



trendincite<sup>®</sup>  
Inspiration for Creation

## Top 5 2026 Trends & Beyond





## **GLP-1 IMPACT ON TASTE & SMELL**

GLP-1 drugs are impacting consumers' relationships with food, beverages, and shopping behavior. These drugs are said to flatten hunger cues, rewire cravings, and alter taste. Some reports suggest some users have dulled taste, intensified sweet cravings, or increased sensitivity to smell. UBS predicts that there will be 40 million global GLP-1 users by 2029. Weight-loss drugs are booming - Costco is selling Ozempic and Wegovy and Noom offers a Microdose GLP-1Rx Program with medication and a behavior change platform. This trend focuses on creating food, beverages, and fragrances specifically designed for GLP-1 users. For example, perfume use among GLP-1 users is up 23% because many are "seeking sensory inputs that they are no longer getting from food," according to NIQ. Innovation will cater to this new audience through product reformulation, new nutritional profiles, adjusted portion sizes, and functional scents.

## **CANDY IS A SENSORY PLAYGROUND**

Often nostalgic, candy is fun, playful, and interactive. According to Circana, 65% of consumers prioritize flavor when buying non-chocolate candy, followed by brand (48%) and texture (47%). A Collage Group survey found that 63.4% of Gen Z respondents enjoy soft textures in sweet snacks, while 58% love chewy ones, and 41.5% like crispy experiences. Furthermore, Innova's data found 27% of U.S. and Canadian consumers say "flavor combinations" are the taste and texture attributes that make their food and beverage experiences impressive. Candy captures the multi-sensory trend, engaging taste buds with flavors and textures that often contrast. Candy brands are experimenting with novel tastes and textures, such as sour and swicy flavors, interactive gummies (peelable), and freeze-dried applications. Expect creativity and innovation in novel, unexpected flavor combinations, new textures, and interactive experiences.





## LIP SERVICE

There's renewed consumer interest in lip balms and glosses, which are trending as an affordable luxury. According to the IMARC Group, the North American lip care market is expected to reach \$532.1 million by 2033 with a CAGR of 1.39%. Spate's data showed that lip balm has grown 33.9% compared to last year, with steady increases across search (36.7% month-over-month) and TikTok (36.5% month-over-month). PXBB's survey found that 93% of participants use lip balm regularly and 32% prefer flavored products. Watch for food-inspired colors, lip-smacking flavors, cosmetic collaborations, and refillable packaging in lip care products.

## **PROTEIN, REINVENTED: THE FUTURE WITHOUT ANIMALS OR PLANTS**

Precision fermentation is emerging as a cost-effective, sustainable method for producing protein for food and beverages without the use of animals or plants. Scientists use precision fermentation to copy the DNA sequence of animals or plants and insert it into microorganisms, like yeast or bacteria. RethinkX defines it “as the genetic modification and fermentation of microorganisms to create organic molecules.” According to Research And Markets, the global precision fermentation market size is estimated to grow from \$4.94 billion in 2025 to \$267.64 billion by 2035, at a CAGR of 43.75%. Rising protein demand is driving precision fermentation, exemplified by animal-free whey and casein substitutes in milk, ice cream, cheese, and yogurt. Animal-free egg alternatives highlight another innovative application of precision fermentation. Keep an eye out for new food and beverages made with precision fermentation.



Image by Freepik





## **SPOT ON**

This trend is about the rise in skin care focused on acne. Acne, once considered a teenage concern, now affects adults across all ages and skin types. Hormonal imbalances, stress, and environmental factors are driving innovations in skincare products designed to treat acne. According to analysts, the global acne treatment market is growing more than 5% a year and is expected to reach nearly \$17.5 billion by 2032. Every year, 50 million Americans suffer from acne, with 85% of them aged 12-24, per Galderma. Brands are innovating with a variety of unique applications, including cleansers, serums, sprays, pastes, patches, systems, and supplements. Keep your eyes peeled as innovative ingredients and formats drive new acne treatments.

## 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 ghostwriting, branded content, newsletters, ezines, blog posts, website copy, 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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