



spark[®]
IGNITES CREATIVITY
INSPIRES SENSES



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GLOBAL TRENDS PROGRAM



OUR EXPERTISE

A LONG HERITAGE FOR DISCOVERY

100+ years of flavor, fragrance & botanical industry experience, coupled with innovative marketing and data-driven insights backs each prediction as our featured flavors, fragrances & botanicals make their way from the inception phase to mainstream acceptance. Social science and research analysis are a part of the recipe we use to determine what is defining the future of flavors, fragrances & botanicals.

SERVICE IS THE FOUNDATION

We are a family-run business, growing year over year on a global scale while maintaining the core values of a family – trust, communication, challenge and grit. While always adopting and implementing modern tactics and technologies, we remain true to our founding principles of providing superior quality and excellent customer service which are the heart and soul of the Bell Family.



PEOPLE: OUR MOST VALUED ASSET

From the Flavorists and Food Scientists to the accredited noses of our Perfumer's and evaluation team, Bell's biggest assets are the people. These resources combined with an integrated approach to Marketing, Sensory and Consumer Insights is a proven asset for spotting and predicting the emerging trends that are driving consumer preferences.



A THIRST FOR CONSUMER INSIGHT

Value-added innovation is taken to the next level with our unrivaled sensory and marketing collaboration to identify on-trend and on-target flavors and fragrances with our proprietary OlfactiveDNA™ platform. This sensorial and consumer data is used to develop authentic and unique taste and aroma attributes to excite the consumer's palette and deliver delight.



INSPIRATION BY THE DETAILS

We look anywhere and everywhere for inspiration. Each trend is quantified and vetted to assure it resonates on both interest and excitement while complying with the current guidelines covering all stages of production, processing, and distribution. Staying ahead of the ever-changing regulatory environment is our top priority and helps keep our predictions grounded in regulatory reality.



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THE ORIGIN OF IMAGINATION

The Origin of Imagination Comes from the Core

The Spark trends platform at Bell is the origin of imagination. It's the source of what's possible. It's the essence of creativity and the future of what's to come in the flavor and fragrance industry. It's your guide to what's next and provides the foundation to excite, enliven, and ignite your creativity.

Bell's Spark trends platform tells us a lot about where we've come from and where we are heading on this journey. The same questions continue to arise year over year; how can we determine what is to come in this rapidly changing world? How are consumers changing? What are the next big flavors, fragrances and botanicals?

To answer these questions, we look at the roots of the consumer's cultural and personal mindset to determine the foundational behaviors that are driving their everyday actions. This global collaboration allows us to identify and translate these drivers into flavors, fragrances and botanicals that delight consumers.

We combine this deep understanding of the consumer with a comprehensive knowledge of the global culinary influences, market dynamics and innovations that are shaping how consumers behave, what they consume and what the future of flavors, fragrances and ingredients will look like.

MEET OUR GLOBAL SPARK TRENDS

This year, our Spark trend platform has been reconstructed to take a longer term view identifying five key consumer macro trends that we see being foundational for today and the future. The macro trends that were collectively identified by our global marketing teams represent the core behavioral values that are present in all humans.

Bell's global Spark trends touch on all areas from overall wellness to reward and indulgence. They focus on paying it forward to mother earth and the ways consumers have engaged with each other in the new virtual environment we've all had to endure. Finally, the platform speaks to a state of escapism where we are seeing new ways flavors, fragrances and botanicals are being used by consumers to experience the exotic and the familiar from their own homes.



FINDING SILVER LININGS

Treat Ourselves With Delight



WELL BALANCED

A New Lense Of Optimal Holistic Health



ESCAPISM

New Realities Through The Senses



GLOBAL CONSCIOUSNESS

Pay It Forward To Mother Earth



TOGETHER APART

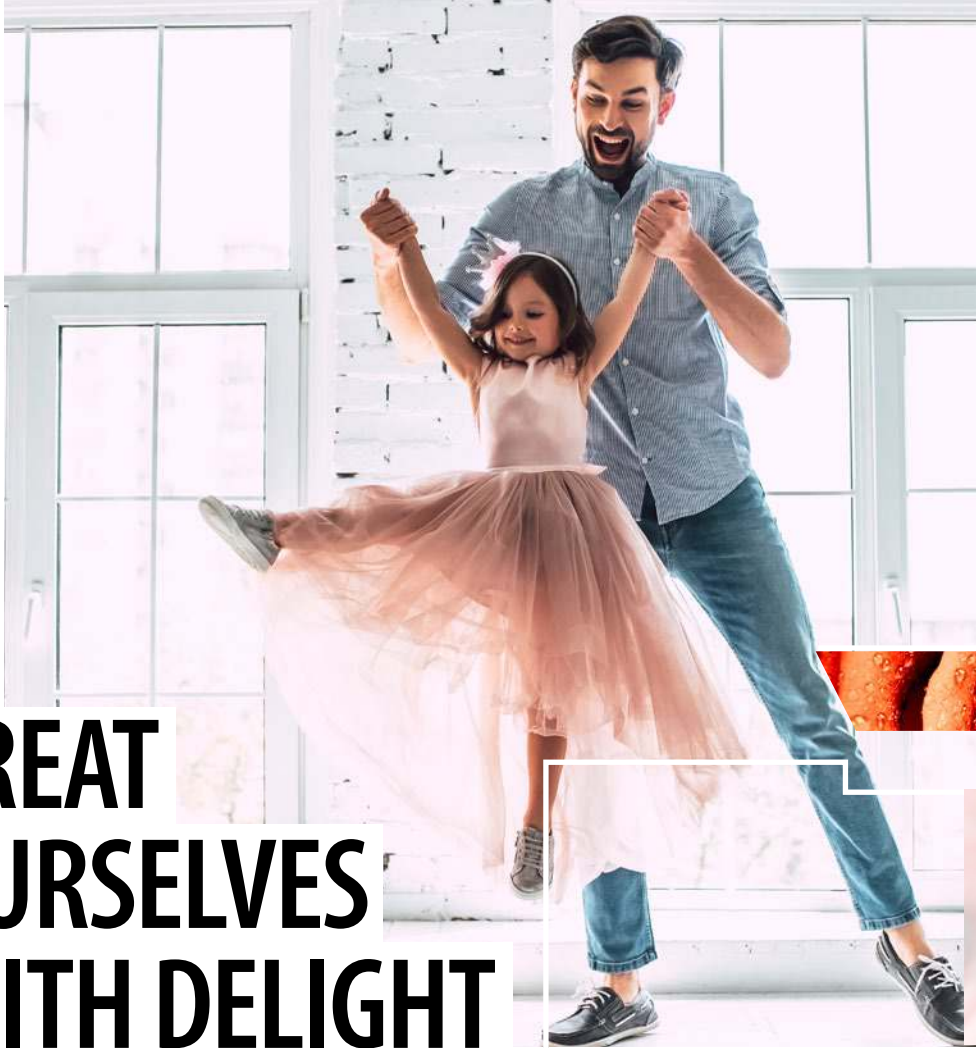
New Concepts Of Togetherness

FINDING SILVER LININGS

If it was known that today was the last day on Earth, what would people choose to do? The world is constantly becoming more aware of how to make the most of each day. Human behaviors and actions are uncovering some of the most basic coping mechanisms, showing new answers to the reasons and ways people instinctually treat themselves.

Each moment offers the opportunity to learn something about each other and the world, including the things that make people feel comforted, worthwhile, and even whimsical with a carefree playfulness. Finding the silver lining in each day gives people a sense of purpose and delight. Indulgences are abundant when the world is seen through the lens of childhood memories, timeless traditions, and the comforts of home. Pampering rewards and lavish experiences feel thrilling yet strangely satisfying, and unlock a sense of worth for how humans choose to revel in their own lives, and the reimagined stimulations yet to be discovered will help navigate new paths to unlimited fulfillment.

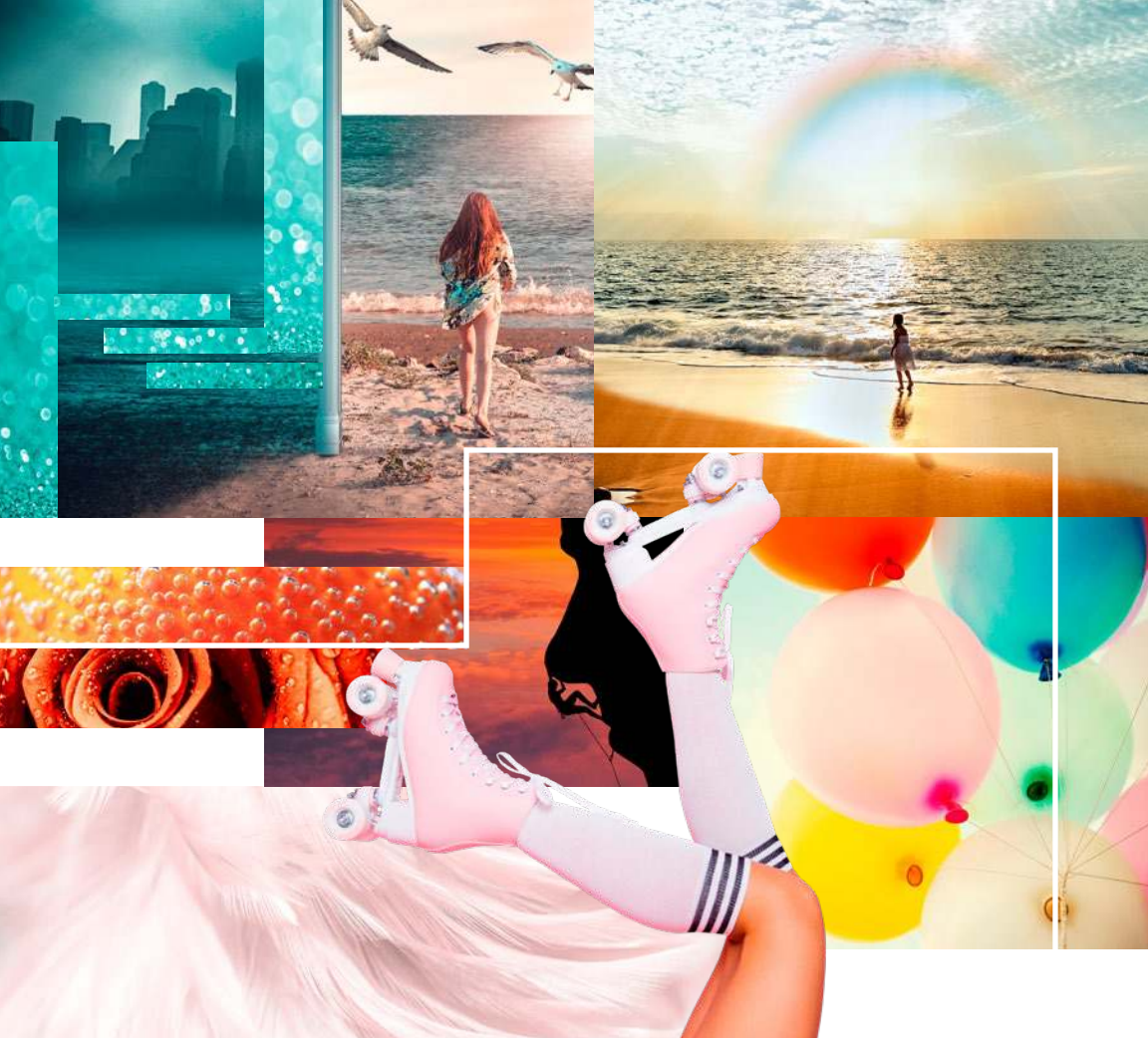




TREAT OURSELVES WITH DELIGHT

“ Tapping into our basic instinct to release our emotions through physical activity becomes an essential outlet for our collective mental health. Engaging our muscles, our minds, and our emotions helps us feel alive and pampered in a time of uncertainty. - FASHION SNOOPS





Throwback



Comforts



Worth



Unexpected



Traditions

WELL BALANCED

The wellness trend is continuously evolving as consumers focus on optimizing nutrition, personal care, and fitness, among others, through a new lens of optimal holistic health. Consumers have adopted a comprehensive approach to wellbeing, including mental, emotional, and spiritual wellbeing, rather than just physical. The general public has emphasized personal therapeutics, hygiene, and healthy practices to enhance all aspects of life today, and in years to come.

By consciously establishing habits and routines aimed at enriching one's core values, consumers are able to take small steps everyday toward self-optimization. Consumers seek safe, nutrient-dense products that bolster transparent immune boosting ingredients that provide functionality. With the rising notion of happiness and mood enhancement, purchasing habits continue to gravitate towards natural, and healthy alternatives that endorse the concept of a resilient body and mind. Detoxing the mind, body and soul, and establishing self-routines exploring increased immunity are key pillars in establishing lasting longevity.





A NEW LENS OF OPTIMAL HOLISTIC HEALTH



I would define optimal health as a state characterized by anatomic, physiologic, and psychological integrity and optimization which supports optimal wellbeing. Your values are fulfilled by developing the ability to deal with stress while maintaining internal equilibrium and external stability. - DR. WAYNE SCOTT

ANDERSEN, DR A'S HABITS OF HEALTH





Well-Rounded
Detox



Natural and
Organic



Mood
Enhancement



Functional
Ingredients



Self Care and
Self Love

ESCAPISM

Curiosity is one of the main drivers of human nature. The union of imagination, exploration and experiences opens a world of possibilities. A necessity for going beyond the constraints of physical space and time fuels an endless inquisitiveness. New realities are created everyday; whether daydreaming about exotic, faraway, or unknown places and adventures that play out the most fantastic scenes in the imagination or rediscovering the charms about the familiar places and scenes, the quest for discovery is a constant of the mind.

Reimagined multi-sensorial experiences have become an all-inclusive destination when going out and exploring is not an option. Thanks to this, consumers continue to engage and escape through the senses; by the transporting power of technology, or by the ever awe-inducing power of the mind, blurring the boundaries between real life and fantasy. Through this lens, the world becomes a playground and the ever-increasing ways of experimenting it, the tools to create and experience the ultimate escape.



A red door stands open in a desert landscape under a sunset sky. The door is open to a starry night sky, suggesting a transition from the real world to a new reality. The desert dunes are visible on either side of the door.

NEW REALITIES THROUGH THE SENSES

“People talk about escapism as if it’s a bad thing... Once you’ve escaped, once you come back, the world is not the same as when you left it. You come back to it with skills, weapons, knowledge you didn’t have before. Then you are better equipped to deal with your current reality.” - NEIL GAIMAN



Discovery



Imagination



Travel



Sensorial



Newness

GLOBAL CONSCIOUSNESS

Humans are creatures of habit. Everyday behaviors in areas such as work, commute, purchasing patterns, consumption, recycle and waste disposal, all impact the planet. Sustainability is not just a trend, it's a way of life. It's a series of social, economic, and environmental factors that promote a self-sustaining, well-balanced lifestyle. Reimagined upcycling, water solutions, plant-based and renewable energies are just the tip of the new philosophies to come.

The choices one makes every day can have a major impact on the world. The role of the consumer is to pay it forward by protecting the Earth from harmful practices, while preserving cultures, traditions and what makes humans, humans. Mother Earth has provided humans with the necessary tools to live harmoniously for hundreds of thousands of years and consumers' consciousness towards innovative solutions today could leave everlasting affects for generations to come.





PAY IT FORWARD TO MOTHER EARTH

I think we all agree that we want to go from products and techniques - which will continue to be important - to people, who have always been important but now must be even more so. We need to create awareness of ecology and sustainability, because the more sustainable we are, the healthier we are. The more human we are, the better. - CHEF JOAN ROCA



Humanity



Culture



Elements



Diversity



Harmony

TOGETHER APART

While the distance between people, both physically and emotionally, has increased exponentially, connections have become more robust in this new era of connection. Technology has shaped the future to be worlds apart but closer than ever imagined. This epoch, thrust upon people, has birthed a new concept of togetherness, a new way of communicating, and a unique perspective of “one world” that will live on for many years to come.

The communal nature of humans influences how people go through daily lives. The experience of the world is extraordinarily sensorial and has many conduits through which to be absorbed. People communicate through sound, image, smell, and taste. The scent of a rose can regulate a room’s mood, and the taste of a home-cooked meal can create bonds between strangers. Yet, many of these enjoyed experiences have become virtual unveiling news ways for consumers to connect through the senses. This new era of connection of commonality and shared-experiences will continue to evolve with innovative technology and thinking outside the box for ways to connect.

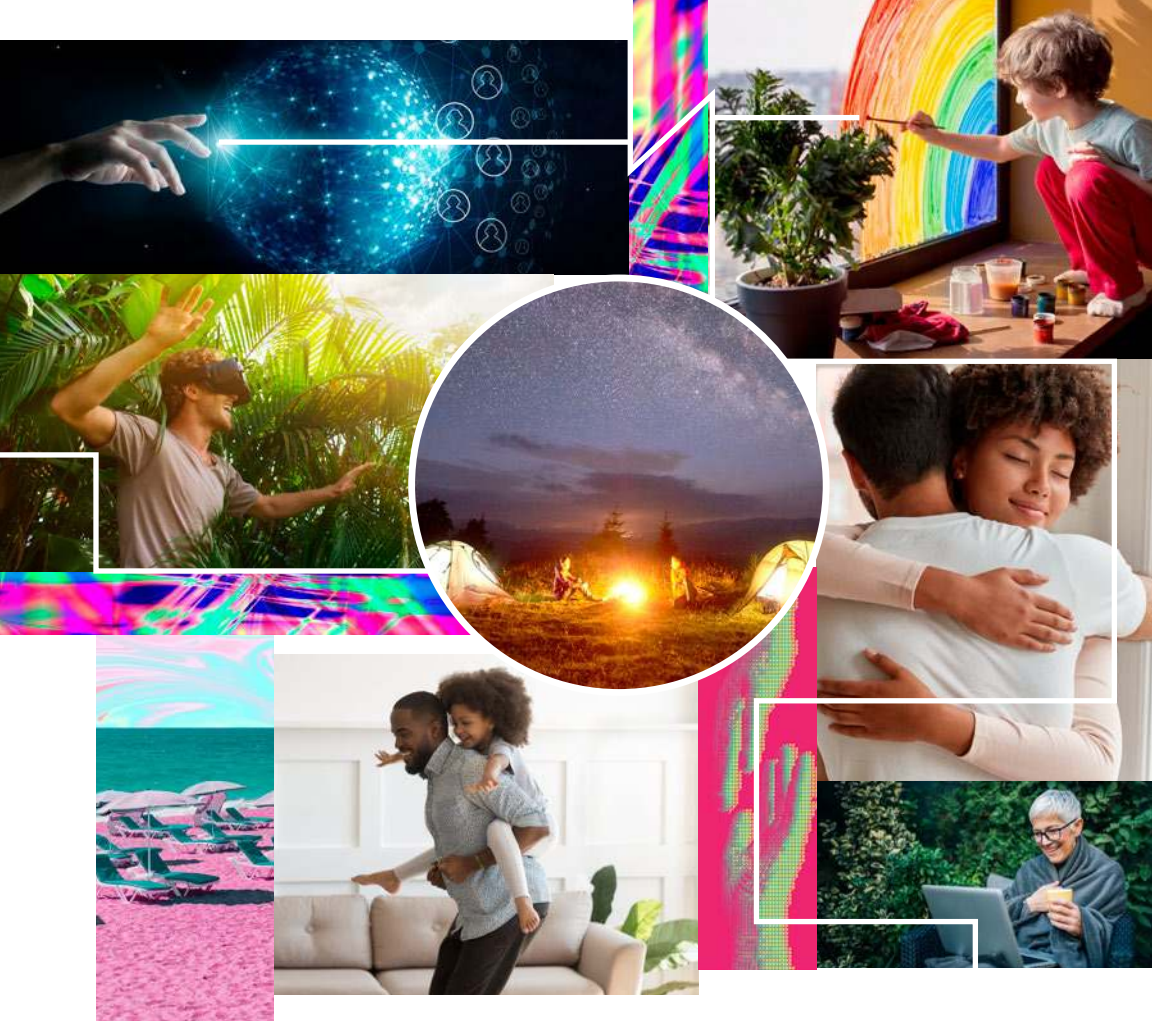




NEW CONCEPTS OF TOGETHERNESS

“It’s extremely important that we recognize that anxiety is contagious, but so is compassion. There are ways in which we can bring our communities together, even if virtually. We can encourage positive community outcomes such as altruistic behavior and reaching out to those who are living alone or who are seniors. - ROXANE COHEN SILVER, PH.D., PROFESSOR OF PSYCHOLOGICAL SCIENCE, MEDICINE, AND PUBLIC HEALTH





Shared Experiences



New Era of Connection



Commonality



Innovation



Compassion

FROM MACRO TO MICRO

As the world looks to the future and tries to understand what is next, one thing in common is the essence of what makes us all human. When it comes to emotions and shared feelings, there are various ways of expressing ourselves through language, traditions, food, beverage, aroma and the experiences that go with these actions. These macro trends are seen around the world and serve as the foundation to consumer behaviors that look deeper into the geographies, categories, flavors, fragrances and botanicals that uniquely define them.

Macro trends are about the consumer mindset, their lifestyle and consumption in general. They are deep-seeded and longer term concepts that are not associated with any specific market. They are not a fad, they are a way of life.

Micro trends are the year or years to come fads that consumers experience and help to create based upon what is happening in the current world. They are identified by specific actions or changes in market or consumer dynamics and are seen in current day culture. They evolve from the larger macro trends but can be tied to specific markets, categories, flavors, fragrances and botanicals.



Finding Silver Linings

Well Balanced



N. America

Nostalgia

Enjoying Rewards

Homestyle

Moods & Emotions

Self-Care

Functional

EMEA

Nostalgia

Enjoying Rewards

Homestyle

Moods & Emotions

Self-Care

Protection

APAC

Pause

Positive Semblance

Comforting Prospect

Me-Time

Holistic

Reinvigorate

LATAM

Back To Basics

Homestyle

Permissive Indulgence

In Tune With Immunity

Rediscovering Health

Moods & Emotions

Escapism



Getaway

Inward

Multisensorial

Getaway

Rediscover

Multisensorial

Breakout

Expedition

Flight Of Fancy

Reinvent The Classics

Enhance Experience

Limited Edition

Global Consciousness



Diverse Humanity

Sustainability

Preservation

Essentially Organic

Plant-Based Everything

Hyper Regionality

Conservancy

Eco-Therapy

De-Urbanize

Vegan Love

Sustain With Purpose

Responsible Consumption

Together Apart



The Joy Of Missing Out

Connectivity

Innovation

The Joy Of Missing Out

Connectivity

Innovation

New Paradigm

Virtual Humanity

Cautious Consciousness

The Joy Of Missing Out

Just A Click

Emotional Connection



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