



Trend Insider: Sourcing Success

Part II:

- **Mood Quest**
- **Infinite Tastes**

Translating consumer behavior into actionable sourcing and formulation insights for food and beverage brands.



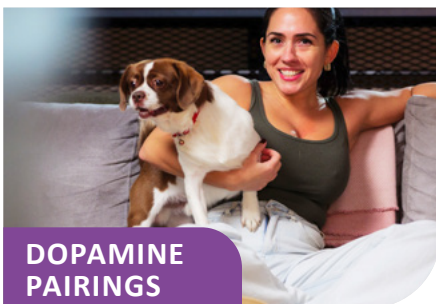
Mood Quest

Vibe check? **32%** of today's consumers report feeling very or somewhat low (i.e. gloomy, overwhelmed, stressed, anxious, and/or restless). In response, most turn to digital escape—**28%** say watching, listening, or reading content to disconnect is their top way to improve how they feel.

Screen-heavy habits may be fueling the rise in mood-focused consumption. While social connection, and movement also play a role, food and beverage emerge as key mood levers—**19%** reach for comforting or indulgent options, **17%** seek ways to treat themselves and **14%** try to eat balanced, nourishing snacks and meals.

Overall, edible solutions are most often sought for comfort (**38%**) and calm (**31%**), though emotional desires shift across categories, with alcohol inviting adventure and elegance and confections tapping into nostalgia and playfulness.

Trend Expressions: How it's taking shape



DOPAMINE PAIRINGS

Feel-good experiences



ROMANTICIZATION

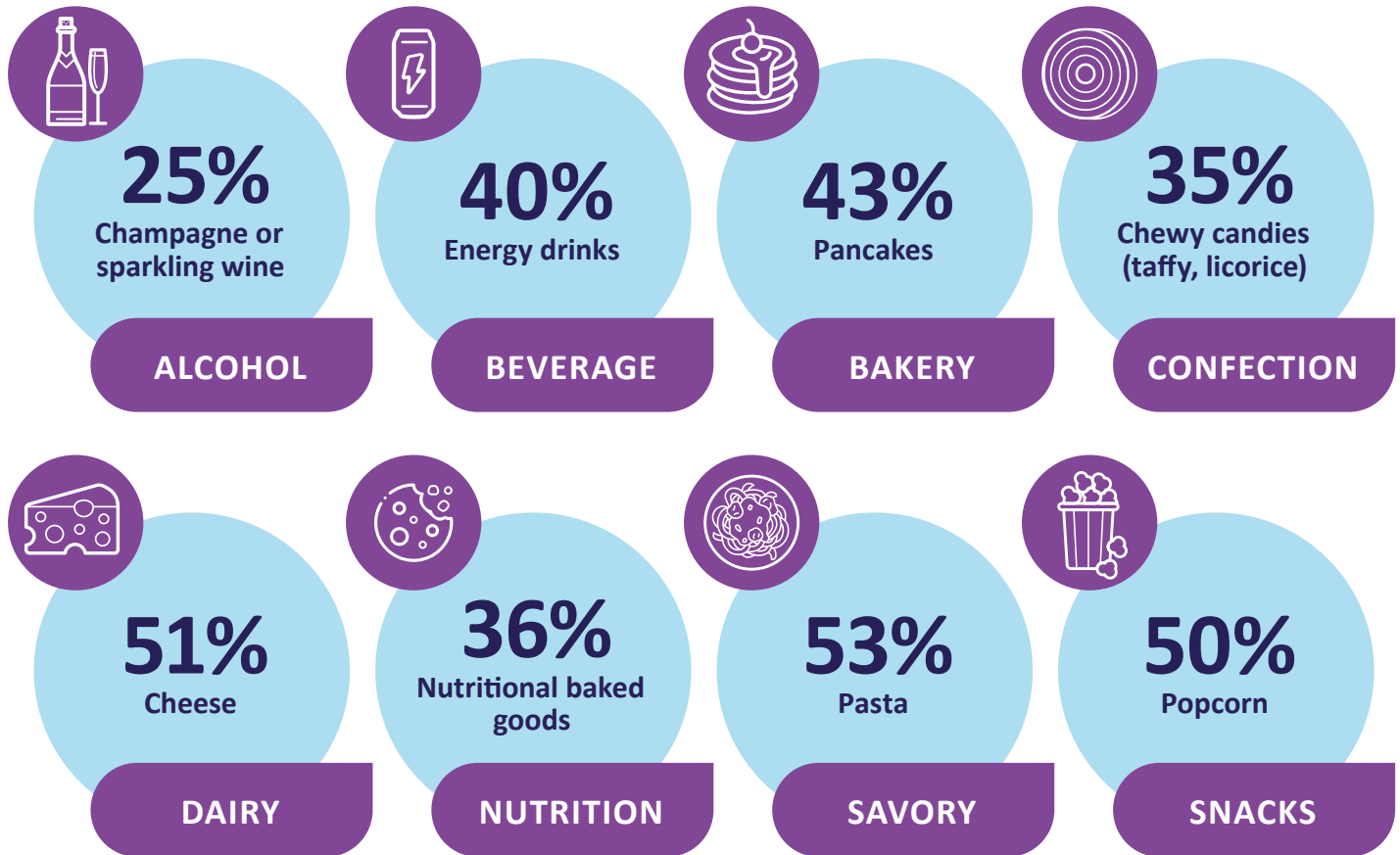
Curating the moment



TEXTURE THERAPY

Crunchy, creamy, chewy

Where consumers seek solutions to boost their mood or feel better:



Ingredient Spotlight

Motivated purchase intent: **73%** believe food and beverages are effective in helping to feel better and boost mood. **45%** of Gen Z and millennials say they are usually the first to try new products, excited by new flavors **26%** and cultural curiosity **23%**.

REDUCED SUGAR GLUCOSE SYRUP

Sweetness leads (**48%**) in mood boosting taste profiles, while **65%** rank texture also among the top two sensory drivers to alter emotions. Maintaining both in lower-sugar products ensures positive experience without a crash.

ULTIMATE FILLINGS

Indulgence and elevated experience drives food choices, with **36%** of consumers turning to sweet baked goods and **23%** seeking refined, elegant tastes—often expressed through flavor and texture.





Infinite Tastes

Passport-worthy plates and vacation-ready sips —no visa required. Curiosity fuels new experiences, backed by **25%** of U.S. consumers seeking unique flavor experiences.

Where you are shapes what you'll try. Exploration is unlocked outside of routines, **42%** are most likely to try new foods and beverages while traveling or on vacation. When we bring these flavors back home they converge into the American melting pot rooted in heritage, tradition and recipes passed down through generations.

Trial can hit a pause when value feels off—**38%** cite price as a dealbreaker and **36%** hesitate over taste risk. Meanwhile, millennials (ages 30–45) are led by what's inside—with **25%** captivated by a hero or trending ingredient.

Balancing global discovery with cultural familiarity results in both intrigue and reassurance.

Trend Expressions: How it's taking shape



BORDERLESS FUSIONS

Cross-cultural flavors



STREET FOOD ELEVATED

Casual meets crafted



SAUCE EXPLORATION

Bold flavor boost

Where consumers seek solutions to try new cultural experiences:



Ingredient Spotlight

Favorable purchase intent: **45%** of Gen Z and millennials say they are usually the first to try new products, excited by new flavors **26%** and cultural curiosity **23%**.

**AGAVE**

Exploration is stunted by the unfamiliar, with **29%** deterred by unusual flavors, **25%** by unknown ingredients, and **19%** by health concerns—highlighting the value of recognizable, culturally rooted better-for-you solutions like agave.

NOODLE & DUMPLING FLOUR

Supporting the top meal choice for cultural exploration (**47%**), with **21%** driven by twists on familiar favorites—each culture offering its own interpretation of these timeless staples.

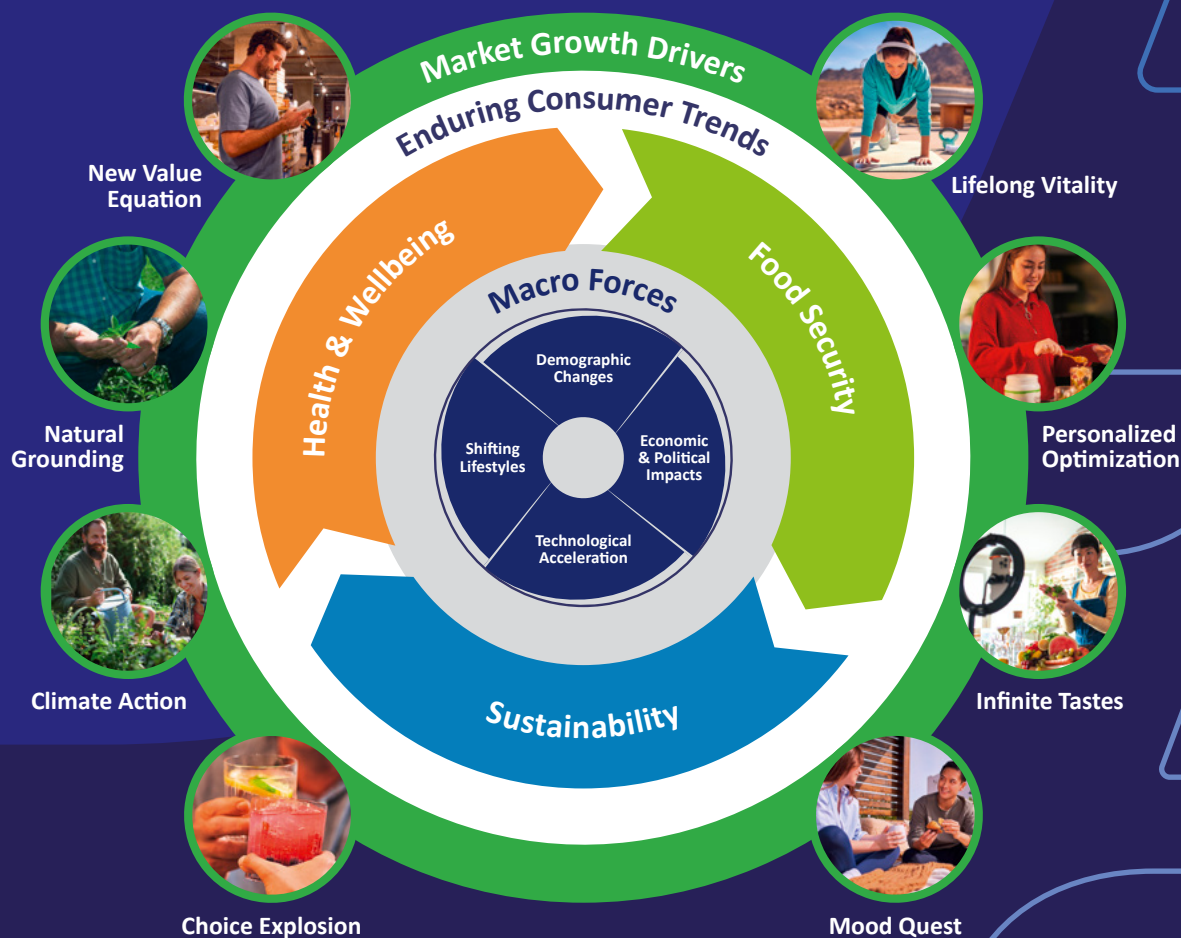


Global Trends

Era of Infinite Choice

Today's consumers are embracing unprecedented choice with remarkable agility, creating a dynamic landscape where personalization and diversity flourish.

Learn More.



SOURCES:

ADM. Outside VoiceSM U.S. Mood Quest, 2026 (N=1000)

ADM. Outside VoiceSM U.S. Infinite Tastes, 2026 (N=1001)

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