



2024

Citrus as a Tool for Bold-Self Expression

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The coming year will see consumers defiantly choosing flavors and colors that reflect their personalized desires – with an unapologetic abandon for the flavors they deem tasty and the shades that appeal to their aesthetics.

Consumers' tastebuds will transcend tradition and geographic boundaries to challenge the expected with new flavors and formats.

Whether to delight their senses or to embrace health in all its varied forms, this year's themes contrast and combine to bring innovation in all categories and all types of products.



Preface

Last year's report was a culmination of many insights and data collection from both human and artificial intelligence, combining on-the-ground forces of marketing and culinary experts with the latest technologies for behavior prediction. Complemented by a cross-functional global team of TrendXplorers that are dedicated to investigating trends where and as they happen, online as well as in person.



Flavor Lead:

Jennifer Zhou

**Global Product Marketing Director,
Flavors & Citrus**

With 20 years in the flavor industry as a B2B marketer, she is passionate about innovation and the storytelling behind the flavors and ingredients that make products great. Working extensively within the Beverage, Alcoholic Beverage and Sweet Goods categories has inspired a love for all things refreshing and indulgent. She considers herself a devoted student of food, language and culture though her son Benjamin is one of her most trusted authorities on viral food trends.



Color Lead:

Kelly Newsome

**Senior Global Marketing Manager,
Colors & Savory Flavors**

With 23 years studying and working in the food industry, Kelly boasts a professional career marked with colorful and delicious experiences. With a Masters Degree in Food Studies and a Professional Culinary Arts Degree from the Institute of Culinary Education, Kelly has worked in both kitchens and corporate environments. From her previous work experience in the color industry, she's excited to promote the rich offerings within ADM's portfolio of naturally derived colors.

Luxe Self-Expression



Trend Expressions

Unleash the “Phygital”

- **Physical + Digital = Phygital**
the interplay of digital and IRL experiences
- Creating sensorial experiences that rival online experiences

Ultimate Refreshment, Indulgence, Deliciousness

- Unleashing hedonistic taste and color
 - Refreshment / Hydration for beverages
 - Indulgence for sweet foods
 - Deliciousness for culinary/savory

Conscious Consumption

- Curated consumption through products that resonate with consumers’ personal values, including an importance for sustainability

Citrus Inspirations





Dare to #Dupe

Trend Expressions

Affordability

- National brand equivalents vs. premium private label
- Flavor extenders
- Solutions for cost sensitivities

Taste or Shade Replication

- Familiar tastes in new formats
- Converting from artificial to naturally derived shades or Natural flavors
- Flavor mimics for alternative formulations

“Authenticity”

- Flavors that are “authentic” to consumer experiences, whether in the past or in the present day

Citrus Inspirations



A close-up photograph of several orange slices. The oranges are covered in a thick layer of white sugar crystals, which are prominent and glistening. The background is a warm, golden-orange color, matching the fruit. The text "Health Without Stealth" is centered over the image in a white, serif font.

Health Without Stealth

Trend Expressions

Funky Fermentation

- Pickles, Vinegar, Kombucha
- Sour notes in unexpected places for contrast and complexity
- Digestive health as a pathway to overall health

Signalling Flavors and Colors

- Flavors and colors used to help functional products resonate with consumer based on their associations

Flavor & Functionality

- Growth of reduced/low/no fat/sugar/salt products
- Rising consumer expectations for better taste in better-for-you products

Citrus Inspirations



Breaking Boundaries of Taste and Color

Embracing tastes that were previously thought of as unconventional is the new norm and creating new favorites. With viral social media driving exploration the conversion of new products to mainstream staples happens in an instant. Challenging traditions and geographic boundaries of taste is leading foods and beverages to new heights of innovative development.



Trend Expressions

Experiential Eating and Drinking

- Food and beverage trends inspired by viral social media
- Driving vibrant sensorial experiences in any type of food or beverage

Flavors & Colors that Challenge the Norm

- Unconventional combinations and disrupting what is expected
- Mining under-explored, under-represented geographies – Asian, South American, Mediterranean inspired Flavors

Citrus Inspirations



2025?
Coming October!