Food color trends for 2019

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Color can be used to positively influence a person’s mood providing stimulating and enjoyable experiences for the consumer.

I feel good

Food and drink plays a crucial role in emotional wellbeing, experiences and consumption moments. Color is a key factor in this.

Color versus mood

Consumers say that the overall important aspect of consuming food & beverages is because:

- 4 in 10 say ‘It gives me a feeling of comfort’
- 25% say ‘It makes me happy’
- 25% say ‘It relaxes me’

Color and functionality collide with the rise in superfood ingredients.

+36% Growth of new food & beverage launches tracked with a feel good claim* Feel good claims include – happy and joy.

Sources:
- Innova Market Insights

*Global 2017 vs 2016
WHY YELLOW & ORANGE?

**YELLOW**

- Uplifting and illuminating
- Color of happiness, creativity, sunshine and spring
- In India, yellow symbolizes comfort, warmth and love

**ORANGE**

- Stimulates the eyes / attention capturing color
- In China, yellow is considered to be nourishing
- A citrus color associated with healthy food - juicy & naturally sweet
- Associated with joy, sunshine and the tropics
- The color of fall and harvest
- A hot color, giving the sensation of warmth

**LOVE COLOR**

- In India, yellow symbolizes comfort, warmth and love
- In China, yellow is considered to be nourishing
- A citrus color associated with healthy food - juicy & naturally sweet
- Associated with joy, sunshine and the tropics
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Shades of Sunshine set to drive innovation

- Positive color shades uniting consumers with a feeling of joy
- Bright yellow through to deep orange shades will stimulate development
- Market experts The Food People identified ‘Mellow Yellow’ as a key trend for 2019
- Shoppers (particularly Generation Z) will gravitate towards food & drink with natural yellow / orange shades to tune into the optimistic sentiments they convey

The impact of trending ingredients & cuisines

- Fresh, wholesome, healthy, rich, aromatic – it’s no wonder that the past decade has seen Middle Eastern & African cuisines attract global attention
- With today’s consumers being more adventurous than ever ingredients that lead to discovery are expected to have a bright future
- Turmeric – the golden spice and hottest new health craze

Fresh, happy, creative & adventurous. Shades of Sunshine create positive & stimulating consumption moments

Sources:
- Food Ingredients 1st
- The Food People
Love Color rooted in nature

- The idea of using color from fruits & vegetables is centuries old
- Consumers are starting conversations on this topic, making their own food colors at home and posting colorful pictures

#naturalcolors 166.000 posts
#noartificialcolors 35.200 posts
#eattherainbow 2.400.000 posts
#colorfulfood 269.000 posts
The natural trend aligns with ‘Feeling good by doing good’

Natural formulation needs to be linked to wider brand product attributes that appeal to consumers

- Consumers want groceries that they feel support local farms & businesses
- Consumers want groceries that they feel are ethical & environmentally friendly
- Consumers want groceries that they deem trustworthy when it comes to claims & ingredients
- Consumers want grocery brands that they feel have the best interests of the shopper at heart

53% of the respondents check the ingredients/nutrition label on food or beverage products very often

Consumers can only trust a product when they understand what is in it, where it comes from and how it is sustainably produced

Truly natural coloring foods

A desire to improve their diets

Consumers want health & wellness

Sources:
- Instagram
- Innova Market Insights
- FMCG Gurus
Beverages

- Turmeric – making waves on social media resulting in many shades of orange & yellow beverages
- Ingredients with tart flavors such as apple cider vinegar are being used to deliver less sweet beverages
- Turning lemons into lemonade – creative infusion drinks using lemonade are trending

Citrus flavors are in high demand for beverages. Exotic citrus flavors add a premium touch and new experiences.
Trending colors & flavors

Yellow & orange shades already represent a large proportion of beverage launches. Emerging flavors include: turmeric, lemongrass, ginger, tamarind & passion fruit. Creating a bright future for the sunshine spectrum.
Alcoholic beverages

- Fruit & vegetables are starting to emerge in alcoholic concoctions, either as a base for wines or spirits, or as added flavors and textures.
- Less sweet more earthy is the flavor of the moment!
- Is orange the new pink? Orange gin is the second fastest growing gin color after pink.

Pressure on developers to create a point of difference, carve out a niche and meet consumers’ demand for more responsible / thoughtful drinking.
Alcoholic beverages

- Mindful drinking – low alcohol such as Absolut Juice, as well as non-alcoholic spirits, such as Seedlip are gaining in popularity
- 80% of bartenders incorporate non-alcoholic options on their menus. With more creative use of house-made syrups, tonics & fermented ingredients - 2019’s mocktails will be more “complex and intriguing than ever”
- 38.5% said they would use turmeric in cocktails
- Aperol frosé (frozen rosé & Aperol spritz) – will come out on top in 2019

Sources:
- The Food People
- Beverage Daily
- Forbes
- Innova Market Insights
Confectionery

- Yellow – the color of the moment! Just when you thought the trend for defining an age group by a color was dying a death, along comes ‘Gen Z yellow’
- Yellow & orange present many seasonal opportunities, whether it’s sunshine shades for summer or harvest & autumnal inspired confectionery with fruit & veg combinations!
Factors that influence your decision when purchasing confectionery? (2018)

- 30% No artificial flavor or colors
- 24% Low/no/reduced sugar
- 24% Made with real ingredients
- 22% Natural
- 10% Impulse purchase
- 9% Something new/different
- 11% To give me energy/pick me up
- 12% To relax and wind down
- 14% To make me happy
- 44% It is tasty

Fastest growing flavors
Confectionery % CAGR 2013-2018 (EU)

- Sour: 57%
- Ice Cream: 72%
- Sherbet: 50%
- Pina Colada: 41%
- Grapefruit: 39%

The source of color is high on the agenda for consumers.

Color helps to create feelings, emotions and experiences!

Sources:
- The Food People
- Innova Market Insights
Savory

- Intense color, global flavors and premium appeal are key themes
- Color rich ingredients such as saffron and turmeric are making waves in snacks & savory foods
- Plant-based colors enjoy an Instagrammable boom! Bringing more appealing fresh & exciting options to the table!
- In snack foods hummus has seen major growth with new moves in flavors and toppings
- Look East for flavor inspiration...
Trending cuisines

United Kingdom

- Scandinavian: 3.5
- Middle Eastern: 3.5
- Modern Asian: 4.5
- Plant-based: 3
- North African: 3

USA

- Lebanese & Middle Eastern: 4
- American: 4
- Indian: 3.5
- Mexican: 4
- Filipino: 4

Evidence of trend setting influence

- United Kingdom: 1
- USA: 1
- African: 4

Fastest growing flavors in snacks across Asia include cumin, paprika, mango and honey!

Sources:
- Innova Market Insights
- Mintel
- Bakeryandsnacks.com
- The Food People
Ice Cream & Desserts

- Flavors based on naturalness – the use of trendy super fruits and vegetables fit the demand for vegan innovation!
- In ice cream, yellow and orange represent color opportunities for all the seasons – tropical / cocktail inspired flavors, accompanied with vivid and fresh colors – a feel good summer holiday treat!

Did you know? Eating ice cream really does make you happy! Scientists have found that a spoonful of the cold stuff lights up the same pleasure centre in the brain as listening to your favorite music.
Importance of natural color

Consumers are more aware of what’s in the food they buy, because of on-pack labeling as well as the multitude of apps, other technologies and in-depth social media campaigns that tell the story of the food, from the people growing & providing the raw materials, to how they end up in the final product.

Raw materials such as pumpkin, carrot and turmeric can bring vivid shades of sunshine to ice cream creations whilst providing the story, traceability and transparency modern day consumers demand.

Sources:
• Innova Market Insights
• The Guardian
Dairy & Dairy Alternatives

- Flavors inspired from around the world: Müller Marrakesh Creamy Yogurt with Orange and Ginger “for an exciting walk down Marrakesh streets”; while Müller Santo Domingo Creamy Yogurt with Coconut and Chocolate Flakes “for a moment of relax in a beach in Santo Domingo”
- Danone Oikos Limited Edition Pumpkin Spice combines the creaminess of yogurt with the crunch of pumpkin, adding an element of texture to really stand out!
- Anything breakfast inspired has been a hot trend for some time – maple syrup and peanut butter toast flavors are something we can expect to see more of soon
**Top 10 fastest growing flavors**
Dairy alternative drinks
% CAGR 2013-2018
North America

- Ginger: 77%
- Banana: 48%
- Turmeric: 19%
- Chai tea: 19%

**Top 10 fastest growing flavors**
Drinking yogurt/fermented beverages
% CAGR 2013-2018 EU

- Passion fruit: 54%
- Tropical fruit: 55%
- Ginger: 47%
- Yuzu: 50%

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**Dairy & Dairy Alternatives**

The familiarity of dairy is driving experimentation and exploration of new flavors and formats. Flavored butters are appearing in sweet & savory dishes. At Golda Kitchen in NYC an orange tahini pretzel is paired with warm sumac honey butter.

**Mango flavor** finds more shelf space in drinking yogurts/fermented beverages.

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Sources:
- Food Business News
- Innova Market Insights
Bakery

- Influences from across the globe are having an impact on bakery with the rising popularity of Portuguese custard tarts, Scandinavian soft doughs and Middle Eastern flavors...
- Be bold and beautiful – think geometric shapes, brushstrokes, rustic and crystals!
- Bright yellow colors showing a splash of sunshine and happiness

Consumers between 26-35 take pictures of their food once a week or more to share online

USA 43%
CHINA 55%
Fastest growing flavors savory bakery products

Trending flavors lead to new color opportunities

- As consumers continue to cut their consumption of carbs, brands need to make bread memorable think vivid colors, ethnic flavors
- Using brightly colored vegetables, makes the vegetable content more tangible and helps to provide a flavor boost!

Sources:
- Innova Market Insights
JOYFUL SOCIAL MEDIA FEEDS

TREND REPORT 2019 | ISSUE 1
The EXBERRY® advantage

✔ Consumers can embrace color with EXBERRY® coloring foods from fruit & vegetables

✔ Colorful food can be used as a key driver for healthy associations

✔ Clear opportunity to provide interesting, fresh and appetising products through the use of color exploration

✔ EXBERRY® offers an ingredient declaration benefit. Within the EU, EXBERRY® can be labeled as “Coloring Food (concentrate of pumpkin, carrot)” – making it clear where the source of color is coming from

✔ In the US Coloring Foods are declared as “fruit and/or vegetable juice (for color)” or “spirulina extract (for color)” depending on the specific product

✔ Say it with Color – food is becoming more colorful. Excite your brand ambassadors with Instagramable food!

Embrace the power of color to bring joy, positivity and increased shareability
We bring trends to life with EXBERRY®