



2024 Flavor and Color Outlook

A Year of Unapologetic Choice for Bespoke Flavors & Color Experiences

The coming year will see consumers defiantly choosing flavors and colors that reflect their personalized desires – with an unapologetic abandon for the flavors they deem tasty and the shades that appeal to their aesthetics. Consumers' tastebuds will transcend tradition and geographic boundaries to challenge the expected with new flavors and formats. Whether to delight their senses or to embrace health in all its varied forms, this year's themes contrast and combine to bring innovation in all categories and all types of products.



Trend 1: Luxe Self-Expression

In a supreme contrast to the trend towards affordability, consumers still want to unashamedly express themselves through the foods and beverages they consume. This takes shape in AI-shaped experiences, in luxuriously indulgent flavors and colors, and the curated consumption of products that reflect their personal values.

Trend Expressions:

Unleash the “Phygital” = Physical + Digital

While consumers have had more than their share of digital experiences in the past few years, they begin to connect those experiences with versions “in real life” (IRL). This can be mainly seen through the expression of viral food trends making their way into consumer packaged goods spaces.

Ultimate Refreshment / Indulgence / Deliciousness

We see an unleashing of hedonistic taste and color in beverages, sweet foods and culinary/savory applications that manifest consumer emotions and identities through the bold and satisfying foods and flavors they gravitate to.

Conscious Consumption

Consumers continue to curate their consumption of products that resonate with their personal values, including an importance for sustainability.

THE FOLLOWING COLOR AND FLAVOR INSPIRATIONS BRING THIS TREND TO LIFE:

Color Inspirations



Flavor Inspirations



Caramelized Fruit, Cinnamon Sugar, Sweet + Umami

9.4%
increase in
Strawberry Flavor
launches
Q2 2022 – Q2 2023
*Mintel GNPD

2.4B
views on TikTok –
Cinnamon
Sugar -
#cinnamonroll



Trend 2: Dare to #dupe

With consumers everywhere looking for affordability, the #dupe trend has moved from the personal care market to infiltrate food and beverages in a credible way. With more economical versions of their favorite products or re-inventions of nostalgic products, consumers are empowered to be led to sensory experiences that are “authentic” to their memories, regardless of brand.

Trend Expressions:

Affordability

#dupes have come much farther and have evolved far beyond just being “knock offs”. With premium private label products paving a way for innovation, there is room to bring consumers great experiences without emptying their wallets. We will continue to see new solutions for cost sensitivities or raw material shortages.

Taste or Shade Replication

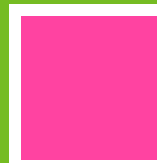
For flavors, opportunities are ripe for creating familiar tastes in new formats. For colors, the conversion from synthetic to naturally derived shades. Replication may also have application to create taste and color “mimics” of alternative formulations of products.

“Authenticity”

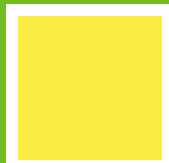
Flavors and colors in this trend unpack the word “authentic” to mean authenticity to the consumers’ past experiences. This expression may ladder back to a freshly peeled citrus fruit you had last week just as much as the rainbow sherbet you had as a child.

THE FOLLOWING COLOR AND FLAVOR INSPIRATIONS BRING THIS TREND TO LIFE:

Color Inspirations



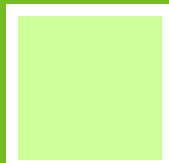
Pink Power



Magical Marigold



Playful Blue



Pistachio Green

Flavor Inspirations



Pistachio, Cucumber, Melon, Grapefruit

234%

increase in daily Google searches for “dupe” over the past 5 years

5%

Growth of Grapefruit Flavor product launches Q2 2022 – Q3 2023



Trend 3:

Health Without Stealth

In an era where “functional products” are now just “products”, functionality is a baseline expectation and the taste and visual appeal must resonate with consumers. Cued by signalling flavors and colors, product positionings for relaxation, energizing and hydration help create a loud and proud experience for consumers broadcasting their healthy lifestyle to others.

Trend Expressions:

Funky Fermentation

This trend highlights the growth of pickling, vinegar, and kombucha as we see more sour notes in unexpected places for contrast and complexity in foods and beverages. It also cues to the consumer awareness on the importance of digestive health as a pathway to overall health.

Signaling Flavors and Colors

Flavors and colors can be used in packaged goods to help functional products resonate with their consumer target, based on their associations.

Flavor & Functionality

The 54% increase of “minus” products on the market with reduced/low/no fat/sugar/salt showcases the explosion of better for you concepts with an open and transparent view towards health. With rising consumer expectations for taste without compromise, producers will be increasingly challenged to deliver on the promise.

THE FOLLOWING COLOR AND FLAVOR INSPIRATIONS BRING THIS TREND TO LIFE:

Color Inspirations



Flavor Inspirations



New mainstream flavors – Blood Orange and Yuzu
 Florals – Violet and Cherry Blossom

4.7B
 views on
 Social Media for
 #guthealth

54%
 Increase of
 “minus” products
 in GNPD from
 Q3 2022 to Q2 2023



Trend 4: Breaking Boundaries of Taste and Color

Embracing tastes and colors that were previously thought of as unconventional is the new norm and creating new favorites. With viral social media driving exploration the conversion of new products to mainstream staples happens in an instant. Challenging traditions and geographic boundaries of taste is leading foods and beverages to new heights of innovative development.

Trend Expressions:

Experiential Eating and Drinking

With viral social media driven by shock and awe, food and beverage experiences can answer consumers’ need for vibrant sensorial experiences through flavors and colors that create a sensational response.

Flavors & Colors that Challenge the Norm

Products responding to this trend can tap unconventional combinations to disrupt what is expected. The flavors and colors of under-explored, under-represented geographies can also come forward here, from new regions of Asia, South America and the Mediterranean.

THE FOLLOWING COLOR AND FLAVOR INSPIRATIONS BRING THIS TREND TO LIFE:

Color Inspirations



Flavor Inspirations



Grape, Lychee, Chinese Shacha

8%

increase in
Grape flavored
product launches
Q2 2022 to Q2 2023

*Mintel GNPD

9.6M

Views on
TikTok for
#eggdropsandwich



This year's report was a culmination of many insights and data collection from both human and artificial intelligence, combining on-the-ground forces of marketing and culinary experts with the latest technologies for behavior prediction. Complemented by a cross-functional global team of TrendXplorers that are dedicated to investigating trends where and as they happen, online as well as in person.



Flavor Lead:

Jennifer Zhou

Global Product Marketing
Senior Director, Flavors

With 20 years in the flavor industry as a B2B marketer, she is passionate about innovation and the storytelling behind the flavors and ingredients that make products great. Working extensively within the Beverage, Alcoholic Beverage and Sweet Goods categories has inspired a love for all things refreshing and indulgent. She considers herself a devoted student of food, language and culture though her son Benjamin is one of her most trusted authorities on viral food trends.

Global Flavor Capabilities

Heritage and Expertise in Naturals

Diverse, passionate, innovative and creative team with collaborative approach to flavor creation with specialties in beverage, savory, sweet and dairy, citrus, mint and vanilla.

- Proprietary & Captive Flavor Ingredients
- Industry-leading Citrus
- Experts in Taste Modulation
- Culinary Excellence

EXPLORE FLAVORS



Color Lead:

Kelly Newsome

Senior Global Marketing Manager,
Colors & Savory Flavors

With 23 years studying and working in the food industry, Kelly boasts a professional career marked with colorful and delicious experiences. With a Masters Degree in Food Studies and a Professional Culinary Arts Degree from the Institute of Culinary Education, Kelly has worked in both kitchens and corporate environments. From her previous work experience in the color industry, she's excited to promote the rich offerings within ADM's portfolio of naturally derived colors.

Global Color Capabilities

Unrivaled Portfolio

Covering the full spectrum of Colors from Nature™ with custom blends to achieve virtually any shade, enabled by our unique patented stable blue. Providing solutions for blue hues that deliver the industry's only acid-, light- and heat-stable naturally-derived colors for blues, purples, greens and browns.

- Variety of Formats
- Technical Expertise
- Patented Solutions and Technologies
- Supply Chain Reliability

EXPLORE COLORS