

Top 5 2024 Trends & Beyond





KIDS WILL BE KIDS

Parents and caretakers want what's best for their children. According to Future Market Insights, the global kid's food and beverage market is estimated to reach \$138.8 billion in 2023 and is projected to reach \$253.3 billion by 2033 with a 6.2% CAGR. The baby personal care market is estimated to be \$6.08 billion in 2023 and is predicted to reach \$8.71 billion by 2033 with a 5% CAGR. As parents focus on health and wellness in their lifestyles, this behavior is echoed in the consumer packaged goods and services they choose for their children. From food and beverage to personal care products, convenience is the main driver followed by healthier, better-for-you products. Portable children's products with plant-based formulas, naturals, and better-for-you ingredients are hitting shelves. Keep an eye out for children's consumer packaged goods that mimic adult trends and products.

REFILLABLE & REUSABLE REVOLUTION

In 2021, Trendincite LLC named *Sustain To Gain* one of the top five trends. Sustainability is becoming a priority. Consumers continue to expect brands and companies to create better-for-the-environment, sustainable packaging. Refillable packaging is evolving with reduced material use and lower carbon emissions to meet the demand. City To Sea's research revealed that 53% of respondents said they were more likely to buy from a brand that offered products in prefilled returnable packaging, rising to 84% among those that had previously bought products in returnable packaging. According to Smithers, refillable and reusable packaging sales are projected at \$42 billion in 2022 and are forecast to grow 4.9% annually to 2027 to \$53.4 billion. From lipstick and personal care products to home care and candles, refillable packaging is gaining traction. For the holiday season, French Cognac Grande Champagne Maison Louis XIII debuted the Infinity Experience at Louis XIII Boutiques and Harrods. UK customers are encouraged to refill their mouth-blown decanters an infinite number of times. Watch as brands launch innovative, better-for-the-planet solutions with refillable packaging.





WE ALL SCREAM FOR ICE CREAM

Ice cream is a fan favorite among all generations and never goes out of style. According to Technavio, the ice cream market is expected to grow by \$26.30 billion between 2022 and 2027 at a CAGR of 5.93%. Plant-based ice cream reached \$410 million for 52 weeks ending June 18, 2023, according to SPINS. From savory ice cream and unexpected collaborations to freeze-dried and DIY mixes, ice cream is a popular vehicle to experiment. Whether it's dairy-based or plant-based, consumers scream for ice cream. Expect creativity and ice cream innovation in new flavor combinations, new interpretations, and new applications.

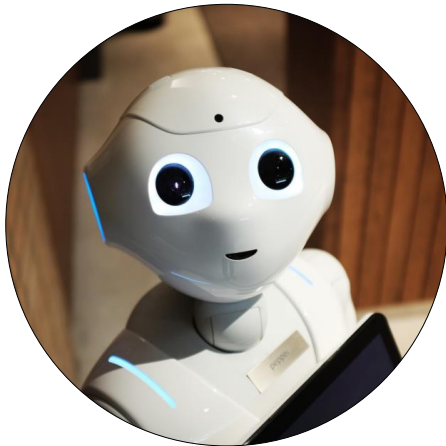
HOLD THIS

Consumers seek convenience and snacking has proliferated. According to Circana's data, 49% of consumers snack three or more times daily. Between Quick Service Restaurants (QSR) chicken sandwich wars and the influence of global street foods, handheld foods are on the rise. National Restaurant Association's 2023 What's Hot Culinary Forecast identified "unique handhelds" as one of the top 3 breakfast trends and "new sandwich carriers" were on the Ones to Watch top 10 list. The demand for convenient, portable food options is driving handheld innovations in format and flavor. For example, Marco's Pizza offers a "Pizzoli," which is a rolled handheld pizza, while Grana PDX serves Portafoglio, "wallet-style" folded pizzas. From Breakfast tacos to IHOP's Taco pancakes, tacos are being reinterpreted. Expect new handheld formats and unconventional flavor combinations.



ROBOTS LEND A HELPING HAND

According to the International Federation of Robotics (IFR), the number of service robots sold for professional use in 2022 saw a 48% increase. More than 24,500 Hospitality robots were sold in 2022, a 125% increase. Quick Service Restaurants (QSR) are turning to robots to speed up operations and customer wait times, maximize efficiency, address staffing challenges, and cut labor costs. From slicing and dicing and salad prep to churning out coffee, slinging burgers, and making pizzas to serving and delivering, robots are enhancing the dining experience. The automation of repetitive tasks employees dislike, such as cleaning is a win-win. Robots are also appearing in beauty. For example, Clockwork, a Robot Manicure that delivers a “minicure” in 10 minutes is now available at six Target stores. In November, Lush launched a Bath Bot that creates a customized light and sound immersive experience while bathing. Don’t be surprised if a robot serves you a meal or gives you a beauty treatment in the near future. Watch as more robots appear in QSR and the beauty space.



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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