

#### MICRO TREND #1

## ESSENTIALLY ORGANIC

This micro trend dives into the vast growth of organic food and beverage options on a global scale and the increasing demand for natural and organic personal care alternatives as well as eco-friendly household care products. Based on the consumer's increasing health-consciousness and growing interest in naturalness, clean labelling and transparency as well as their environmental concerns, organic products are set to evolve in the years to come.



### Organic certified natural flavours and beverage compounds:

- Lime
- Lemon
- Orange
- Cola
- Bitter Lemon
- Lemon/Lime
- Apple
- Vanilla

### Ingredients for scented products with organic positioning:

- ECOCERT Cosmos organic conform fragrances
- Botanical extracts from certified organic cultivation

### Organic certified snack seasonings:

- Paprika
- Black Pepper
- Rosemary

#### MICRO TREND #2

## PLANT-BASED EVERYTHING

People are increasingly seeking for vegan alternatives in various spheres and enjoy the journey of discovering new products. While the concept of plant-based nutrition embraces flexible alternatives to traditional animal products such as dairy, meat and fish, plant-based personal and household care products serve the same need for a conscious lifestyle. Hence, the demand for new plant-based formats and more sophisticated alternatives is accelerating.



Plant-based trends reach global phenomenon status.

- INNOVA



### Flavour solutions for plant-based products:

- Masking Solutions
- Enhancing Dairy Notes & Creaminess
- Vegan Meat, Fish & Cheese Profiles
- Umami

### Fragrances for natural cosmetics:

- ECOCERT Cosmos natural and NATRUE conform fragrances
- Conventional fragrances for nature-inspired products

#### MICRO TREND #3

## HYPER REGIONALITY

Contrasting our globalised world with its "always-on" mentality and availability of goods, there is an emerging trend towards regional, local and hyper-local products. Hence, commitment to local sourcing is at the forefront of innovation.

From the foods consumed, to the hygiene and cosmetic products used on a daily basis, all of this contributes to reduce our ecological footprint. Embracing short transport routes together with seasonality of products might be a key in creating trust and transparency for consumers.



When globalisation was still the holy grail, top chefs had products flown in from all over the world. Nowadays, regionality and therefore seasonality take a front seat.

- HANNI RÜTZLER/FOOD REPORT



### Flavour Inspiration:

- Sea Buckthorn
- Quince
- Rhubarb
- Elderberry & Elderflower
- Bear's Garlic

### Fragrance Inspiration:

- Local Beauties
- Diverse Humanity
- Rough Landscapes