

Inspirational Bites: Cookies

Move over chocolate chip, cookies are embracing all kinds of new flavor profiles from mild to wild. There's no shortage of innovation in this category as the smaller size and lower price of cookies compared to other baked goods make them the perfect vessel for innovation.

At McCormick Flavor Solutions, we strive to create show-stopping flavors that help you to defy the status quo. We are here to inspire you with flavorful twists for your next cookie (or non-cookie) innovation, check out some ideas to get you started...

+5.5%

CAGR for the global cookie market from 2024 to 2029

Market Data Forecast



GUILTLESS INDULGENCE

- Blueberry Lemon
- Mixed Berry
- Lemon & Ginger
- Maple Brown Sugar
- Peanut Butter
- Banana Chocolate Chip
- Cinnamon



Fiber+ Cookies: Gut friendly cookies with pre & probiotics in blueberry & Harvest Oat

Prebiotic Claims grew at +3.4% CAGR in US cookie retail launches in the past 5 years (Innova)

HOLIDAY CELEBRATIONS

- Apple Cider Donut
- Birthday Cake
- Caramel Apple
- Chocolate Covered Strawberry
- Cranberry
- Gingerbread
- Apple Butter
- Pumpkin Spice



'Seasonal' is one of the fastest growing positionings in the U.S. for Sweet Baked Goods launches. (Innova)

FRUIT FEVER

- Dark Chocolate Cherry
- Strawberry Shortcake
- Strawberry Lemonade
- Lemon Raspberry
- Banana Pudding
- Tropical Lemon Cooler
- Guava Coconut
- Peach Cobbler



Jimmy John's
Lemon Berry
Cobbler Cookie



The SuperFood Cookie
Cherry Almond

GLOBALLY INSPIRED

- Chocolate Baklava
- Caramel Churro
- Strawberry Dulce de Leche Snickerdoodle
- Mexican Hot Chocoolte
- Creme Brulee
- Tiramisu



Tiramisu is finding a home in private label cookies like Aldi's private label line Choceur

Dulce Fresa Cookie A strawberry snickerdoodle cookie covered in Dulce De Leche found at the Dessert Wars Festival in



MASHUP MANIA

- Cinnamon Roll Blondie
- Snickerdoodle Cookie Butter
- Gingerdoodle (Gingerbread & Snickerdoodle)
- Hot Chocolate Marshmallow
- Neopolitan

9.5 Million views on TikTok for #CinnamonRollCookies



2023-12-12
day 7: cinnamon roll cookies!!!! will be eating...
theपालातल... ▷ 2.4M