labels and a story behind them.

## Trending Products

Target carries products relevant to this trend already, such as Osmo Sea Salt (200+ sold), Osmo Himalayan Pink Salt (350+ sold), and Osmo Black Salt (150+ sold). Amazon also carries products relevant to this trend, such as these Osmo Salt Flakes (500+ bought) and this Osmo Salt Variety Pack (1k+ bought). TikTok Shop has sold 1.2k+ units of Osmo Salt Shaker.

## Recommended Actions

There is opportunity to increase availability in premium grocery stores and online platforms like Amazon and Target to reach a broader consumer base. There is an opportunity to partner with food bloggers, chefs, and wellness influencers to promote the unique benefits of Osmo Salt, especially its sustainable sourcing and flavor. For seasonal promotions, there's opportunity to Feature Osmo Salt in holiday-themed gift sets or limited-edition packs, tapping into the growing interest in premium food gifts.



## Metrics & Keywords

Sentiment **88%**

Trend Score **75%**



Social Media

### Keywords

Osmo salt, Osmo x Carbone, Osmo salt shaker, Osmo gift set, Osmo salt recipes, Osmo salt recipe ideas

Google Search

# PRODUCT LIST // OSMO SALT

Item Name	Product Retailer Link	Price	Stats
<p>Osmo x Carbone: 4 Cheese</p> 	<p><a href="#">Link to Product</a></p>	<p>\$16.99</p>	<p>Popular Collaboration</p>
<p>Osmo Flakey White Salt</p> 	<p><a href="#">Link to Product</a></p>	<p>\$13.99</p>	<p>Best-Seller</p>
<p>Osmo Rechargeable Electric Salt &amp; Pepper Grinder Set</p> 	<p><a href="#">Link to Product</a></p>	<p>\$87.96</p>	<p>Best-Seller</p>

# DRY RUB SPICES

## What's Trending?

Dry rub spices are gaining popularity as a go-to seasoning choice for home cooks and grill enthusiasts alike experiencing a +55% increase in social conversation compared to last year. These versatile blends are becoming essential for enhancing meats, vegetables, and even plant-based dishes, offering bold, flavorful options without the mess of marinades. The trend is driven by a growing demand for convenient, flavorful solutions that elevate grilling, roasting, and stovetop cooking. Dry rubs are especially favored for their ability to infuse rich, complex flavors with minimal effort.

### Consumer Mission

Consumers are seeking simple, yet **flavorful** ways to **enhance** their cooking without the need for complicated preparation.

### Trend Catalyst

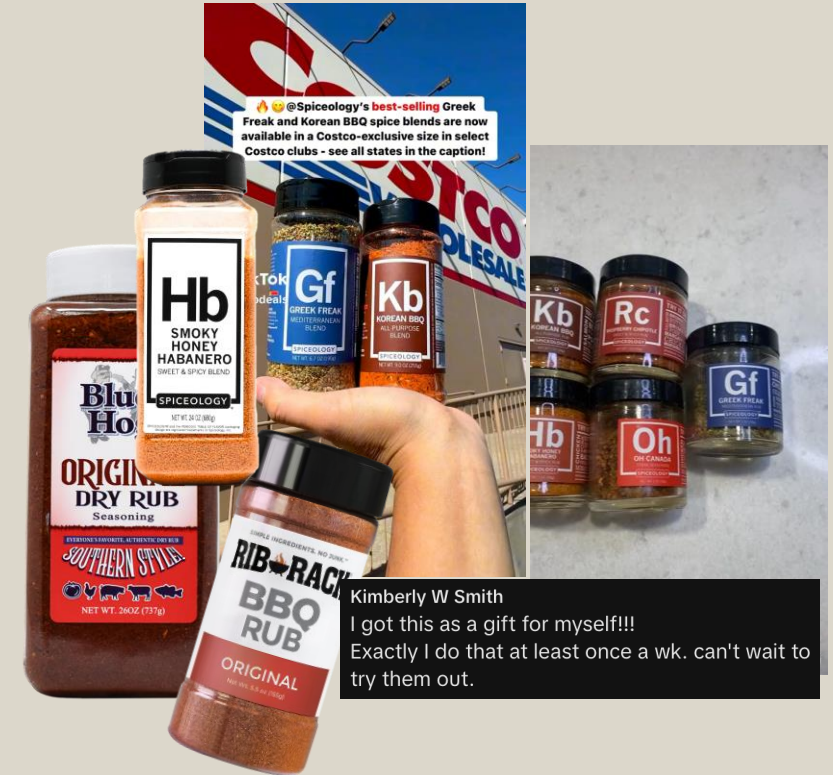
The increasing popularity of outdoor grilling, especially during the warmer months, has fueled the rise of dry rub spices. Food bloggers and influencers are showcasing the versatility of dry rubs for everything from chicken wings to roasted vegetables.

## Trending Products

Target offers a range of dry rub spices, such as [Sweet & Smoky Dry Rub](#) (300+ sold), [Garlic Herb Dry Rub](#) (450+ sold), and [Classic BBQ Dry Rub](#) (600+ sold). Amazon carries popular options like [Spicy Cajun Dry Rub](#) (1.5k+ bought) and [All-Purpose Dry Rub](#) (2k+ bought). TikTok Shop has experienced strong sales of [Sweet Chili Dry Rub](#), with 2k+ units sold.

## Recommended Actions

To capitalize on the growing interest in dry rub spices, it is essential to increase their availability in both premium and grocery stores, offering a variety of flavors that cater to different tastes and dietary preferences. Partnering with food influencers and chefs to create recipes can help showcase the versatility of dry rubs, especially for grilling, roasting, and stovetop cooking. Brands should also feature simple and quick recipe ideas on social media and e-commerce platforms to highlight the convenience of using dry rubs for flavorful meals.



## Metrics & Keywords

Sentiment **72%**

Trend Score **70%**




Social Media

Google Search

### Keywords

Dry rub spices, Dry rub spice recipes, Dry rub, Spiceology spices, BBQ spices, gourmet dry rub spice

# PRODUCT LIST // DRY RUB SPICES

Item Name	Product Retailer Link	Price	Stats
<p>Spiceology Signature Series</p> 	<p><a href="#">Link to Product</a></p>	<p>\$39.95</p>	<p>1k+ bought in the past month</p>
<p>Spiceology Salt Pepper Garlic</p> 	<p><a href="#">Link to Product</a></p>	<p>\$26.99</p>	<p>Best-Seller</p>
<p>Phantoscope Corduroy Yellow Pillow, 2ct.</p> 	<p><a href="#">Link to Product</a></p>	<p>\$5.49</p>	<p>Best-Seller</p>

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# ADDITIONAL TRENDS //

Here are a few more trends for your consideration, each offering unique insights and opportunities to explore as you plan out your social media and site strategy.

## Dry Yogurt

### What's Trending?

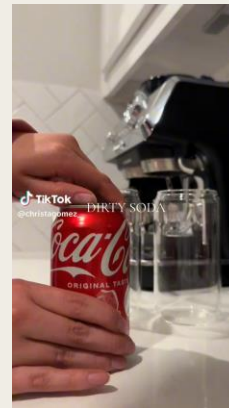
The dry yogurt trend is gaining traction as a convenient, mess-free alternative to traditional yogurt. Often available in powder or freeze-dried form, it offers the same nutritional benefits as regular yogurt, including probiotics, but in a more portable, shelf-stable format.



## Dirty Soda

### What's Trending?

The dirty soda trend has quickly gained popularity, especially on social media, as a fun and indulgent beverage choice. Originating in Utah, this drink combines soda with flavored syrups, creamers, and other add-ins like coconut or fruit, offering a unique twist on traditional soft drinks.



## Cucumber Salad

### What's Trending?

Cucumber salad is trending as a light, refreshing dish that's perfect for warm weather and health-conscious consumers. With its crisp texture and cooling flavor, cucumber salad is often paired with ingredients like vinegar, dill, and olive oil, making it a versatile side dish or snack.





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Thank you!

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