

How trend prediction brewed up Matcha for Unilever

Their Challenge

- Like the craft beer and baking categories, tea is having a revolution with customers tapping into different benefits, flavours and varieties fuelled by social media. But the category is changing faster than brands can keep up with.
- With traditional variants slowing, Unilever's Lipton brand wanted to inform new product innovations and stimulate growth within the Ice Tea category. They turned to Black Swan and Social data to achieve this.

Our Approach

- We ingested 36m high-quality tea conversations from social media and using NLP and AI we analysed every trend being talked about, to identify what's a short-term fad and sustainable trend.
- The most interesting emerging trends for Innovation were prioritised and ranked with a Trend Prediction Value (TPV) by their predicted growth potential (not just size or growth).

The Results

- We identified that the Matcha conversation was evolving from an exotic oriental ingredient to one with perceived mainstream health and wellness benefits.
- Matcha ranked No 3 in our TPV in Q2 2016, meaning it was an ingredient forecast to grow rapidly in social conversation.

”

Black Swan identified motivations and behaviours that consumers follow and look towards. In particular this helped us to prioritise, refine and find outstanding proposition options in the all-important health and wellness space.

*Clare Hemphill,
Global Insights Director,
Unilever*

The Impact

- Lipton used our insight to fast-track the launch of a ready-to-drink Matcha Green Tea variant which became the leading Iced Tea variant on the market within just five months
- A year after our recommendations our prediction accuracy was proven:

Matcha products had added £11m in incremental category value

Social conversations about Matcha had increased by 118%

Chilli Pepper, African Powder, Agar, Agave, Agave Inulin, Agave Nectar, Agave Sap, Agnus Castus Fruit, Agrum, Ahipa, Ajwain, Akudjura, Alfalfa, Alfalfa Clover, Alfalfa Seed, Algae, Alkaline Cocoa, Alkali
igator Pepper, Allspice, Allulose, Almond, Almond Butter, Almond Oil, Almond Paste, Almond Sliver, Aloe, Aloe Vera, Amalaki Amla, Amanatsu, Amaranth, Amaranth Grain, American Beech, American
nseng, American Groundnut, American Hazelnut, Anadomikan, Ancho Chilli, Angustifolia, Anhydrous Milk Fat, Anise, Anise Myrtle, Anise Seed, Annatto, Anthocyanin, Antiviral Herb, Aonori, Apple, Ap
ler Vinegar, Apple Extract, Apple Fibre, Apple Pomace, Apricot, Apricot Kernel, Aqueous Extract, Arame, Araucaria, Arjuna, Arnica, Aromatic Bitters, Aromatic Herb, Aromatic Spice, Aromatic Wat
onia, Arracacha, Arrowroot, Artemisia, Artichoke, Artichoke Leaf, Arugula, Asafoetida, Ascorbyl Palmitate, Ashitaba, Ashwagandha, Asian Ginseng (Korean Ginseng), Asparagus, Aspartame, Assa
ragalus Root, Atlas Sea Salt, Aubergine, Australian Cashew, Australian Lime, Avena Sativa, Avens, Avocado, Avocado Leaf, Açaí, Babassu, Bacon Fat, Bacopa, Bael Fruit, Baikal Skullcap, Baker's Yea
king Powder, Baking Soda, Balady Citron, Balm Lemon, Balsam Pear, Balsamic Reduction, Balsamic Vinegar, Bamboo Shoot, Bamboo Worm, Banana, Banana Flake, Baobab Fruit, Barbados Cher
erry, Barley, Barley Grass, Barley Malt, Barrel Aged Honey, Barrel Aged Syrup, Baru Nut, Basil, Basil Seed, Bastard Teak, Batavia Lettuce, Bay Laurel, Bay Leaf, Beaked Hazel, Bean Sprout, Bee Balm, B
len, Bee Venom, Beech, Beetroot, Beetroot Greens, Beetroot Sugar, Bell Pepper, Beluga Lentil, Berberine, Bergamot, Bergenia, Berry, Betel, Bhut Jolokia, Bilberry, Biloba, Birch Leaf, Birch Sap, Bir
rup, Bitter Cassava, Bitter Gourd, Bitter Kola, Bitter Melon, Bitter Orange, Black Barley, Black Bean, Black Caraway Seed, Black Cardamom, Black Carrot, Black Cherry, Black Cohosh, Black Garlic, Bla
ne, Black Maca, Black Mustard, Black Mustard Seed, Black Olive, Black Pepper, Black Psyllium Seed, Black Raisin, Black Salt, Black Scorpion, Black Sesame, Black Sesame Seed, Black Sesame Tahini, Bla
rtle Bean, Black Walnut, Black-Eyed Pea, Blackberry, Blackberry Leaf, Blackcurrant, Blackcurrant Leaf, Blackstrap Molasses, Blessed Thistle Herb, Blond Lentil, Blood Orange, Blooming Sally, Blue Aga
ctar, Blue Agave Sap, Blue Algae, Blue Curaçao, Blue Fenugreek, Blue Masa Harina, Blue Pea Flower, Blueberry, Bois Bande, Bok Choy, Borage, Borage Greens, Borlotti Bean, Borneo Tallow, Boswe
rrata, Bourbon Honey, Boysenberry, Bracken Fern, Brahmi, Bran Fibre, Brandy Vinegar, Brazil Nut, Brazilian Ginseng, Breadcrumb, Breadfruit, Breadnut, Brewer's Yeast, Brindleberry, Broadl
rowhead, Broadleaf Holly Leaf, Broccoli, Broccoli Leaf, Broccoli Seed, Broccolini Flower, Bromelain, Brown Lentil, Brown Mustard, Brown Rice Syrup, Brown Sugar, Brugmansia, Brussels Spro
ckthorn Bark, Buckwheat, Buckwheat Groat, Buddha's Hand, Buffalo Worm, Bulbine, Bulgar, Bunya Nut, Bupleurum, Burdock, Burdock Root, Buriti, Bush Mango, Bush Peanut, Butter, Butter
a, Buttermilk, Butternut Squash, Cabbage, Cacao, Cacao Powder, Cactus, Caffeine, Calamansi, Calamondin, Calendula, California Bay Laurel, California Reaper, California Red Ripe Tomato, Cam S
mas, Camellia, Camellia Sinensis, Camomile, Camu Camu, Canarium, Candelnut, Cane Sugar, Canihua, Canna, Cannabidiol, Cannabiss Bitters, Cannellini Bean, Canola Oil, Canola Safflower, Cantalou
pe Gooseberry, Caper Bud, Capsicum Oleoresin, Caralluma Fimbriata, Caramel, Caraway, Caraway Seed, Cardamom, Cardamom Bitters, Cardamom Seed, Cardoon, Carnitine, Carob Bean, Carola, Car
ed, Carqueja, Carrot, Cascarilla Bark, Casein, Cashew, Cassava, Cassava Starch, Cassia (Chinese Cinnamon), Cat's Claw, Catechin, Catnip, Catsear, Cauliflower, Cayenne Pepper, Celery, Celery Lavend
sters, Celery Leaf, Celery Salt, Celery Seed, Celtic Sea Salt, Celtuce, Cepe, Cepe Mushroom, Cereal Grain, Cereal Starch, Cereal Syrup, Ceylon, Ceylon Cinnamon, Cha De Bugre, Chaat Masala, Cha
aga Mushroom, Chai Spice, Chanterelle, Charcoal, Charro Bean, Chaste Tree Fruit, Chaya, Chayote, Cheese, Cherimoyas, Cherry, Cherry Bark, Cherry Bitters, Cherry Tomato, Chervil, Chestr
mushroom, Chia, Chickpea, Chickweed, Chicory, Chicory Root, Chilean Hazel, Chilgoza Pine, Chilli, Chilli Lime Broad Bean, Chilli Lime Pea, Chilli Oil, Chilli Pepper, Chilli Powder, Chilli Sauce, Chine
tichoke, Chinese Cabbage, Chinese Chestnut, Chinese Date, Chinese Goji, Chinese Mallow, Chinese Olive, Chinese Radish, Chinese Wolfberry, Chipotle Chili, Chipotle Chilli Paste, Chiretta, Chive Flow
llorella, Chlorophyll, Chocolate, Chocolate Bitters, Chokeberry, Choy Sum, Christmas Orange, Chrysanthemum, Chrysanthemum Leaf, Cicely, Cich?rium Spinosum, Cili Fruit, Cinchona, Cinnam
onnam Bark, Cinnamon Leaf, Cinnamon Myrtle, Cinnamon Spice, Citcholine, Citron, Citrus, Citrus Bitters, Citrus Fruit, Citrus Peel, Citr?nge, Clary, Clementine, Clethra, Cling Peach, Cloudberry, Clo
ver, Cobalamin, Cocoa, Cocoa Bark, Cocoa Bean, Cocoa Flavanol, Cocoa Powder, Coconut, Coconut Blossom, Coconut Butter, Coconut Nectar, Coconut Oil, Coconut Palm Sugar, Coconut Powd
conut Pulp, Coconut Sugar, Coconut Syrup, Coffee Berry, Coffee Cherry, Coffee Extract, Coffee Fruit, Cognizin, Collagen, Collard Greens, Colorado Pinyon, Common Ash, Common Bean, Concord Gra
rdyceps, Coriander, Coriander Seed, Corn, Corn Germ, Corn Grit, Corn Groat, Corn Masa, Corn Oil, Corn Salad, Corn Starch, Corn Syrup, Cornflower, Cornmeal, Corsican Citron, Cos Lettuce, Costma
ntonseed Oil, Courgette, Courgette Flower, Cowberry, Cracked Pepper, Cranberry, Cream, Cress, Cripps Pink (Pink Lady), Crystalline Fructose, Crème Fraîche, Cubeb Pepper, Cucumber, Cudwe
lantro, Cumin, Cumin Seed, Curcuma, Curcumin, Curry Endive, Curry Kale, Currant, Currant Tomato, Curry Leaf, Curry Plant, Cycad, Cyclamate, Dabberlocks, Daikon, Dandelion, Dandelion Le
ndelion Root, Dark Chocolate, Date Paste, Date Sugar, Daylily, Deeknut, Delicata Squash, Demerara, Desert Lime, Deulkkaa, Dewberry, Dhak, Dietary Fibre, Dill, Dill Pickle, Dill Seed, Distilled Vineg
lichos Bean, Dong Quai, Dragonfruit, Dried Apricot, Dried Echinacea, Dried Fruit, Dried Plum, Dried Thyme, Dry Roasted Nut, Dry Whey Powder, Duckweed, Dukkah, Dulse, Durian, Dwarf Periwink
TA, EGCG, Earthnut Pea, Echinacea, Edamame, Edible Flower, Edible Petal, Eelgrass, Egg, Egg White, Einkorn, Elderberry, Elderflower, Elecampane, Elephant Foot Yam, Elephant Garlic, Eleuthero Ro
mer & Farro, Emulsifying Salt, Endive, English Daisy, English Walnut, Ensete, Epazote, Epicatechin, Epimedium, Erythritol, Espelette Pepper, Essential Fatty Acid, Essential Oil, Etrog, Eucalypt
porium, European Ash, European Beech, Extra Virgin Coconut Oil, Fat Hen, Fava Bean & Faba Bean, Fennel, Fennel Seed, Fenugreek, Fenugreek Seed, Fermented Honey, Fermented Stevia Glycoci
verfew, Fibre, Fiddlehead, Fig, Figleaf, Filbert Hazel, Filé Powder, Finger Lime, Fingered Citron, Fingerroot, Firmoss, Flaked Coconut, Flame of the Forest, Flat Leaf Parsley, Flat Lemon, Flaxseed, Flaxe
l, Floral Strawberry, Florence Fennel, Florentine Citron, Fluted Pumpkin, Flying Termite, Fo-Ti Root, Foalfoot, Fonio, Freekeh, French Bean, French Gherkin, French Lentil, Frisee Lettuce, Fruc
gosaccharide, Fructose, Functional Mushroom, GABA, Gabon Nut, Gai Lan, Galacto-Oligosaccharide, Galangal, Galingale, Garam Masala, Garcinia Cambogia, Garden Angelica Root, Garden Rock
rlie, Garlic Chive, Gau Soon, Gelatine, Gentiana, Ghee, Ghee Oil, Gherkin, Ghost Pepper, Giant Waterbug, Ginger, Ginger Leaf, Gingerver, Ginkgo, Ginseng, Glucose, Glucose-Fructose Syr
ucuronolactone, Glutathione, Glycine Max Leaf, Glycoprotein, Glycyrrhiza Glabra, Goatweed, Gochugaru Chilli, Goji, Golden Linseed, Golden Samphire, Goldenberry, Goldenseal, Golpar, Good Ki
nry, Gooseberry, Gotu Kola, Grain, Grains of Paradise, Grains of Selim, Granny Smith, Grape Leaf, Grape Seed, Grape Tomato, Grapefruit, Graviola, Greater Plantain, Greek Citron, Green Barley, Gre
an, Green Buckwheat, Green Chilli, Green Coconut, Green Coffee Bean, Green Grape, Green Lentil, Green Oat Extract, Green Olive, Green Pepper, Green Peppercorn, Green Split Pea, Green Strawber
een Tea Extract, Grey Pear, Griffonia Simplicifolia, Groat, Guajillo Chilli, Guar, Guarana, Guava, Guayusa, Guggul, Habanero Chilli, Hamburg Parsley, Harissa, Hawthorn Berry, Hazelnut, Heart of Pa
artnut, Hedgehog Mushroom, Hedysarum, Hei Hei Salt, Helf Fungus, Helianthus, Heliconia, Hemp, Hemp Seed, Herbal Extract, Hibiscus, Hickory Nut, High Fructose Corn Syrup, Hijiki, Himalayan Sa
rami Lemon, Hoisin Sauce, Holly Leaf, Holy Basil, Honey, Honey-Roasted Nut, Honeybell, Honeysuckle, Horehound, Horny Goat Weed, Horse Gram, Horsemint, Horseradish, Horsetail, Houttuy
rdata, Huacatay, Huckleberry, Hulled Hemp Seed, Hyssop, Hyuganatsu, Iceberg Lettuce, Iceland Moss, Ichang Lemon, Ilex Guayusa, Immortelle, Indian Asparagus, Indian Barberry, Indian Bay Leaf, Ind
ellium, Indian Beech, Indian Frankincense, Indian Ginseng, Indian Gooseberry, Indian Long Pepper, Indian Pea, Indian Sarsaparilla, Indian Snakeroot, Indian Tinospora, Indian Valerian, Indonesian B
af, Inositol, Interestified Fat, Iodised Salt, Irvingia, Isomaltulose, Ivy Gourd, Iyokan, Jabuticaba, Jackfruit, Jackfruit Seed, Jalapeño, Jalapeño Honey, Jambu Seed, Jasmine, Jasmine Flower, Jatamar
tropa Curcas, Jerusalem Artichoke, Jiaogulan, Jimbu, Johnstone River Almond, Joboba Oil, Jostaberry, Jowar Bajra, Jumbo Oat, Juniper Berry, Jícama, K'ul Protein Seed, Kabocha Squash, Kabosu, Ka
ne, Kaffir Lime Leaf, Kai-Lan, Kala Zeera, Kalamata Olive, Kalamegha, Kale, Kamut, Kangkong, Kanna, Karuka, Kasha, Kava, Kava Root, Kawakawa Seed, Kelp, Keluak, Kemin Nutraceutical, Kencur, Kern
sido, Kigelia, Kinh Gioi, Kinnow, Kiwifruit, Kiyomi, Kkaennip, Knot Grass, Knotted Marjoram, Kohlrabi, Koji, Kokam Seed, Kokum, Kola Nut, Komatsuna, Kombu, Kombucha Culture, Konatsu, Korarir
ean Pine, Koseret Leaf, Kosher Salt, Kratom, Krill Oil, Kudam Puli, Kudzu Root, Kuka, Kumquat, Kurrajong, Kurrat, L-Theanine, Lactitol, Lagos Bologi, Lamb's Lettuce, Lamb's Quarters, Land Cre
tfolia, Lavender, Laver, Le Puy Lentil, Leccino Olive, Lecithin, Leek, Leguminous Crop, Lemandarin, Lemon, Lemon Basil, Lemon Extract, Lemon Ironbark, Lemon Juice, Lemon Myrtle, Lemon Peel, Lem
pper, Lemon Verbena, Lemon Zest, Lemongrass, Lentil, Leptotes Bicolor, Lesser Calamint, Lettuce, Leucine, Lima Bean, Lime, Lime Flower, Lime Juice, Lime Zest, Limetta, Linden Flower, Linden Le
gonberry, Lingzhi Mushroom, Linseed, Lion's Mane Mushroom, Lion's Mane Star, Liquorice, Lizard's Tail, Locust Bean, Longan, Lotus Root, Lotus Seed, Lovage, Lovage Root, Low Sodium Sea Salt, Lui
pin, Lutein, Lutemax, Lychee, Lycopen, Lycopersicum, Lúcoma, MCT (Medium-Chain Triglyceride), Maca, Maca Powder, Macadamia, Mace, Madagascar Vanilla, Magnolia Vine, Mahleb, Maize Me
alabar Almond, Malabar Chestnut, Malabar Nut Tree, Malabar Spinach, Malabar Tamarind, Mallow, Malt, Malted Rye, Mamoncillo, Mandarin, Manganese, Mango, Mangosteen, Mangshanyegan, Manu
oney, Maple Brown Sugar, Maple Cricket, Maple Leaf, Maple Syrup, Maqui, Maral Root, Margosa Tree, Marigold, Marion Blackberry, Marjoram, Marmalade Orange, Marsh Marigold, Marshmallow Ro
arzipan, Mashua, Mastic, Mastiha, Matcha, May Chang, Meadowsweet, Medicinal Herb, Mediterranean Sweet Lemon, Medium Invert Sugar, Melaleuca Alternifolia, Melegueta Pepper, Melokhia, Mel
elon Seed, Mexican Pinyon, Meyer Lemon, Milk Chocolate, Milk Thistle, Milk Thistle Seed, Millet, Miner's Lettuce, Mint, Miraculin, Mixed Greens, Mizuna, Mizuna Greens, Mockernut Hickory, Modifi
ssava Starch, Modified Pea Starch, Modified Potato Starch, Modified Rice Starch, Modified Wheat Starch, Mogroside, Molasses, Mongongo, Monk Fruit, Monkey-Puzzle Nut, Moringa, Moringa Le
broccan Citron, Moroccan Mint, Moth Bean, Motherwort, Mountain Horopito, Mountain Yam (Chinese Yam), Mozuku, Mugwort, Mulberry, Mulberry Leaf, Mullein, Mung Bean, Murumuru, Muscad
ape, Mushroom, Musk Mallow, Muskroot, Mustard, Mustard Greens, Mustard Oil, Mustard Seed, Mustard Vinaigrette, Myrtle, Myrtle-Leaved Orange Tree, Nameko, Napa Cabbage, Nard, Nasturtiu
tamycin, Natural Oil, Navy Bean, Nectarine, Neotame, Nettle, New Summer Orange, New Zealand Spinach, Niacin, Night Blooming Jasmine, Nitrite Pickling Salt, Nitrite Pickling Sea Salt, Njangsa, N
heese Fruit), Nopal, Nori, Nut Butter, Nut Oil, Nutmeg, Nutritive Sweetener, Oak Bitters, Oak-Wood Extract, Oat, Oat Bran, Oat Fibre, Oat Flower, Oatmeal, Ocotillo, Ogbono Nut, Ogbono Seed, Ogone
ra, Oleracea, Olida, Olive, Olive Leaf, Olive Oil, Olive Polyphenol, Omega 3 Fat, Omniactive, Omnixan, Omum, Onion, Orache, Orange, Orange Blossom, Orange Fibre, Orange Leaf, Orange Peel, Orar
el Bitter, Orange Pomace, Orange Zest, Orecchiette, Organic Acid, Organic Cane Sugar, Organic Chocolate, Origanum, Ornamental Cymbopogon, Oroblanco, Orris Root, Osage Orange, Oys
mushroom, Oyster Sauce, Pak Choy, Palash, Palm Nut, Palm Oil, Palmitoleic, Panda Oleosa, Pandan Flower, Pandan Leaf, Papaya, Paprika, Paracress, Paradise Nut, Paran? Pine Nut, Parrot Tree, Pars
rnisip, Passion Flower, Passion Fruit, Patchouli, Pea, Pea Fibre, Pea Flower, Pea Sprout, Pea Starch, Peach, Peanut, Peanut Oil, Pear, Pearl Onion, Peavine Root, Pecan, Pectin, Pekea Nut, Pennyroy
pper Seasoning, Peppermint, Peppermint Gum Leaf, Peppercorn, Perennial Herb, Perilla, Perilla Frutescens, Persian Lime, Persimmon, Peruvian Pepper, Pickle, Pickle Spear, Pickled Cucumber, Pick
nger, Pickled Onion, Pigeon Pea, Pignut, Pili, Pine Bark, Pine Bark Extract, Pine Nut, Pineapple, Pink Grapefruit, Pink Pepper, Pinto Bean, Pipsissewa Leaf, Piquillo Pepper, Pistachio, Pitaya, Plain Yoghu
nt Fibre, Plant Sterol, Plantain, Plantain Leaf, Planted Karuka, Plum, Poblano Pepper, Pokeweed, Polydextrose, Polygonum Multiflorum, Polyphenol, Pomegranate, Pomegranate Pearl, Pomegran
ed, Pomelo, Ponderosa Lemon, Ponzu, Poppy Seed, Porcini Mushroom, Portobello Mushroom, Pot Marigold, Pot Tamarind, Potato Onion, Potato Starch, Prairie Turnip, Prickly Ash, Prickly A
rk, Prickly Cactus, Propolis, Prune, Prussian Asparagus, Psyllium Husk, Psyllium Seed, Psyllium Seed Husk, Pueraria, Pummelo, Pumpkin, Pumpkin Seed, Punarnava, Puncture Vine, Purple Carrot, Pur
uliflower, Purple Corn Kernel, Purple Sweet Potato, Purslane, Puy Lentil, Quassia, Quasso, Queen Leafcutter Ant, Queen Weaver Ant, Quick Rolled Oat, Quillaja, Quinoa, Radicchio, Radish, Radish Se
gi, Raisin, Rambutan, Rangpur, Rapeseed, Rapini, Raspberry, Raspberry Leaf, Raw Buckwheat, Raw Garlic, Raw Insect, Raw Lemon, Red Bopple Nut, Red Cabbage, Red Clover, Red Clover Seed, Red Da
d Grape, Red Jalapeño, Red Lentil, Red Pepper, Red Pepper Flake, Red Potato, Red Radish, Red Raspberry, Red Wine Leaf, Redcurrant, Redskin Peanut, Refined Sugar, Reishi, Rhino Beetle, Rhubarb, Ri
ze Bran, Rice Bran Oil, Rice Paddy Herb, Rice Vinegar, Ricebean, Roasted Cherry Tomato, Roasted Nut, Robuvit, Rock Salt, Rolled Oat, Rooibos, Rose Geranium, Rosehip, Rosemary, Roseroot, Rou
ne, Rturbinado Sugar, Ruby Cocoa Bean, Rue, Runner Bean, Rye, Rye Meal, Saccharin, Safflower, Saffron, Saffron Extract, Sage, Sage Salvia, Sage Worm, Saigon Cinnamon, Salad Burnet, Salai, Sal
sify, Salt, Salted Nut, Samphire, Sassafras, Satsuma, Savoy Cabbage, Saw Palmetto, Schinus Molle, Schisandra, Scorzonera, Sculpit, Sea Beetroot, Sea Buckthorn, Sea Grape, Sea Kale, Sea Lettu
a Purslane, Sea Salt, Sea Vegetable, Seamoss, Seaweed, Seedless Fruit, Seedless Grape, Seedless Watermelon, Senna, Serrano Pepper, Sesame, Sesame Oil, Sesame Seed, Sesame Tahini, Sev
ange, Shaddock, Shagbark Hickory, Shangjuan, Shankhpusphi, Shellbark Hickory, Shepherd's Purse, Shiitake Mushroom, Shilajit, Shin Tai Salt, Shiso, Shonan Gold, Siberian Ginseng, Siberian Pi
rra Leone Bologi, Silkworm Pupae, Silphium, Silymarin, Single-Lear Pinyon, Skirret, Skullcap, Slender Dwarf Morning-Glory, Slippery Elm, Sloe Berry, Small Caltrop, Snap Pea, Snow Pea, Sodi
duced Salt, Soja, Sorghum, Sorrel, Sour Cabbage, Sour Cherry, Sour Orange, Sour Palm, Soursop, Soy Lecithin, Soy Nut, Soy Sauce, Soybean Bran, Soybean Leaf, Soybean Oil, Spearmint, Spelt, Sp
ealworm, Spicy Worm, Spikenard, Spinach, Spirulina, Splenda, Spreading Hogweed, Squash Blossom, Squash Seed, Sriracha, St. John's Wort, Starch, Starfruit, Steamed Asparagus, Steel-Cut O
evia, Stevia Leaf, Stinging Nettle, Stone Pine, Strawberry, Sucanat, Sucralose, Sucrose, Sudachi, Sugar, Sugar Beet, Sugar Cane, Sugar Snap Pea, Sultana, Suma Root, Sumac, Summer Purslane



BLACK SWAN DATA™

Never miss a trend again.
blackswan.com