

2020

GLOBAL FOOD COLOUR TRENDS

PLANT-BASED MEATS 2.0

TREND: Consumer demand continues to fuel new product development in the plant-based meats category and companies are responding through better formulated next-generation recipes and unique line extensions.

FOOD COLOUR IMPACT: As competition in the plant-based meat category stiffens, visual appeal is more important than ever. We predict rising demand for natural food colour technologies that enable developers to innovate in this space without any sacrifice to visual aesthetics. In our crystal ball, we see meaty red shades from heat-stable natural red colours or maple browns from plant-based colour sources and brilliant natural whites for fish, pork, and chicken plant-based products.



CREATING VISUAL APPEAL FOR E-COMMERCE CONSUMERS



TREND: Busy consumers rely on the convenience and flexibility of online shopping and fast delivery. While product reviews are the primary source of influence on consumer purchase intent, product visual is another impactful attribute. Heading into the new year and rising future of e-commerce, there will be an uptick in clear packaging options that allow consumers to clearly see what they are purchasing online, similar to an at-the-shelf experience.

FOOD COLOUR IMPACT: As more consumers adopt e-commerce shopping, the visual appearance of online product offerings is critical. Both academic and consumer research indicate our innate desire for vivid colours in products, because we equate vibrancy to better taste and more flavour.

With clean label mainstream today, we see rising interest in bright natural colours and colouring foodstuffs to help developers make products more enticing and attractive from an online vantage point.

FOR "MY" PET: THE PERSONALIZATION OF PET FOOD

TREND: Largely driven by the Millennial demographic, consumer desire for customized pet food offerings made with clean label ingredients is reshaping market options and innovation. From senior diet pet food to plant-based protein options to organic pet treats, pet owners will continue to see more personalized products available for their fur-babies.

FOOD COLOUR IMPACT: Natural food colours are an excellent way to create differentiation between various line extensions and functional benefits. We predict rising interest in AAFCO-compliant natural food colours in the new year!



GOING DRY: REDUCED ALCOHOL CONSUMPTION

TREND: Alcohol consumption continues to decrease, especially among young people taking a more holistic approach to their health. Sophisticated mocktails continue to show up on restaurant menus and modern "dry" bars are launching all over to give consumers a gathering unattached to social drinking and the next day hangover. Packaged brands have an opportunity to innovate around this new no-alcohol trend of conscious indulgence.

FOOD COLOUR IMPACT: Mocktails can distinguish themselves from the low-alcohol hard seltzer category through bright natural food colours that consumers have come to expect in their carefully mixed craft cocktail seen in restaurants. Colour can help bring the different mocktail flavour profiles to life while also boosting products' visual appeal on shelf.



ENGAGE ME! INTERACTIVE PRODUCT EXPERIENCES

TREND: The younger generations prefer and spend more on experiences over products. Brands are increasingly fusing the two (product and experience) together to attract engagement. From baking kits to dipper snacks, we see innovation in 2020 focused on turning ordinary products into interactive, multi-sensory, and unique product experiences.

FOOD COLOUR IMPACT: Vibrant shades, colour combinations, inclusions, and sensates provide product developers an opportunity to create unique experiences that stimulate the senses.



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