

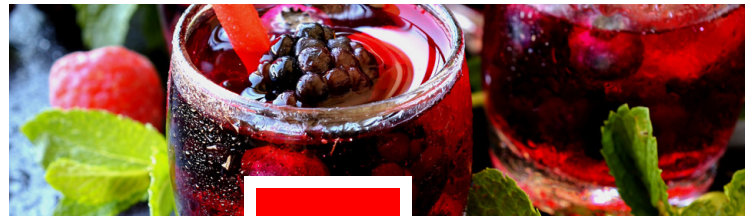


2025

Flavor and Color Outlook

2025: A Year to Embrace the “New Human Nature”

While navigating a world immersed in rapidly advancing technology, consumers will find themselves facing a new frontier of human civilization. Trusting in authenticity, guided by their instinctual desires and needs, they will pioneer in a new universe of digital influences to define and embrace a “new human nature”. In re-discovering ourselves, we incorporate the past and forge bravely into the future of food and beverages, resplendent with flavors and colors that bring human experience to life in new and unexpected ways.



Trend 1: Revisit & Re-invent

The power of memory and longing for past human experiences has driven consumers to look for familiarity, simplicity, and comfort. New generations are experiencing nostalgic tastes and colors for the first time, while for some it is a reinvention of tradition that speaks to our shared human experience.

Trend Expressions:

Simplicity

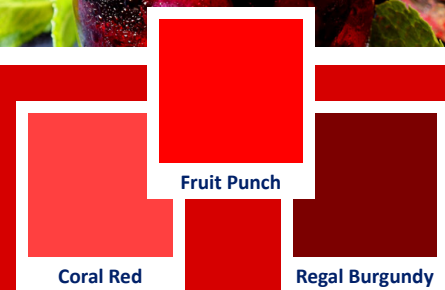
Consumers looking for simplicity in their lives will appreciate single flavor executions that deliver on profiles that were and still are memorable and accessible. Simplistic flavor may mean single flavor products but also flavors that don't require much thought or experience to understand.

Familiarity

Flavors that cue something familiar will win with customers looking for nostalgia, while still re-inventing or even updating a classic profile. Fruits that are favorite and familiar will help bring this to life in all types of food and beverage applications.

Comfort

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



Color Inspirations



Flavor Inspirations

- Elevated berry
- Creamy
- Umami-rich flavors
- Indulgent sweet brown profiles
- Favorite and familiar fruits to each region



Trend 2: Adaptive Eating

With technology informing and enabling better nutrition, consumers are adapting their eating habits to their chosen lifestyles. Whether in response to economic or environmental hardships or shifting to focus on personal wellness, colors and flavors are bringing concepts to life for these human motivations.

Trend Expressions:

Affordability

Flavors can help bring value as well as taste to products that need to help consumers with managing the cost of living. Citrus and other flavor types that exhibit volatility will be benefitted by technology that helps extend resources to do more with less.

Satiety

Flavors can help augment product concepts for satiety through delivering mouthfeel and satisfaction in a range of different flavor profiles. Reduced fat products may lean into creaminess or umami to help create the perception of fullness in smaller portions.

Unchanged Taste

Flavor off-note masking and flavor technology will help with products offering better-for-you and reformulations for consumers' adaptive eating shifts. This follows consumers' higher expectations for delivering taste in healthy products.



Color Inspirations



Flavor Inspirations

- Orange, lime, apple
- Honey, creamy flavors
- Cheese / dairy flavors, indulgent flavor types
- Flavor technology to achieve unchanged taste in better-for-you formulations



Trend 3: Euphoric Wellness

Consumers are chasing the positive emotions associated with physical and mental well-being. With a bevy of foods and beverages aimed at mood, and exploration for new avenues of wellness, consumers’ goals are to discover nourishment for body and soul.

Trend Expressions:

Mood Foods & Beverages

Flavors and colors can help create the emotional context around foods and beverages designed to help shift consumers’ moods, whether to relax at one end of the spectrum or to energize at the other end. The full experience can help crystallize the occasion consumers’ are searching for.

Nourishing Discovery

Flavor profiles can help guide consumers to products that nourish body and soul with an understanding of their needs and motivations in specific applications. With a focus on evoking positive emotions associated with healthy lifestyle choices, flavors and colors will help create an overall experience.



Color Inspirations



Flavor Inspirations

- Hops – as “the new botanical” for hop-forward (not necessarily just alcoholic) beverages
- Grapefruit, bergamot
- Tropicals and botanicals



Trend 4: Made For [You]

In a contrast to Revisit & Reinvent, this trend is all about unbridled experimentation – evolving that which is simple into something that brings personal joy. In the human search for positivity, flavors and colors guide consumers in the journey towards meaningful food and beverage experiences.

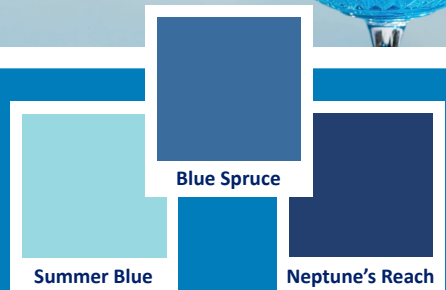
Trend Expressions:

Unexpected Pairings

New flavor pairings can help bring consumers joy in experiencing new taste experiences. Playing with sensations in combination with flavor profiles will also provide the newness as consumers explore and experiment.

Personalization

Flavors that seem bespoke to a consumers’ individual needs will win in products geared at making their consumers feel special and seen. This may also include emphasizing or masking different aspects of basic tastes to personalize to the consumers’ specific needs / preferences.



Color Inspirations



Flavor Inspirations

- Playful flavor concepts
- Flavor paired with sensations in cooling, heating and mouthfeel
- Highbrow/lowbrow flavor concepts



Translation Services Offered: From Trends to Formulations

The world of evolving trends can be tough to understand and navigate. Let the ADM team of experts help you transform your visions into reality. We solve formulation challenges so you can create freely. We're excited to help you create beautiful and delicious tasting products that translate today's trends into tomorrow's winning products.



Flavor Lead:
Jennifer Zhou
 Global Product Marketing
 Senior Director, Flavors & Citrus

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

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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

ADM's Colors from Nature™ portfolio offers the full spectrum of naturally derived colors, providing beautiful solutions across all application spaces. Available in a variety of formats and customized blends, our global team of color experts can help solve even the toughest color challenges.

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

[EXPLORE COLORS](#)



Contact us to get a more regional view of these flavor and color trends that respond to our local portfolio offerings.