



2025

# Consumers Associations with Wellness

## What Does Wellness Taste Like in 2025?

As consumers continue to prioritize **health** and **self-care**, their expectations around **food** and **drink** are shifting.

**Flavors, colors, and ingredients** are no longer just about enjoyment - they're becoming cues for how a product **makes you feel**. This report reveals the surprising associations that are influencing global F&B product choices – and offering insights to inspire the next wave of innovation.

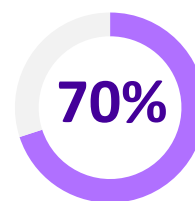




## Top Health Priorities for Global Consumers

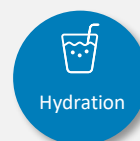
As **health and wellness become daily priorities**, global consumers are increasingly shifting from reactive care to **proactive prevention**. They are actively seeking ways to enhance their overall well-being, with strong interest in **ten core areas** of health. Among these, **relaxation and quality sleep have taken center stage**. In today's fast-paced, high-stress world, the ability to unwind and recharge is no longer a luxury - it's a vital part of maintaining overall health.

This shift is reflected not only in lifestyle choices but also in purchasing behavior. Consumers are increasingly drawn to products they **perceive** as offering functional benefits – whether it's calming ingredients, mood-supportive nutrients, or familiar flavors linked to comfort and balance. **As boundaries blur between food, beverage, and wellness, brands have a growing opportunity to create offerings that align with both emotional and physical health goals.** Understanding these evolving expectations is key to staying relevant in a market where wellness is no longer a niche – but a mainstream demand.



of global consumers proactively trying to manage their sleep<sup>1</sup>

Connect with us to explore data-driven insights on 10 key health areas driving today's wellness trends







## What Do Consumers Eat & Drink for Better Health?

To support their health goals, global consumers are making more **intentional choices** about what they eat and drink. Functional food and beverage categories are seeing **increased** demand as people seek everyday products that deliver added wellness benefits.

**Dairy products, hot beverages and savory snacks are increasingly valued as functional F&B with the potential to target gut health, immunity, relaxation, and overall well-being.**

This growing interest in functional benefits is also influencing how consumers **perceive** ingredients, flavors, and even product formats. Ingredients traditionally linked to specific health outcomes – such as probiotics for gut health, botanicals for relaxation, or vitamins for immunity – are gaining broader appeal when paired with familiar, enjoyable foods and beverages. At the same time, **flavor and sensory experience remain crucial**. Consumers are seeking products that not only deliver health benefits but also provide comfort, indulgence, or moments of escape.



### 80%

of global consumers drink hot beverages at least once a week to support their health<sup>1</sup>

### 72%

of global consumers eat dairy yogurt at least once a week to support their health<sup>1</sup>



### 70%

of global consumers eat savory snacks at least once a week to support their health<sup>1</sup>



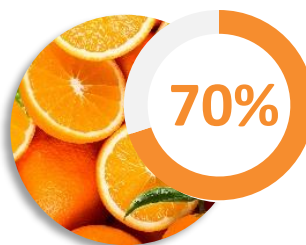


## The Strategic Role of Flavor in Functional Innovation

As functional foods and beverages become a core part of consumers' daily routines, delivering measurable health benefits is no longer enough. To succeed in an increasingly competitive market, brands must also offer a **flavor experience that aligns with consumer expectations – familiar, enjoyable, and memorable**. The most effective innovations strike a balance between functionality and flavor, creating products that are both credible and delicious.

**Citrus flavors** – particularly **orange** – consistently ranks highest across the **10** wellness benefit categories, reinforcing their relevance as trusted flavor tonality in functional product development.

**With a longstanding heritage in natural flavor creation and a differentiated portfolio of captive citrus ingredients**, ADM supports brands in developing functional products that deliver on both efficacy and taste – meeting consumer needs and building brand loyalty.



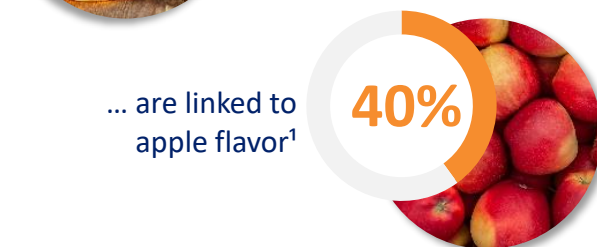
of the 10 key health benefit categories are linked to orange flavor<sup>1</sup>



... are linked to lemon flavor<sup>1</sup>



... are linked to honey flavor<sup>1</sup>



... are linked to apple flavor<sup>1</sup>





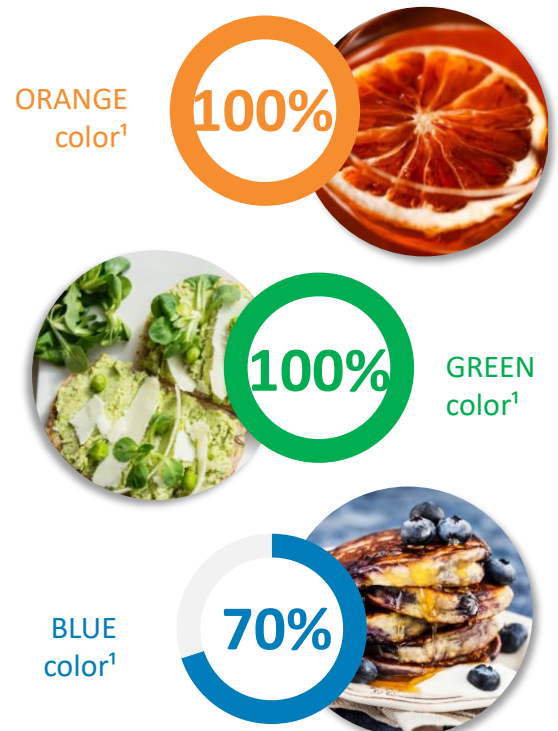
## We Eat with Our Eyes First... & Color Sets The Stage

As with flavor, **color plays a critical role in shaping consumer perception and driving product success in the functional food and beverages market.** Color is often the first sensory cue consumers encounter, influencing their expectations and purchase decisions long before they taste the product. Consumers consistently associate specific colors with key wellness benefits – for example, **orange and green consistently appear across immunity, energy, cognitive health, and weight management, signaling vitality and natural wellness – making color a powerful tool in product storytelling.**

Leveraging its deep expertise in natural color solutions **ADM partners with brands to create visually compelling, clean-label products that align color with functionality.**

This holistic approach ensures that functional innovations deliver not only on efficacy and taste but also on visual appeal – engaging consumers and strengthening brand trust.

% of Color Appearances  
across the 10 Key Health  
Benefits



As a global leader in Nutrition, ADM can help your brands develop innovative new products that align with consumers' evolving needs. To discover the deeper insights, engage our teams to explore the flavors, colors and functional ingredients that can bring your vision to life. Visit [adm.com](https://adm.com) or call your ADM account manager to learn more.

## Global Color Capabilities

### Diversified Portfolio

Covering the full spectrum of **Colors from Nature™** portfolio, including ADM's acid-, light-, and heat-stable blue for consistent blues purples, greens, and browns.

### Cutting-Edge Delivery & Technology

Customized formats and patented pigment technologies that ensure optimal performance across applications.

### Trusted Global Supply Chain

Vertically integrated, globally managed sourcing with proprietary extraction for supply security and consistency.

## Global Flavor Capabilities

### Creative, Cross-Functional Expertise

Global team of flavor innovators with deep category knowledge in sweet, savory, citrus, mint, vanilla, hops, fruit, and more.

### Flavor Technologies

Proprietary and captive ingredients for truly differentiated and memorable taste experience.

### Holistic Culinary Excellence

End-to-end flavor development guided by chefs, mixologists, and sensory experts for on-trend, exceptional products.

## Global H&W Capabilities

### Science-Driven Wellness Solutions

Comprehensive microbiome and botanical offerings to support digestive, immune, metabolic, emotional well-being, and more.

### Versatile Application Flexibility

Seamless integration into capsules, gummies, beverages, and functional foods.

### Expert-Led Innovation

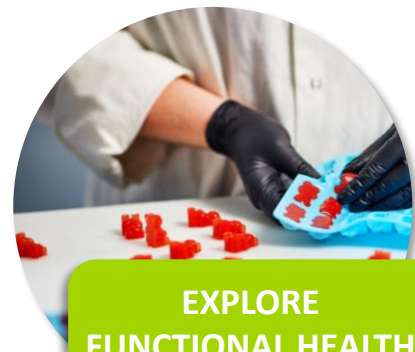
Access to a global network of scientists and clinicians for formulation support and evidence-backed insights.



EXPLORE COLORS



EXPLORE FLAVORS



EXPLORE  
FUNCTIONAL HEALTH  
INGREDIENTS