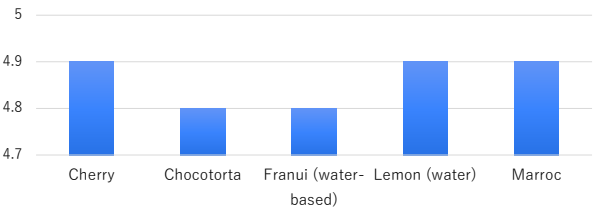


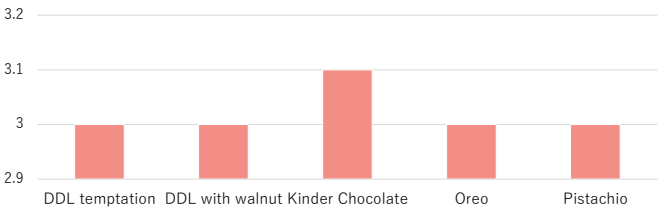
Exploring Flavors: Insights from the Summer 2025 Season

Comparison of Flavors

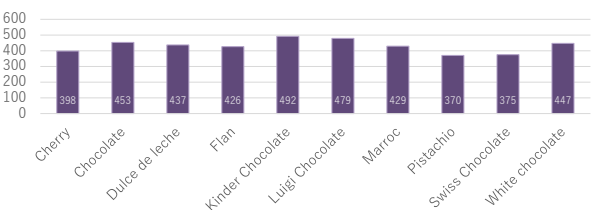
Most popular



Least popular



Total



The analysis shows that a flavor's success depends not only on how many times it's chosen, but also on the **quality** of the experience it provides. Higher-ranked flavors could be promoted with greater promotion, while the most voted and least-rated flavors could be redesigned or rotated.

"Chocolates account for 32% of preference, dominating over creams and fruity ones"

Chocolate-based flavors clearly lead the public's preferences. This trend suggests that, beyond flavor innovation, consumers maintain a strong attachment to intense, familiar, and emotionally comforting flavors. This predominance not only reflects its versatility but also positions it as a strategic choice for promoting new offerings without straying from core preferences.

TASTE PREFERENCES

