



Top 5 2025 Trends & Beyond





GENERIC BRANDS GET AN UPGRADE

Business consulting firm EY's Future Consumer Index, surveyed over 23,000 consumers across 30 countries. The survey revealed that 55% of respondents are concerned about the rising cost of living. As a result, 72% of them are placing a greater emphasis on value for money in 2024. In response, consumers turn to private label brands. 66% said they found private label products just as good as branded alternatives, while 38% said they would not switch back to branded goods. PLMA's 2024 Private Label Report noted a record-breaking year with sales reaching \$236.3 billion in 2023. Kearney's 2024 Private Label research revealed more than half of shoppers ranked store brands as having a similar quality to national brand counterparts in food and beverages (55%), household essentials (59%), and personal care (53%), while just under half (46%) thought so with beauty care and fashion/apparel. Expect to see more national and multinational brands create store brand food, beverage, personal care, and household products that are affordable, accessible, and competitive.

ON-DEMAND DELIVERY SPEEDS UP

In today's world, consumers want instant gratification and have access to everything at their fingertips. According to Zion Market Research, the global On-Demand delivery market was estimated to be worth \$15.19 billion in 2023 and is predicted to grow to \$83.82 billion by 2032 with a CAGR of 20.90%. From food and beverage to beauty, convenience is an underlying driver for consumers' purchasing behavior. Delivery partnerships ease our daily lives. Subscription-based products and services were popularized in the mid-2000s and met consumers' needs for immediacy with curated items delivered to consumers' doorsteps. Consumers still prioritize convenience and demand quick delivery, but now the focus is on essential goods like groceries, meals, and beauty products. Grocery stores, restaurants, and drug stores are developing delivery partnerships to meet the demand. Consumers expect on-demand delivery. Watch as more brands create delivery partnerships to meet consumers' need for immediacy for consumer packaged goods and services.





YOU FILL UP MY SENSES

Multi-sensory products and immersive experiences are a sweet spot for Trendincite LLC because the subject captures the parallel relationship between fragrances and flavors. Trendincite LLC has been exploring this topic for 20+ years. Research indicates that about 80% of the flavors we perceive come from our sense of smell. Of our five senses, the importance of smell and taste is often overlooked. However, these two invisible senses have become more important due to COVID-19's impact on sensory wellness. According to Menu Matter's research, 69% of respondents put "taste" at or near the top as the senses they prioritize when making a food purchase followed by 61% "aroma." Nurturing, optimizing, and expanding our sensory experiences by tapping into scent and taste will enhance our physical, emotional, and spiritual well-being. Trendincite LLC anticipates consumer packaged goods will explore and capitalize on the intricate relationship between scent and taste creating multi-sensory experiences.

SPREAD ON THE FLAVOR

According to Statista, the Sauces & Condiments market reached \$30.64 billion in 2024 and is growing at a CAGR of 2.36% between 2024-2029. Nearly all adults in the U.S. (94%) use dips or sauces, according to Mintel. Data from Innova Market Insights revealed that 39% of consumers are most likely to experiment with flavors through sauces, seasonings, and toppings. Additionally, 34% of consumers consider the availability of sauces and condiments at restaurants when choosing where to dine, per Technomic's Flavor Consumer Trend Report. From classic to globally-inspired flavors to better-for-you and plant-based formulas, condiments are a playground for new sophisticated flavors, unexpected applications, and limited-edition collaborations. Condiments such as mayo and BBQ are prompting limited-edition savory scents. As consumer demand for innovative sauces and condiments grows, expect new flavors to tantalize their tastebuds and encourage experimentation.





NUTS FOR NUTS

Nuts are a source of dietary protein and healthy fats and are often regarded as having a healthy halo. According to Circana, the snack nuts category recorded \$5.2 billion in sales for the 52 weeks ending April 21, 2024, a decline of 2.9% compared to the previous period. Private label brand sales hit \$2.1 billion. Mintel's research shows that 67% of nut consumers enjoy roasted and flavored nuts. Brands are experimenting with non-traditional innovative flavors such as brownie, cinnamon, hot chocolate, and ranch. The Dubai chocolate bar (milk chocolate, pistachios, and knafeh), put pistachios on the map. The unassuming pistachio is even inspiring new fragrance launches. Keep your eyes peeled for better-for-you nut snack options and indulgent and unexpected flavors.

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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