

### MICRO TREND #1

## MOODS & EMOTIONS

As consumers continue to gain a better understanding of their holistic health, moods and emotions will play a key role in overall well-being. A healthy and positive mind is one of the most important tools one can employ, it improves focus, memory, creativity and, in-turn, increases efficiency and productivity. The collective focus on mood enhancing products will continue to grow, especially as the public continues to shine a light on mental health issues, worldwide. As many consumers prefer to use natural remedies, they are seeking out products that feature select flavours, fragrances, and botanicals designed to boost mood.



Your emotions make you human. Even the unpleasant ones have a purpose. Don't lock them away. If you ignore them, they just get louder.

– SABAA TAHIR



### Flavour Inspiration:

- Vanilla & Tonka Bean
- Chamomile
- Lavender
- Orange Blossom
- Peppermint

### Fragrance Inspiration:

- Bottled Happiness
- Signs of Hope
- Finding Tranquility

### MICRO TREND #2

## SELF CARE

Consumers continue to adjust and refine perspective on holistic well-being particularly for personal self-optimisation. Remaining fit and healthy is one of the most crucial steps one can take in fighting potential ailments and maximising human performance. As consumers continue to experiment with, and improve upon diets, they are also adding products outside of food to reach the desired effects on the body. The use of natural essential oils and botanical extracts are on the rise in many new product launches. In an ever changing world, consumers love using a mixture of good habits and products to help feel the best they ever have.



Love yourself first, and everything else falls in line. You really have to love yourself to get anything done in this world.

– LUCILLE BALL



### Flavour Inspiration:

- Green Tea/Matcha
- Coconut
- Baobab
- Celery
- Blueberry

### Fragrance Inspiration:

- Sweet Dreams
- Strong for Life
- Me Time

### MICRO TREND #3

## PROTECTION

The strategic use of functional ingredients can dramatically improve the efficacy and intended benefits of a product and consumers are looking to incorporate them whenever possible. From the energising effects of coffee to the brain boosting powers of mushrooms, people are actively searching for anything that can provide a mental or physical edge. As this trend continues to evolve, consumers will have an increased focus on label claims and ingredient statements, to ensure they reap the benefits of functional ingredients.



Functional ingredients allow the consumer to build personalized regimens to achieve their version of overall wellness and target key clinically researched body and mind fulfillment, exactly what today's consumer is looking for.

– FOOD BUSINESS NEWS



### Flavour Inspiration:

- Ginger
- Pomegranate
- Acai
- Lemon & Lime
- Turmeric

### Fragrance Inspiration:

- Anti Pollution
- Simply Clean
- Immunity Solutions