

The background is a complex, abstract composition of overlapping, semi-transparent geometric shapes, primarily triangles and polygons, in a vibrant color palette of red, blue, yellow, and pink. A network of thin black lines connects various points across the composition, some of which are marked with small black dots, creating a sense of interconnectedness and data flow.

2018

FOOD COLOR
PREDICTIONS

SWEET SIZZLERS

Industry Insight:

Consumers continue to be drawn to bold flavor fusions that explore new chili flavors tamed by the subtle hint of sweetness. Prepare to meet more unexpected combinations of daringly hot and irresistibly sweet in 2018.

Source: www.highsnobiety.com, www.coop.se, www.purepopcorn.co.uk, www.pringles.com



How It Affects Food Color:

We predict rising interest in vibrant reds and oranges to bring nuclear flavors to life.



THE REIGN OF PLANT-BASED ALTERNATIVES

Industry Insight:

The interest in a more plant-centric diet continues to grow amongst consumers, and botanicals are being glorified in ways we've never seen before. Food and beverage brands demonstrate the power of plants by raising them up in everyday packaged goods.

Source: www.amazon.com, www.alpro.com, store.veganessentials.com, www.twitter.com/ruegenwalder, www.mothermag.com



How It Affects Food Color:

Natural colors and coloring concentrates will soon become the norm for brands innovating with plant-based ingredients. Color from botanical sources align with natural positioning and provide clean label advantages.



MAKE IT MULTI-SENSORY

Industry Insight:

In the new year, brands engage consumers by sparking the senses through visual delight and unexpected sensations with texture and effect. Multi-sensory experiences provide consumers the opportunity to create and share authentic memories and like-worthy social media posts.

Source: www.awesomeproject2.wordpress.com, www.coca-colajourney.com.au, www.germanshop24.com, www.staples.com.ar, www.bonappetit.com, www.winecentersnj.com



How It Affects Food Color:

Brands will use color to identify and alert consumers of the sensory impact of different textures and effects.

FLOWER POWER

Industry Insight:

Food and beverage innovation is budding with bright botanical florals, lush in beauty and mood boosting benefits. Brands will bring the garden to table with floral fruit pairings in familiar categories for the everyday consumer to enjoy.

Source: www.aspirantsg.com, www.bissingers.com, www.munchery.com



How It Affects Food Color:

A huge appeal of florals is their naturalness, and what better way to sustain their inherent color through manufacturing processes than color from botanical sources.

ORGANIC GOES MAINSTREAM

Industry Insight:

Consumer interest in organic foods around the globe is increasing. Grocery retailers will continue to capitalize on demand by growing their assortment of affordable organic options across all categories for mainstream shoppers.

Source: www.ninkasibeerclub.blogspot.com, www.heb.com, www.honesttea.com, www.coolmompicks.com



How It Affects Food Color:

We predict rising interest in color options from the purest raw materials that meet the most stringent standards. Demand for certified organic colors and coloring concentrates will grow in parts of the world where they are not yet prominent like North and Latin America.



FOOD FAD: COLORS AND CHARACTERS

Industry Insight:

Character merchandising undoubtedly attracts kids' interest, but social media-driven, colorful faddish themes, such as the unicorn craze, are bearing great market success across multiple consumer segments. We think consumers will see Flamingo-inspired foods in 2018. Who or what else will shine this year?

Source: www.walmart.com, www.hungryforever.com, www.anzeiger24.de, www.delish.com, www.refinery29.com



How It Affects Food Color:

Vivid and extraordinary colors are the driving force behind bringing these characters and specialty food fads to life.

