



Savory Indulgences

Consumer Engagement Summary

Savory indulgence isn't occasional anymore, it's expected. Consumers aren't saving indulgence for weekends or special occasions. They're building it into everyday meals and expecting more from every bite.

Indulgence Isn't Waiting for the Weekend

What was once a treat is now part of the daily routine, as more consumers look to elevate casual meals with richer flavor and more satisfying experiences.

57%

of consumers
**ACTIVELY SEEK
INDULGENCE** in
casual weekday
meals



The Six Truths of Savory Indulgence

1

Flavor Leads

Bold, craveable taste is non-negotiable.

2

A Full Spectrum

Indulgence ranges from rich to bright and spicy

3

Built for Sharing

Social and sharable formats elevate appeal

4

Craft Signals Care

Preparation and culinary cues matter.

5

Culture Connects

Global flavors add meaning and discovery.

6

Texture Delivers

Crunch, creaminess and contrast drive satisfaction.