

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 the competitive landscape in the plant-based meat category grows, visual appeal is more important than ever. There is increasing demand for natural food colour technologies that enable developers to innovate in this space without any sacrifice to visual aesthetics. We predict an increase in requests for meaty red shades from heat-stable natural red colours or maple browns from plant-based colour sources and natural whites for fish, pork, and chicken plant-based products.

REQUEST NATURAL COLOURS 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 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 long being a mainstream trend today, we see rising interest in bright natural colours and colouring foods to help developers make products more enticing and attractive from an online point of view.

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



THE CUSTOMIZATION OF PET FOOD: FOR "MY" PET

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 pet food designed for junior or senior diets to food with functional and health benefits, pet owners will continue to see even more personalized and tailor-made offerings becoming available for their cats' and dogs' wellbeing.

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

CLICK HERE FOR PETFOOD-COMPLIANT NATURAL COLOURS!



MINDFULNESS: REDUCED ALCOHOL CONSUMPTION

TREND: Alcohol consumption continues to decrease, especially among younger people taking a more holistic approach to their health. Low- or no-alcohol spirit drinks, as well as sophisticated mocktails continue to show up on restaurant menus. The increasing variety of beverage choice is enabling consumers to attend social drinking events, while not compromising on inclusion in the experience. Packaged brands have an opportunity to innovate around this new low- or no-alcohol trend combined with conscious indulgence.

FOOD COLOUR IMPACT: Mocktails can benefit and differentiate through bright natural food colours that consumers have come to expect in their professionally crafted cocktails. Colour can help bring the different mocktail flavour and mouthfeel profiles to life while also boosting products' visual appeal on shelf or consumption.

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



INTERACTIVE PRODUCT EXPERIENCES: ENGAGE ME!

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

FOOD COLOUR IMPACT: Vibrant shades, colour combinations, inclusions, and sensory effects provide product developers opportunities to create unique experiences that stimulate the senses.

EXTRAORDINARY EXPERIENCES START HERE WITH BRILLIANT FOOD COLOURS AND INCLUSIONS!

