



# Top 5 2021 Trends & Beyond



## IMMUNE HEALTH

Health and wellness have been at the forefront of consumers' minds as the pandemic continues with a focus on immunity. According to Innova's Consumer Survey 2020, six out of ten global consumers are increasingly looking for food and beverage products that support their immune health, with one in three saying that concerns about immune health increased in 2020 vs. 2019. Furthermore, the combined terms, 'food' and 'immune system' searches skyrocketed by 670% between February and March, according to Google Trends data. Watch as consumer packaged goods focus on functional ingredients such as adaptogens, citrus fruits, elderberry, ginger, Manuka honey, prebiotics, probiotics, postbiotics, and turmeric.



## SUSTAIN TO GAIN

According to *National Geographic*, the plastic packaging industry for beauty and personal care products makes up nearly \$25 billion in sales globally. The world does not have unlimited natural resources, and sustainability continues to be a topic of interest among all industries. Clean and green is a current lifestyle driver with a focus on sustainable packaging. According to Nielsen, by 2021, sustainably minded shoppers are estimated to spend up to \$150 billion on sustainable FMCG goods, an increase of \$14 billion – \$22 billion. Consumers' interest in sustainable consumer goods packaging is a global phenomenon that is here to stay. Watch as mainstream brands and indie brands launch innovative planet-friendly, plastic free or refillable packaging.





## **VIRTUAL WORLDS & VIDEO GAMES**

The marketplace is crowded, and brands continually look for new methods to reach and engage consumers. Television shows and movies used to be the king of product placements and brand integration. Digital advertising platforms such as Google, Facebook, and Twitter have been popular platforms. However, brands are moving to trendy digital social media platforms such as TikTok and Snapchat. Now video games such as Animal Crossing, Fortnite, Roblox, and brand specific designed games are alternative ad networks that brands use to reach consumers and launch new consumer products. Virtual worlds are part of the new normal. Stay tuned for new consumer packaged goods integrated into video games.

## **FRAGRANCE & FLAVOR EXPERIENCES**

Hindered by COVID-19, now more than ever, with limited travel and access to stores and live events, consumers crave interaction. Customers are cooped up and seek brand engagement while brands get creative to reach customers and offer entertaining and immersive experiences. According to EventMarketer, 65% of brands say that events and experiential programs are directly related to sales while 77% of marketers use experiential marketing as a core part of their advertising strategy, according to EventTrack. Fragrance has the ability to transport consumers and science has demonstrated that smells trigger vivid memories and emotions. Brands are innovating with new fragrance and flavor creations that are sensorially stimulating and create immersive and memorable experiences. Expect to see more fragrance and flavor innovation including new applications and use of AI technology as well as new methods to reach consumers such as mobile trucks and drive-thrus.





## **BACK TO BASICS**

2020 was the year marked by the pandemic and political anxiety. The world continues to feel uneasy as people continue to adapt to the new normal. Consumers are looking for simpler times and are going back to basics. Consumers are spending an unprecedented amount of time at home and Pinterest named this year's transition "*Back to (home) Life*" with an extra emphasis on going inside, both physically and mentally, to focus on the areas where they have the most control." For entertainment, people are looking for uncomplicated shows and The New Yorker dubbed this genre as "ambient television." In consumer packaged goods, comfort food and nostalgia are the current buzzwords. A poll of 2,000 Americans conducted by OnePoll in conjunction with Farm Rich, found that 41% of respondents say they reach for comfort foods because they bring them happiness, while 39% say these types of foods provide them with something to look forward to in these uncertain times. Keep your eyes peeled for more consumer products that offer familiar, basic, and safe choices.

## ABOUT

Trendincite LLC consults with fragrance & flavor suppliers, consumer packaged goods manufacturers, and market research firms and provides the following custom services:

### Marketing Presentations & Trend Reports

Custom food, beverage and fragrance marketing, trend presentations and reports based on client specific needs

### Food, Beverage & Fragrance Market Research & Reports

Custom primary and secondary fragrance, food, and beverage market research and analysis

### Fragrance & Flavor Writer

Professional business writing services such as ghost writing, branded content, newsletters, ezines, blog posts, and press releases, specifically designed for clients who work within or service the fragrance & flavor industry

### Trend Excursions

Guided, custom sensory trend excursions designed to engage all five senses, stimulate creativity, and inspire new product ideas



Amy Marks-McGee  
[amy@trendincite.com](mailto:amy@trendincite.com)  
(888) 561-1229 x9

