



spark[®]
IGNITES CREATIVITY
INSPIRES SENSES

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



Escapism



Global Consciousness



Together Apart



N. America

Nostalgia

Enjoying Rewards

Homestyle

Moods & Emotions

Self-Care

Functional

Getaway

Inward

Multisensorial

Diverse Humanity

Sustainability

Preservation

The Joy Of Missing Out

Connectivity

Innovation

EMEA

Nostalgia

Enjoying Rewards

Homestyle

Moods & Emotions

Self-Care

Protection

Getaway

Rediscover

Multisensorial

Essentially Organic

Plant-Based Everything

Hyper Regionality

The Joy Of Missing Out

Connectivity

Innovation

APAC

Pause

Positive Semblance

Comforting Prospect

Me-Time

Holistic

Reinvigorate

Breakout

Expedition

Flight of Fancy

Conservancy

Eco-Therapy

De-Urbanize

New Paradigm

Virtual Humanity

Cautious Consciousness

LATAM

Back To Basics

Homestyle

Permissive Indulgence

In Tune With Immunity

Rediscovering Health

Moods & Emotions

Reinvent The Classics

Enhance Experience

Limited Edition

Vegan Love

Sustain With Purpose

Responsible Consumption

The Joy Of Missing Out

Just A Click

Emotional Connection