



**2023**

# Flavor and Color Outlook

## **A Year of Freedom of Expression through Flavors and Colors**

ADM, a global leader in nutrition, has identified the key trending themes that will shape what flavors and colors will capture and hold consumer attention in the new year. 2023 will bring a flourish of flavors and colors that reflect consumers' appetites for surprise and discovery, wellness in all its shapes and forms, as well as self-expression. As consumers channel their emotions into their product purchases, vibrant manifestations are on the horizon for the new year, including fantastical flavor experiences and bold, captivating colors.



## Trend 1:

# Bright & Light Vibe Shift

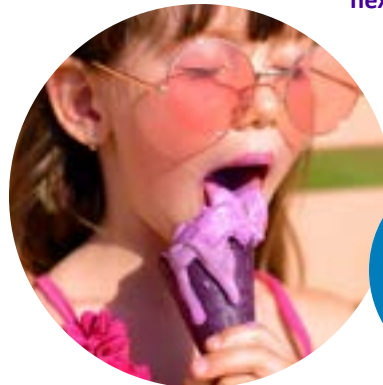
The events of the last several years have shaped consumers' outlooks and magnified concerns around personal health, as well as the economy and environment. Globally, 47% of consumers state that a top barrier to healthy living is the difficulty to find time to relax<sup>1</sup>. People are actively seeking respite, and this will only increase in the new year. As such, consumers are gravitating to flavors and colors that help shift their mood toward brighter and lighter moments.

Muted violet and languid lavender are two shades that will translate into unique products, such as bubble teas, ice cream and functional beverages. Flavors inspired by floral and herbal notes, like nutty purple sweet potato, sweet berries, plum and grape, will all find expression while appealing to consumer desires for well-being and relaxation in turbulent times. In the same vein, warm, neutral shades that correspond with comforting vanilla will have staying power in the new year, helping consumers feel more mellow and relaxed. This move towards simplicity is also supported by the overarching consumer demand for clean labels.



32%

of global consumers plan to make improvements to their sleep habits or health over the next twelve months<sup>2</sup>.



69%

of consumers say simple, recognizable ingredients influence their purchasing decisions<sup>3</sup>.





## Trend 2:

# Fierce Flavors & Saturated Shades

Goodbye millennial pink, hello Viva Magenta. Pantone's 2023 Color of the Year ushers in a new wave of self-expression, and it's a fierce one. Trends like Barbiecore will ride high as consumers are being drawn to playfulness and excitement, and attention-grabbing saturated shades are back in force (think 1980s). Specifically, the vibrancy, optimism and boldness of deep, bright pink is exploding across categories.

This intense mood boost corresponds well with unique flavors, such as dragon fruit, pink grapefruit, fruit punch, rosé and pink florals, presenting in over-the-top baked goods, desserts and cocktails, as well as vibrant sauces. Even an offering as simple as water can evolve into something deliciously exciting with a touch of floral rose flavor. Interestingly, 74% of global consumers say they like food and drink products with new and unusual or exotic flavors<sup>4</sup>. Popular flavors in North America, such as watermelon, mango and berry, have shown massive growth year-over-year, and are providing inspiration for other regions around the world<sup>5</sup>. In addition to pink, saturated shades of orange, blue, teal and purple will accompany bold flavor profiles, such as blue raspberry and ube, helping "turn up the volume" throughout the upcoming year.







### Trend 3:

## Exploration of Deep Blue Skies

Escapism is a key theme for the new year, and consumers are seeking foods that may bring them on a flavor journey and boost their mood. Accelerating this desire, consumers are also yearning for idealized versions of themselves, and they want that unique journey that reflects how they see their future selves.

Blissful blue encapsulates this trend, signaling new possibilities with wide open skies and oceans. Pairing well with blue shades are refreshing flavor notes that cue wonder and fun-filled escapades. Market research shows that, among the top five fastest growing year-over-year food and beverage claims, is “limited edition,” demonstrating the consumer demand for experiential and fantastical moments<sup>6</sup>.



Dream-like fantasy flavors like mermaid and yeti are already popping up in the marketplace, particularly in the beverage space. Juicy blue raspberry and tart blackberry also remain popular flavors for drinks and will be further brightened by the addition of authentic citrus notes. Additionally, for sweet applications, peppermint, cotton candy, birthday cake and tropical cocktail flavors provide uplifting levity. Capitalizing on the desire for adventure, transportive notes of spice and regional cuisines bring a sense of exploration to everyday ready meals and savory snack occasions.





**Trend 4:**

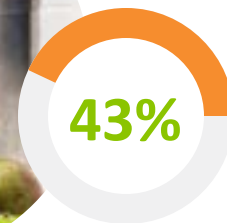
# Feel Good, Do Good

Consumers’ desire to proactively support their overall well-being is not slowing down anytime soon. People want to feel good both physically and emotionally, curating their wellness routines with functional ingredients together with colors and flavors that raise their spirits. Shades of orange, from saturated papaya to vibrant mandarin, reflect this demand. Ripe, fruity citrus, tropical mango and passionfruit and juicy stone fruits, as well as fresh mint, herbs and botanicals are breathing new life and energy into culinary dishes, confections and active nutrition.

Health-conscious shopping often goes hand-in-hand with conscientious consumption. While curating their own personalized wellness regimes, consumers are also looking to make a positive impact on their communities and the planet. Products with colors and flavors that consumers connect with sustainable characteristics are on the rise. Globally, 73% of consumers say they have positive feelings about companies that are transparent about where and how products were made, raised or grown<sup>7</sup>.



Citrus remains the most classic flavor profile, accounting for nearly 30% of new product launches<sup>9</sup>.



Botanicals are viewed as both premium and tasty by 43% of consumers<sup>8</sup>.

Three of the top five areas of wellness consumers would like to improve over the next twelve months include<sup>1</sup>:

- 1 Immune function
- 2 Mental well-being
- 3 Energy





As a global leader in nutrition, ADM helps food and beverage brands develop innovative products that align with consumers' evolving needs. To learn more about ADM's expansive flavor and color portfolios derived from natural sources and its technical capabilities, visit [www.adm.com](http://www.adm.com).

## 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

Delivery systems and formats for the full range of applications, satisfying regulatory, labelling and packaging needs

### Technical Expertise

Holistic approach to product development with expert guidance throughout the formulation and production process

### Patented Solutions & Technologies

Technologies which enable pigments to achieve their best performance in each application

### Supply Chain Reliability

Global footprint and controlled global supply chain network with vertical integration and proprietary extraction technology



EXPLORE COLORS

## Global Flavor Capabilities

### Global Flavor Team

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

### Proprietary & Captive Flavor Ingredients

Enabling differentiated flavor creation through the use of proprietary and captive flavor ingredients designed and manufactured by ADM

### Varietal & Provenance Flavors and Extracts

Ability to capture the intricate nuances of full flavor profiles from around the world and in some cases give provenance claims

### Experts in Taste Modification

Achieving optimal taste through holistic full product development with collaborative approach of flavor technology and ingredient expertise

### Culinary Excellence

Global network of chefs, mixologists, baristas and food scientists for tailored, on-trend, exceptional tasting products

EXPLORE FLAVORS

1. FMCG Gurus, *Top Ten Trends for 2022*
2. FMCG Gurus, *Sleep & Stress Management Report, 2021*
3. ADM *Outside Voice*™
4. FMCG Gurus, *Flavor, Color & Texture Trends Report, 2021*
5. Mintel, GNPD, *Global New Launches, Top 3 Flavors Globally by YOY Growth 2020-2021*
6. Mintel, GNPD, *Global, Food & Beverage, 2022*
7. Nielsen, *What's In Our Food and On Our Mind*
8. FMCG Gurus, *Non-Alcoholic Beverages – Global Report 2022*
9. Mintel GNPD, *Global, New Launches, 2022*