

# 2020

## GLOBAL FOOD COLOR 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 COLOR IMPACT:** As competition in the plant-based meat category stiffens, visual appeal is more important than ever. We predict rising demand for natural food color 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 colors or maple browns from plant-based color sources and brilliant natural whites for fish, pork, and chicken plant-based products.



REQUEST NATURAL COLORS FOR THE NEXT GENERATION OF PLANT-BASED MEATS HERE!

### 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 COLOR 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 colors in products, because we equate vibrancy to better taste and more flavor.

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

UNLEASH NATURE'S TRUE POWER WITH CAPTIVATING NATURAL COLORS—AVAILABLE HERE!

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



CLICK HERE FOR AAFCO-COMPLIANT NATURAL COLORS!

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



DIFFERENTIATE YOUR BRAND'S MOCKTAIL WITH NATURE'S RAINBOW HERE!

### 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 COLOR IMPACT:** Vibrant shades, color combinations, inclusions, and sensates provide product developers an opportunity to create unique experiences that stimulate the senses.

EXTRAORDINARY EXPERIENCES START HERE WITH BRILLIANT FOOD COLORS AND INCLUSIONS!

Sources:  
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