



# Top 5 2023 Trends & Beyond



## **HOLISTIC HEALTH**

While health and wellness were prominent before COVID-19, the pandemic further heightened this holistic health trend. To stay healthy, consumers have turned to food and beverage as “medicine.” From plant-based products to functional ingredients, this trend has manifested itself in many ways. Nootropics for cognitive health are trending. According to Innova, brain health is outpacing overall active claims in food and beverage, growing at 12% CAGR ending in Q1 2022 vs. 4% for other active health claims. Watch as mental health is the next evolution of functional food and beverage with a focus on mood-enhancing ingredients such as mushrooms and adaptogens.



## **UNAPOLOGETIC FEMCARE**

Feminine care, period care, and menopause are no longer taboo, women’s wellness products are launching to meet women’s specific issues and fluctuating needs. Products that address hormonal changes during menstrual cycles, and products that address perimenopause and menopause symptoms are driving femcare innovation. Keep an eye out for unapologetic femcare that caters to women of all ages.



## **SOCIAL MEDIA DRIVES F&B TRENDS**

Social media is an outlet for social connections and it has been heavily influencing food and beverage trends. It fosters innovation, inspiration, creation, and collaboration. With entertaining recipes and food trends, TikTok has been taking consumers by storm. As of January 2022, TikTok has one billion monthly active users. According to Insider Intelligence, it is the world's third-largest social network. Mondelez International's research found that 62% of consumers say they enjoy food content on social media with interesting food trends, grocery hauls, and sensory food content topping their list of priorities. Furthermore, 71% of consumers have talked about social media food trends at the dinner table and 76% say virtual viewing has inspired them to try foods in real life (IRL). With continual user content uploaded, it is unpredictable which food and beverages will go viral. Watch as social media continues to shape food and beverage trends.



## **INTO THE METAVERSE & BEYOND**

According to McKinsey & Company, the metaverse could be worth an estimated \$5 trillion in 2030. Brands and services are in the early stage of experimenting with the metaverse. They are combining both digital and physical worlds as online and offline experiences are becoming increasingly blurred. It is an exciting time with endless creativity. Watch as brands and services evolve and engage consumers creating sophisticated virtual and IRL experiences.



## **FOOD & BEVERAGE MAKE SCENTS**

From cocktail culture to savory foods, iconic food and beverage brands are partnering on fun collaborations and innovative scented applications inspired by the different flavors in their portfolios. Fine fragrance that smells of bacon, personal care that smells like cocktails, candles that smell like fast food, lip gloss that tastes like wing sauce, and nail polish that smells like cheese, are just a few examples. Expect to see more entertaining limited-edition food and beverage-inspired fragrances and partnerships.



## 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



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