

From Watermelon to Mushrooms: 3 On-Trend Ingredients Inspiring Fragrance & Flavor Innovation

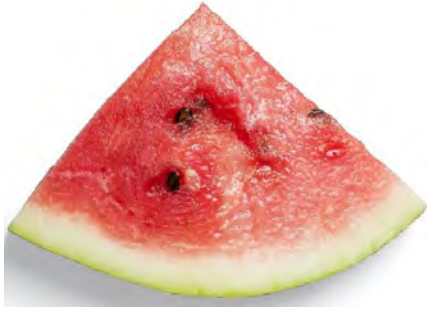
wffc  Chicago

August 18, 2021

Amy Marks-McGee



Agenda



WATERMELON, MUSHROOMS, & CBD



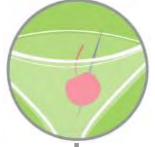
- Use in F&B
- Use in Beauty
- Taste & Smell Samples



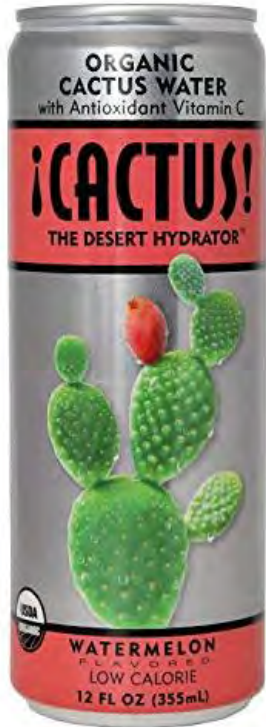
Warm Weather Welcomes Watermelon



Juicy Watermelon



Taste & Smell - Watermelon Products



Mushrooms Are Sprouting

According to Industry Research, the **global functional mushroom** market is worth \$23 billion this year with an expected CAGR of 5.6% over the next five years.

ResearchandMarkets expects the **global mushroom market** to reach \$52 billion by 2026 with a 12.4% CAGR.

Fastest growing fruit and vegetable ingredients tracked in food and beverage (Global, CAGR 2016-2020)

Lion's Mane Mushroom

+53%

Chaga Mushroom

Found on
<1%
of U.S. menus

+250%
over the last
four years



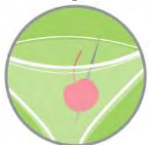
Lion's Mane Mushroom



Chaga Mushroom



Shroom Boom



Mushroom Beauty



Taste & Smell - Mushroom Products



CBD & Cannabis - Up In Smoke

According to Grand View Research Inc., the **global cannabis extract market** is expected to reach \$28.5 billion with a CAGR of 16.6% by 2027.



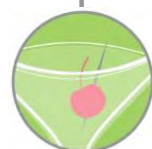
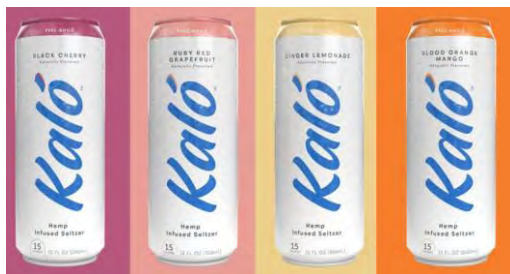
The **edibles market** in the U.S. grew 20% last year to \$1.1 billion, according to Surfside.

Invisibly polled 1,087 Americans to learn about their knowledge of, and interest in, using CBD products:

- 62% of respondents reported that they never tried a CBD product in any form
- **Of those who have tried CBD, 14% used it in an ingestible form, 11% used it as a topical ointment or cream, and 13% tried it in both ingestible and topical form**
- 40% of respondents who have tried CBD products said their primary reason was to reduce stress
- 68% who have not tried CBD said that they don't know the difference between CBD and THC-containing products such as marijuana



CBD Buzz



CBD & Hemp Beauty



The **global CBD skincare market** is expected to reach \$1.7 billion by 2025 at a CAGR of 32.9%, according to Million Insights.

According to Mintel research:

- 29% of women who use beauty products have heard of hemp seed oil and look for it in the products they purchase
- 26% have heard of hemp CBD and look for it in the products they purchase



CBD Beauty



Taste & Smell - CBD Products





thank you!

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