



SPARK TRENDS 2022

Food & Beverage Innovation

Color of
the Year
2022

PANTONE®


Very Peri
17-3938


MEET OUR GLOBAL SPARK TRENDS


At 2022 year, our Spark trend platform identify five key consumer macro trends, accompanied with three regional micro trends that hold relevance in the flavors and fragrance world.


GLOBAL MACRO TRENDS



**FINDING SILVER LININGS**
Embracing Comfort

**WELL BALANCED**
A Better Me

**ESCAPISM**
Celebrating Life

**GLOBAL CONSCIOUSNESS**
Planet First

**TOGETHER APART**
Renewed Ties

LATIN AMERICAN MICRO TRENDS

Back To the Roots	Novel Nostalgia	Sweet Moments
Holistic Life	Same but Healthier	Make Me Stronger
Sensory Journey	Explore New Worlds	Freedonism
Less is More	Plantopia	Positive Footprint
Meaningful Connection	Keeping it Real	Meta-Physical

FINDING SILVER LININGS

Embracing comfort

Finding the positive side of each day generates a purpose and a reason to smile, which is why now we seek to live each moment doing what we love the most.

In recent years we have searched for new ways to pamper ourselves and connect with our roots in order to take a breath from the changes in the world, seeking and creating moments to enjoy a sense of delight, security and comfort. The life feels more enjoyable when we experience it through childhood memories, traditions and comforting moments.



finding **SILVER LININGS**

MICROTRENDS



back to the *roots*

The concepts inspired by the **traditions** of each region attract attention because they awaken feelings of **belonging** and **pride** in the consumer.

From **regional** and **ancestral** concepts to **local** ingredients, indigenous profiles are making a comeback.



novel *nostalgia*

Good memories come to life by delighting our senses through concepts and colors that transport us to those **memorable moments** in our lives, childhood memories and anecdotes, **rewriting** and **reinventing** our **memories**.



sweet *moments*

Life feels better when we learn to **enjoy** every moment and **live in the present**. In times of uncertainty, we look for products that **comfort** us through **indulgent** aromas and textures.

finding
SILVER LININGS

RELAXATION
DELIGHT
COMFORT
TREATS
TRADITIONS
REGIONAL
MEMORIES

INDULGENCE

HEDONISM
CHILDHOOD
NOSTALGIA
COZZINES
REMEMBERED
ROOTS

REINVENTING COMFORT

COMFORT FLAVORS

Comfort food continues to boom.

Many consumers would like to see innovative versions of classic foods or drinks.

There is opportunity for creativity focused on developing new concepts inspired by traditional flavors, reimagined versions, and products that provide double indulgence.

Chocolate
and
strawberries
& cream
flavored
beverages



REINVENTED CLASSICS

We find foods and beverages with traditional flavors that seek to surprise the consumer in new formats and combinations.



MODERN VERSION

Tepache, a Mexican drink made from fermented pineapple, spices and sugar that has been reinvented with new flavors.



THE POWER OF FLAVORS

Food and drinks have the ability to take us to a different time and place and bring us feelings of relaxation and happiness.

27%

of Mexicans say they drink alcoholic beverages to relieve stress.



43%

of Colombians say their favorite food/drink reminds them of happy times

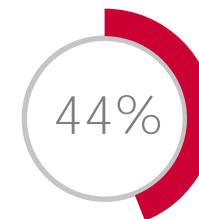




1

back to the roots

During the pandemic, we have learned to embrace our roots with food and drinks inspired by family recipes and enjoying moments with our loved ones in the kitchen. For example, baking at home has become a way for people to enjoy themselves.



of consumers in LATAM would like to see more regional or country-inspired products

“

”

Happiness is home made

BACK TO THE ROOTS

As the world continues to feel the stress-related impacts of COVID-19, consumers will seek out classic flavor favorites for a sense of belonging and comfort.

Mexican soda



Plum soda



Cempasúchil flavored beer



Line of Mexican flavors



Cheese flavored ice cream with guava jam



Rocoto sauce



MEMORIES

46.7%

of consumers in LATAM enjoy products that remind them of the past

ROOTS

51.8%

of consumers in LATAM say that their roots are an important part of their identity

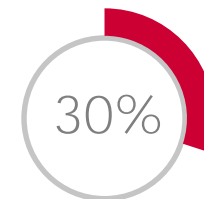


2

novel nostalgia

Nostalgia is a driver in the food and beverage industry.

Increasingly, the consumer is attracted by concepts inspired by the past, by the good times, by generational fashions and pop culture that marked their childhood and youth.



of consumers in LATAM enjoy products that remind them of their past

“

”

Remember is to live again

NOVEL NOSTALGIA

16.5%

of consumers in LATAM
look for products
inspired by childhood

Bubble gum
flavored cereal



Mexican
chocolate
flavored cereal



Skittles energy
drink



KFC flavored
chips



Christmas
punch ice
cream



Kola Roman ice
cream



Tres leches
flavored beer



NOVEL NOSTALGIA

Nostalgia is a driver mainly in the category of desserts, beverages, bakery, ice cream, sweets and snacks. The 90s era will be key and will drive launches of concepts, flavors and packaging that evoke memories.

Cocktails in nostalgic carton package



Breakfast Inspired Chocolates



Inspired by a song from Eiffel 65

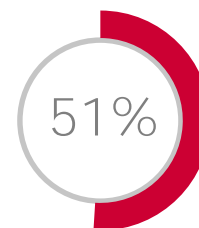


Cotton candy popcorn



sweet moments

Consumers will continue to seek to indulge and embrace themselves with indulgent foods and beverages that evoke that sense of delight and comfort that they can enjoy from home.



of consumers in LATAM enjoy having moments of pampering/indulgence

“

”

Where there is food, there is happiness

SWEET MOMENTS

48%

of consumers in LATAM
consume pizza, sweets
and chocolates to pamper
themselves at home

45%

of Mexicans consume bread
and cookies to pamper
themselves at home



Cream soda
flavor soft
drink



Gansito Cookies



Marzipan flavored jelly



Custard flavor
Snickers



Lemon pie flavor
soft drink



Cola flavored
cookies



SWEET MOMENTS

The pandemic encouraged pet adoption particularly among younger consumers. Dogs and cats are considered important members of the family and are being humanized and pampered with indulgent foods and drinks.



FLAVOR TRENDS

BACK TO THE ROOTS

Plum	Uchuva
Guava	Lulo
Passion fruit	Chicha morada
Soursop	Lúcuma
Cempasúchil	Elote
Prickly pear	
Tamarind	Home made flavors/ grandmothers receipes
Cantarito	
Pitaya	



NOVEL NOSTALGIA

Churro
Bubble gum
Mexican chocolate
White chocolate
Cotton candy
Strawberries & cream

Inspirations based on iconic
eras, songs, cartoons, etc.

SWEET MOMENTS

Cola
Moca
Mazapán
Chocolate
Brownie
Caramel
Hazelnut cream
Cinnamon
Dulce de leche
Peanut butter
Lime pay



WELL BALANCED

A better me

The pandemic has shown us how human and vulnerable we are. Consumers are more aware of their health and well-being than before, it is an element that has been strengthened and will remain. Consumers changed their perspective of wellness towards a more holistic view, a balance between physical, mental and spiritual health.

Wellness is becoming embedded in consumer lifestyles and is ubiquitous: it is now a differentiator for all kinds of products, services, and technologies.



well BALANCED

MICROTRENDS

holistic
life



Consumers are adopting the notion of **holistic health** that includes all the interrelated aspects of **physical and mental well-being**. COVID-19 has accelerated this trend in several ways by highlighting the importance of holistic health and healthy, preventative habits.

same but
healthier

Today we look for products that **provide us with the same pleasure and joy**, but at the same time we demand that these products show us **real and transparent credentials** for being healthier options.

make me
stronger

The focus is shifting towards taking more proactive **preventative measures** on our health. Consumers focus more on **self-care and intrinsic well-being**, aiming to improve their current and future quality of life.

we BALANCED

REST & RECHARGE
HEALTHIFICATION
MICROBIOME
PREVENTION

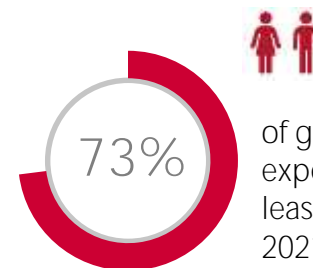
SELF CARE

CLEAN LABEL
PREVENTION
INGREDIENT SYNERGIES
FUNCTIONALITY
MOOD & EMOTIONS
IMMUNITY
TRANSPARENCY



1 holistic life

As the food industry slowly adjusts to a new normal, we expect consumers to prioritize foods and beverages that provide additional benefits and products that support a sense of well-being, such as urban garden vegetables and crops that help address soil health. WHOLE FOODS Feb 2022



“ Mindfulness products will incorporate rituals that help people transition out of high stress situations. ”

MMR Research 2022

HOLISTIC WELLNESS



Serenbe (Atlanta) - model for wellness communities, based on the pillars of agriculture, art, education and wellbeing.

Consumers are increasingly looking for holistic wellness solutions that address both mind and body.

Brands can offer products that support different areas of mental wellness, such as sleep, mood, cognitive performance, and mental energy.



“2022 marks the call for greater spiritual awareness. Generation Z seeks to enhance the chromatism of the aura and impulse the awakening of the consciousness. The searches speak of raising the spiritual vibration and of intimate healing”.

+145%

+60%

healing”.



How to elevate your vibration How to protect your energy

Eats healthy food, most of the time:

51%
Mexico

46%
Colombia

46%
Peru



HOLISTIC LIFE



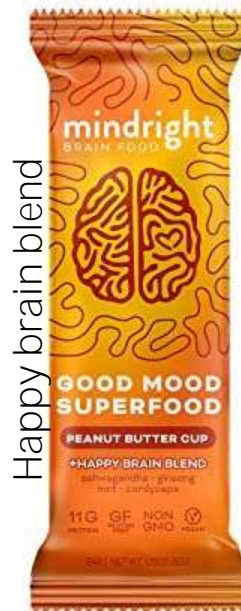
Mental health – Growing claims

- +10% – Anxiety support
- +9% – Depression support
- +4% – Mood and stress health
- +3% – Sleep support

Holistic inspiration

Nutritional
OUTLOOK

Sleep support
surges in 2022



Happy brain blend



Blue Zone Living

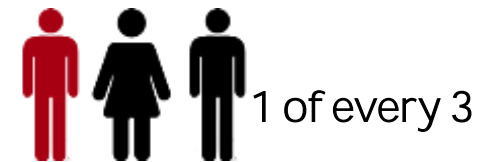
Regions in different parts of
the world where people live
longest



Flavors and ingredients

Flavors and ingredients that can
be associated with wellness are
highly sought after and can help
consumers achieve their holistic
health and wellness goals.

Flavor + Functional benefits=
Happy consumers



Global consumers choose garden flavors
when they want to boost their immunity
(INNOVA 2021)

Botanicals, mushrooms, adaptogens,
herbs and fermented flavors can meet
consumer needs for products with
functional properties while still offering
good taste.

EMOTIONAL HEALTH

With most consumers experiencing stress, anxiety and burnout in their daily lives, there are unique opportunities for brands to create accessible products and solutions.

With CBD and Magnesium



48%
of global consumers
said they are more
aware of their mental
wellbeing due to
COVID-19

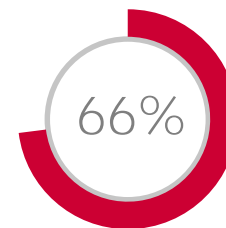
Globally, products with CBD grew by 44.5%
from 2019 to 2022.

Global sales of cannabis grew by 41%





The food and consumer products industry is on the brink of a fundamental paradigm shift. The pandemic caused consumers to make changes to their food consumption resulting in drastic personal changes and a collective reset of values, lifestyles and goals.



of global consumers say they have become more attentive to ingredient lists (FMC 2021)



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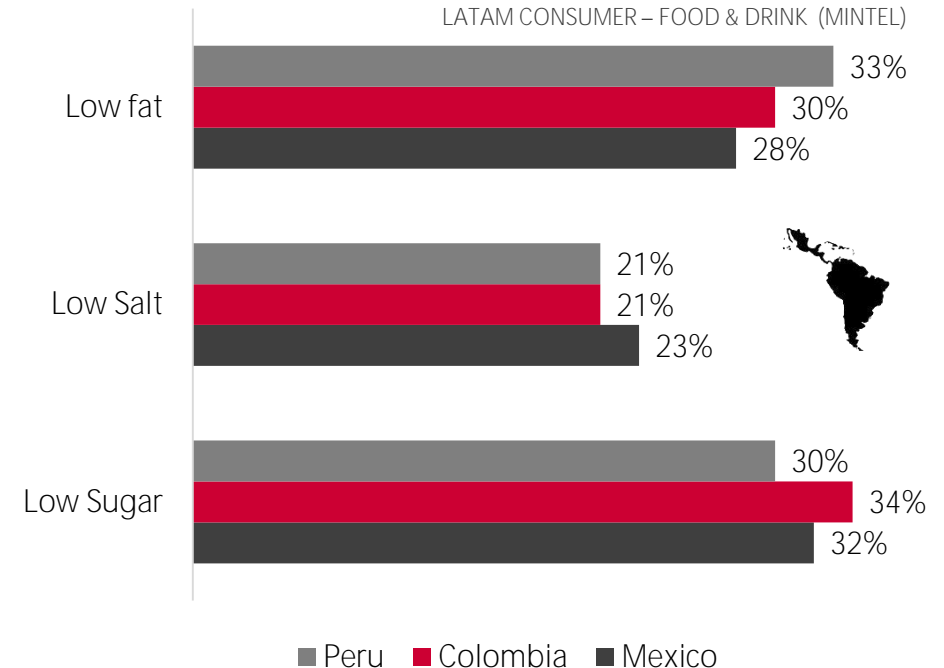
Health is the result of daily habits

”

SAME BUT HEALTHIER

- Low and No
- Reducetarianism
- Simple & Transparent
- Clean & Natural
- Labelling scrutiny

LATAM CONSUMER – FOOD & DRINK (MINTEL)



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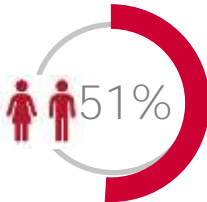
Increasingly, moments of enjoyment are being considered, and more attention is being paid to ingredient content as greater efforts are made to find products that are considered guilt-free and conveniently nutritious. FMC GURUS Feb 2022

”

SIMPLE & TRANSPARENT

A strong focus on maximizing wellness means that it is crucial that nutrition information is seen as simple and transparent, so that consumers feel in control of their nutritional intake.

Of global consumers say they are concerned about “hidden” ingredients in the final product



Support female farmers during organic conversion (France)



Consumer expectations have gone beyond detailed stories and statements; in 2022, people will want to see reliability and measurable progress on health, environment and ethics commitments



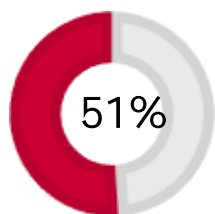
SAME BUT HEALTHIER

Low & No

“Better-for-you” alternatives are growing. Brands are looking for natural sweeteners and sugar alternatives, also turning to grain-free flours and salt substitutes, and striving to come as close as possible to offering a “clean label”. "THE FOOD PEOPLE JAN 2022



☕ 19% and 🏠 14% of global launches use claims “less”



of global consumers have become more conscious about their sugar consumption as a result of covid-19. FMC GURÚS 2022



Clean & Natural

25% ☕ and
🏠 31%

of global launches use natural claims



Conscious Diets

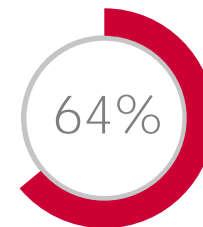
► CAMBIOS EN LA ALIMENTACIÓN

- De la cultura de las dietas a la alimentación con sentido: body trust
- Crecimiento constante en tendencias flexivegetarianas, vegetarianas y veganas.





From sleep supplements to psychobiotics, the health and wellness trends for 2022 support the collective desire for rest and relaxation. Preventive wellness is a focus as we strengthen our immune systems and practice healthy habits. Trend to Watch 2022



de los consumidores globales ahora dicen que son más conscientes de su salud inmunológica (FMC 2021)

“

Physically strong, mentally indestructible

”

MAKE ME STRONGER

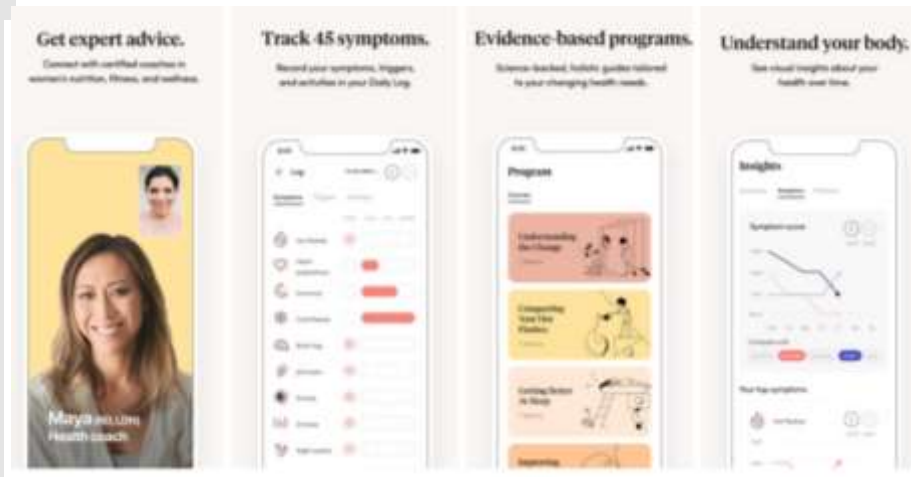


Hyper-personalized diets for the gut biome. ZOE analyzes gut and blood sugar indicators for health and weight monitoring.

Smartwatches that detect vitamin C levels via sweat



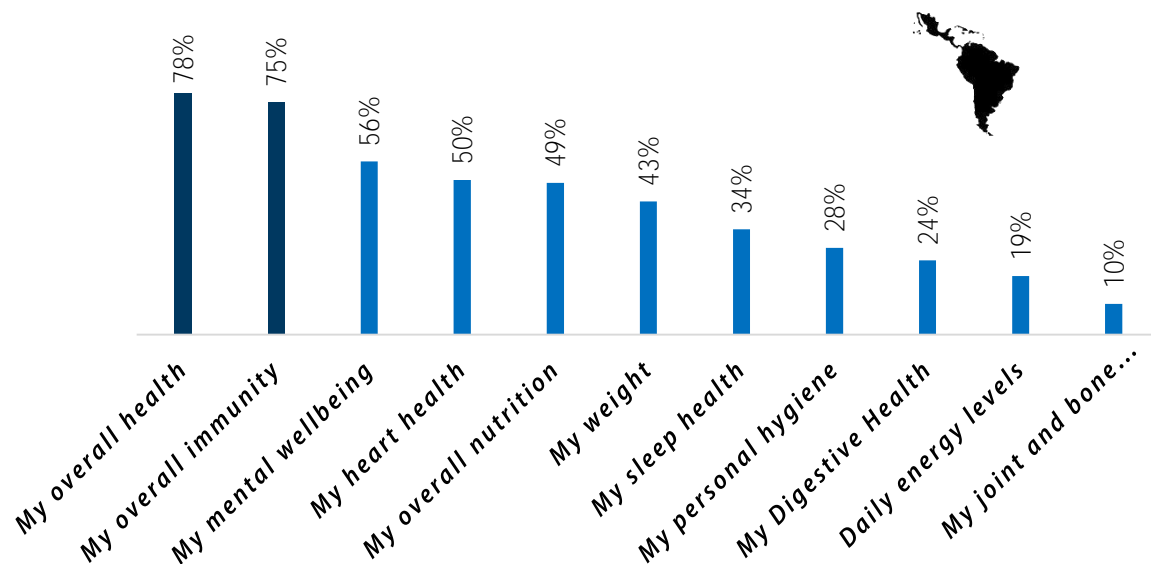
Nutrition applications based on biometric data. PNOE is a science-based nutrition, training and recovery program



MAKE ME STRONGER

- Gut Fuel
- Food Synergies
- Electrolyte Boost
- Prevention Over Cure
- Functional Health
- Personalized Nutrition

South American consumers who say they have become more aware of their following health areas as a result of COVID-19. FMC Gurus 2021

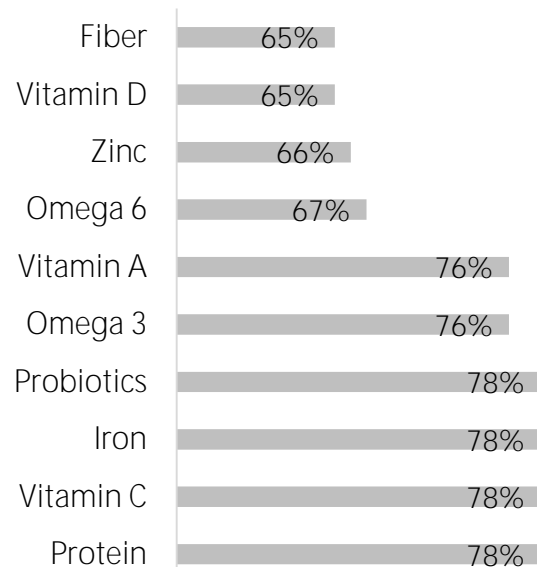


PREVENTION OVER CURE

Ingredients & Immunity



Top ten ingredients associated with boosting the immune system. 2021 Global



Products with vitamins:
D, A, C, E & Zinc



Versatile Mushrooms



Versatile mushrooms aren't new to the superfood category, but they're going mainstream

43% of global consumers are looking for foods that help boost their immune system



GUT FUEL

Gut means health digestive

made from sprouted sorghum that has been soaked to allow better digestion of nutrients

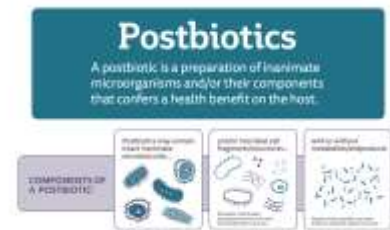


for consumers looking for a tasty option that is also *good for their digestive health*



Postbiotics for gut health

Touted as a new class of substances that bind to probiotics and prebiotics, postbiotics and paraprobiotics will influence the gut microbiome



Feeding the microbiome: A happy gut for a strong immune system



2 in 5

Consumers around the world consider having a healthy gut/microbiome the most important thing to achieve immune health (INNOVA 2021)



The potential for gut health to improve your health will steadily increase as more people understand the link between good gut health and mental well-being through the gut-brain axis.



FLAVOR TRENDS

HOLISTIC LIFE

Chai	Lemongrass
Green Coffee	Rosemary
Hemp	Green tea
Jasmine	Terpenes
Lavender	

Natural and organic flavors

Green Ludic Flavors 

Botanical extracts Belltanicals



SAME BUT HEALTHIER

Avocado	Strawberry
Cranberry	Mango
Coconut	Matcha
Raspberry	

Natural flavors 

Sugar reduction: Sweetech

Salt reduction: Reduxo

Maskings for sweeteners

MAKE ME STRONGER

Acai	Honey
Blueberry	Moringa
Turmeric	Orange
Goji	Pineapple
Ginger	Grapefruit
Lime (mexican)	
Lime	
Tangerine	



ESCAPISM

Celebrating life

Life is a journey full of moments, colors, music, textures, smells and tastes. In this new awakening of the humanity, we want to celebrate life enjoining each second. People want to go beyond the limits.

We want to use our 5 senses to experience new sensations, using our imagination, the technology and our reality to live great experiences. We look to discover new worlds, new stories, new moments and new beginnings. Life is a dance, and now is the moment to enjoy and celebrate it.



ESCAPISM

MICROTRENDS



Exploring the world and **enjoying** it through our **5 senses** is part of our human nature. That is why consumers are looking for **new, unique and unexpected experiences** that take them on a sensory journey through new **textures, sensations, flavours, aromas and colours.**



When we use our imagination there are no limits. Consumers want to **escape** and **transport** themselves far away, travelling to **real and imaginary worlds** inspired by **fantasy, magic, mystery and other latitudes** that invite us to dream and visualize the unimaginable.



Fun can be created at any moment through **unexpected and disruptive concepts** that break down barriers, stereotypes and concerns, unleashing our **creativity.**
The consumer seeks to counteract the feeling of isolation with the **feeling of freedom.**

ESCAPISM

AMPLIFIED EXPERIENCES
OTHER WORLDS
SENSATIONS
SATISFACTION
ENJOYMENT

IMAGINATION

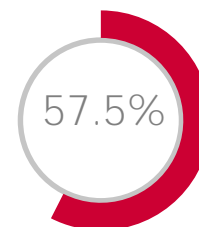
REDISCOVERING
SENSORY EXPLORATION
BORDERLESS TASTE
GASTROESCAPISM
FREEDOM
ULTRA SENSORIAL



1

sensory journey

“From the sensory deprivation of the pandemic to a new era defined by a renewed appetite and an appreciation for the sensory stimulation of food experiences, in particular those that can be taken in the hand and immersed, with complex flavors and unique **aromas**” TFP



of Latin American consumers seek fun and entertainment in all aspects of their lives

“ Between knowing and understanding, I prefer feeling ”

SENSATIONS AND FLAVORS

EVERYTHING SPICY



The launch of products with chili in LATAM grew by 16.4% from 2017 to 2021

INNOVATION IN COLOR



The color blue attracts the Centennial consumer

CONTRASTS

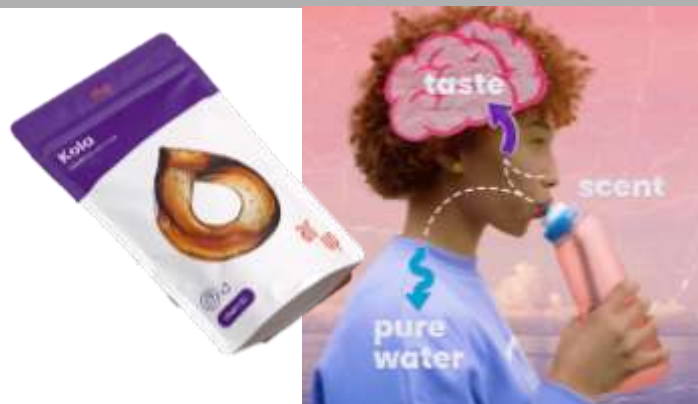


Combinations of trigeminal sensations will attract the consumer's attention

FLAVOR BOMBS



80% of global consumers want to try new and exotic flavors



Air Up® is a drinking system that consists of a refillable bottle, powered by aroma Pods, to drink only water, but experiencing flavors such as cherry, peach and more.

SOFT TEXTURES



Soft textures have taken over social media through videos and recipe content like cloud bread and dalgona coffee.



The launch of products with soft textures between 2017 and 2021 in LATAM have grown:

- Puffy 14.7%
- Sparkling/bubbly 22%
- Smooth 29.1%
- Spreadable 47%

Mintel



Latticework

Interlacing that creates air spaces, offering an interesting consumption experience with the same amount of ingredients



PARTY TIME



Celebrating non-famous moments

The change of course calls for a party. Millennials, Gen Xers, and Boomers know this. In 2022, events ranging from adoption to empty nest take center stage. Hard breakup? It is celebrated. The celebration marks new beginnings with parties worth remembering.

The growth of searches for unusual cakes on Pinterest has grown and will become mainstream in 2022.

- Gravity defying cake ideas (+70%)
- Unusual cakes (+2x)
- Art cake ideas (+3x)
- Bubble cake ideas (+55%)
- 3D cake ideas (+60%)



Celebrating Mini Occasions

With more time at home, consumers celebrate small milestones like the end of a workday or completing tasks with colorful snacks.



PARTY TIME



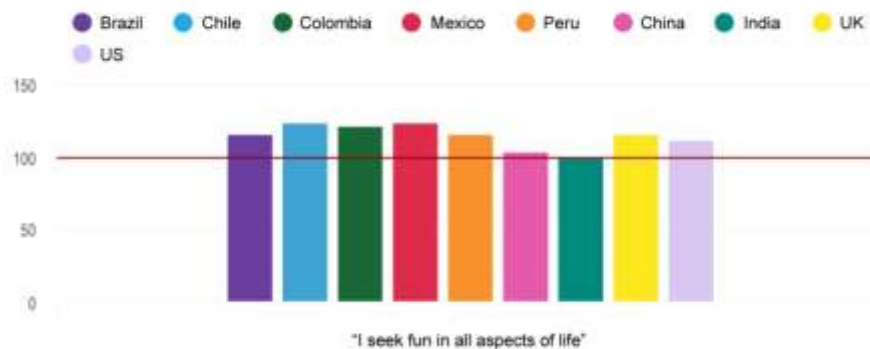
Confetti Everywhere

The launch of products with the Confetti concept grew by 40% from 2019 to 2020 in LATAM. The concept of Pastel de 3 leches grew by 150% from 2018 to 2021.



According to Mintel, LATAM is looking for more daily fun.

Select countries: index of factors driving consumer behavior around the "Experiences" Trend Driver – "I seek fun in all aspects of my life," 2021*



Music inspires new product launches through concepts, songs and virtual experiences.



BOMB EXPLOSION!



Pinterest forecasts a growth in younger consumers' preference for flavored teas, pastel-colored beverages and sweet snacks at cock-tea hour. Butterfly pea tea (+70%) and tea bombs will be the stars.



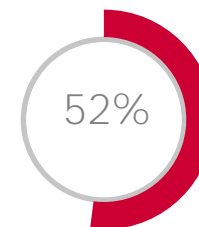
At-home bubble tea kits are becoming popular because of their indulgence and sensory experience.





2 exploring new worlds

This trend epitomizes consumers' desire to live their lives to the fullest, engaging with brands online, offline, or a combination of both, to receive a unique and curated brand experience.



of Latin American consumers
seek to try new experiences

“ There is no more magical
moment than discovering
unexpected places ”

NEW PATHS OF PURCHASING



33.7% of Latin Americans want to personalize their products.

Globally, 27% of teens and young adults look forward to new shopping experiences.

LATAM:

- 42% of Latin Americans would like to find information and tips on web pages
- 29.3% seek to have interaction in social networks
- 20.9% prefer to find information about their products on YouTube.

NEW VIRTUAL WORLDS

Virtual Pubs



Spaces created to buy beer at home and share a Pub atmosphere with friends

App-Powered Stores



Brands in China are partnering with WeChat to offer in-store experiences

Cooking Shows



Walmart hosts interactive cooking shows with celebrities

Fortnite



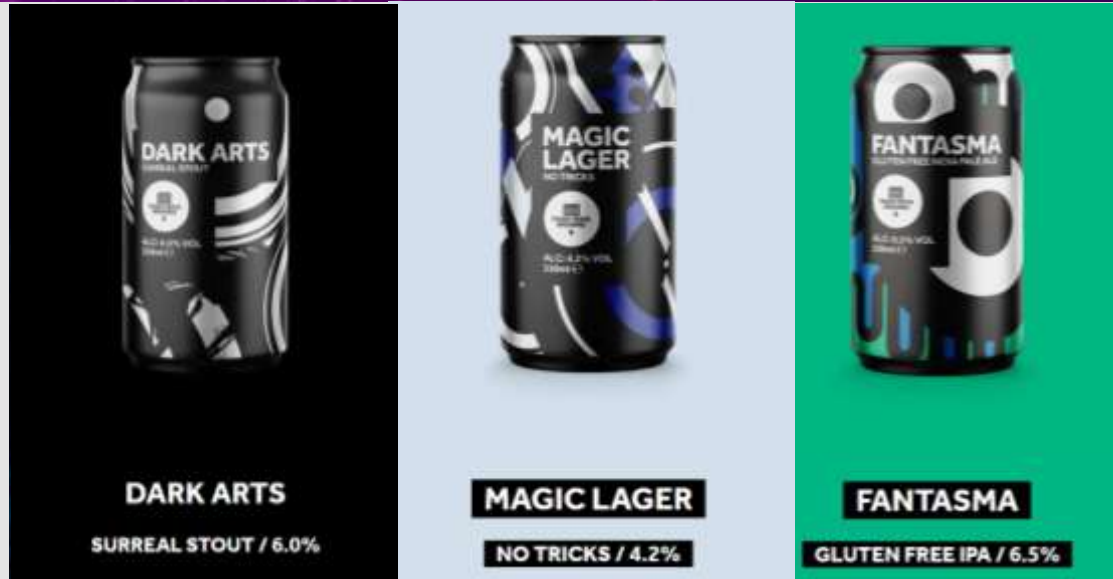
Bon Bon Bum invited its consumers to create new logos, flavors and ideas within Fortnite

AI Creations



Beverages developed based on artificial intelligence knowledge for an audience that loves to be on social networks, and participate in challenges.

EXPLORING THE DARK SIDE



This trend relates to magic and fantasy, as well as darkness, to provide an escape from modern life through mystery.



Fantastic packaging
Magic Black Yogurt is sold in a dark box inspired by magic. General Mills and Netflix collaborated to create a Stranger Things-themed box



Indulgence, games and mystery help consumers to try new things and escape from the usual.



GREEN WORLDS



THC - It is a component that alters thought, mood and senses

Terpenes - These are aromatic oils that give cannabis strains their distinctive flavors such as citrus, berry, mint, and pine.

Terpenic flavors are a good option to attract canna-curious people (50%) and Canna-enthusiasts (9%)



Globally, 162 products with THC have been launched, mainly drinks:

16.0% teas

13.7% carbonated drinks

8.4% flavored waters



KOKA infuses tea made from the coca leaf with black tea, mate tea to create a light-tasting carbonated drink.

Coca leaf extract has a slight energizing sensation.



COSMIC INSPIRATION



According to Pinterest, searches related to sun, star and moon themed parties grew from 110% to 180% in 2021

Drinks inspired by the signs of the zodiac and the 4 elements:
Water: Pitaya, Earth: Green Fruits Fire: Spices, Air: Herbs



Fantasy concepts continue to grow in categories such as confectionery, dairy drinks and baking.



Social media:
More than 1 in 5 teens and young adults paid more attention to astrology memes in 2021 on Instagram.

Angel Milk: Recipe with more than 25 million views



TRAVELLING OVERSEAS



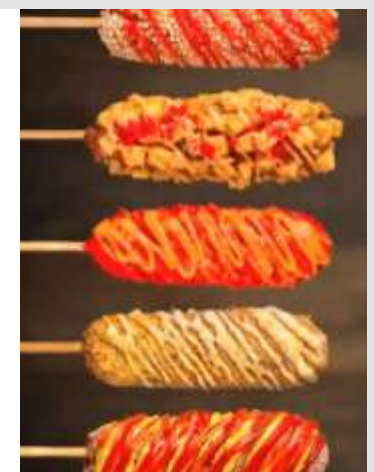
“More than half of global consumers say that after COVID-19, they want to be more adventurous when consuming food and beverages” Innova Market



49% of consumers say the most exciting thing about eating world-inspired food is discovering a new flavor



Korean food is gaining popularity on restaurant and fast food menus.

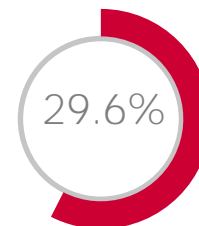




3

freedomism

The sensory fatigue that the consumer has felt during the pandemic has led to the search of freeing the taste buds through surprising flavors and products.



of Latin Americans are interested in travel and fantasy-inspired products

“

Leisure accelerates the development of eccentric and exciting innovations

Innova Market

”

FOOD MASHUP



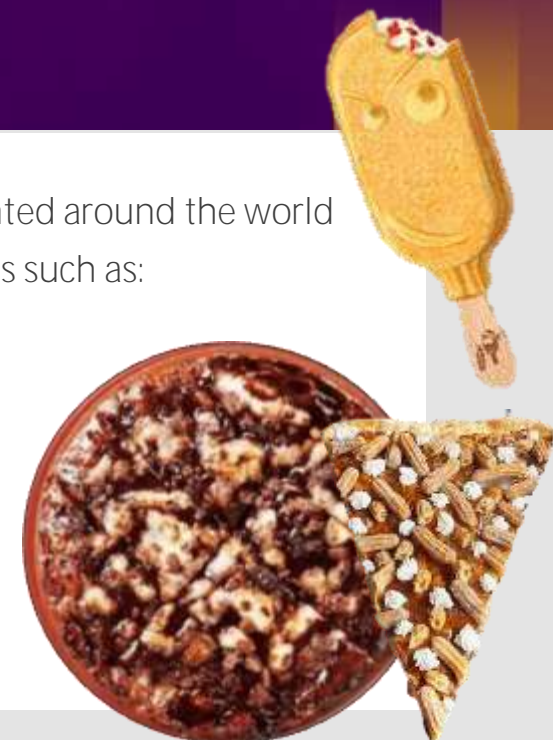
Pizza has been reinvented around the world through hybrid formats such as:

Taco pizza

Sweet pizza

Pizza Bagels

Pizza-palette



The combination of 2 or more concepts in a single product arouses the curiosity of millennials, centennials and alphas.



Pretzel and beer flavored ice cream and the first ice cream with cone made of cookie



BEVERAGE INSPIRATION



Savory Inspiration

Brands such as Nissin and Lays have sought to surprise consumers with hybrid concepts with salty flavors applied to alcoholic beverages.



Coffee-inspired cross-category products continue to grow in the market. The coffee flavor in LATAM has grown by +41.2% from 2017 to 2021, mainly in bakery, dairy, chocolates, alcoholic beverages and nutritional beverages

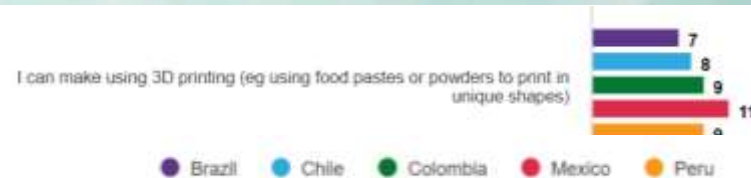


Mintel

TECH INSPIRATION



Technologies like 3D printing will help the industry create incredible detailed shapes, and these new shapes will come with new textures.



SABORES EN TENDENCIA

SENSORY JOURNEY:

Acid & Sour	Hot & Spicy
Blue Raspberry	Chamoy
Cranberry	Chile Ancho
Green apple	Hot cinnamon
Sweet & Smooth	Hot honey
Birthday Cake	Habanero
Cheesecake	
Whipped cream	
Marshmallow	



NEW WORLDS:

Cannabis	Kumquat
Starfruit	Passion fruit
Activated charcoal	Nectarine
Chinese plum	Watermelon
Dragon Fruit	Terpens
Red fruits	Yuzu
	Fantasy inspired flavors

FREEDONISM:

Bannoffee	Flaming hot
Coffee	Moka
Capuccino	Banana
Cheddar	Pizza

Flavors inspired by spirits, cocktails and beer

International cuisine inspired flavors



GLOBAL CONSCIOUSNESS

Planet first

The humanity is facing new challenges in terms of population growth, natural resource depletion and climate change, which has led to great concerns about the future of our mother earth. There has been a shift in the mentality about governments and companies being the only ones in charge of making a change.

More than ever, individuals have assumed responsibility through their personal consumption choices and changing ethics. A more minimalist mind set is being adopted in terms of consumption.



GLOBAL

consciousness

MICROTRENDS



less is
more

Consumers have adopted a more minimalist mentality, **consuming less** material goods and **wasting less** resources. Practices of **circular economy** have become popular around the globe. Furthermore, **minimalism** has been connected to a greater **mental clarity, peace of mind** and a **better economy**.



plantopia

Plant-based products have become popular in recent years as consumers are searching for healthier and more ethical options to consume. **Plants, fungi, seeds and roots** are an inspiration for formulations that offer benefits of the nature.



positive
footprint

In addition to greener options, the modern consumer is looking for **purposeful brands** that take **ethical, humanitarian and social initiatives**, such as the inclusion of people with special needs and **fair trade** practices. Leaving a more positive footprint has become the main motivation for many consumers.

GLOBAL

consciousness

PLANT-BASED
TRANSPARENCY
RECYCLING
MINIMALISM
FAIR TRADE
SUSTAINABILITY
ECOLOGICAL WELL-BEING

10 R'S

SEASONAL & LOCAL
INDIVIDUAL RESPONSIBILITY
REDUCETARIAN
CIRCULAR ECONOMY
INCLUSIVITY
FRIENDLY FARMING



1
less is more

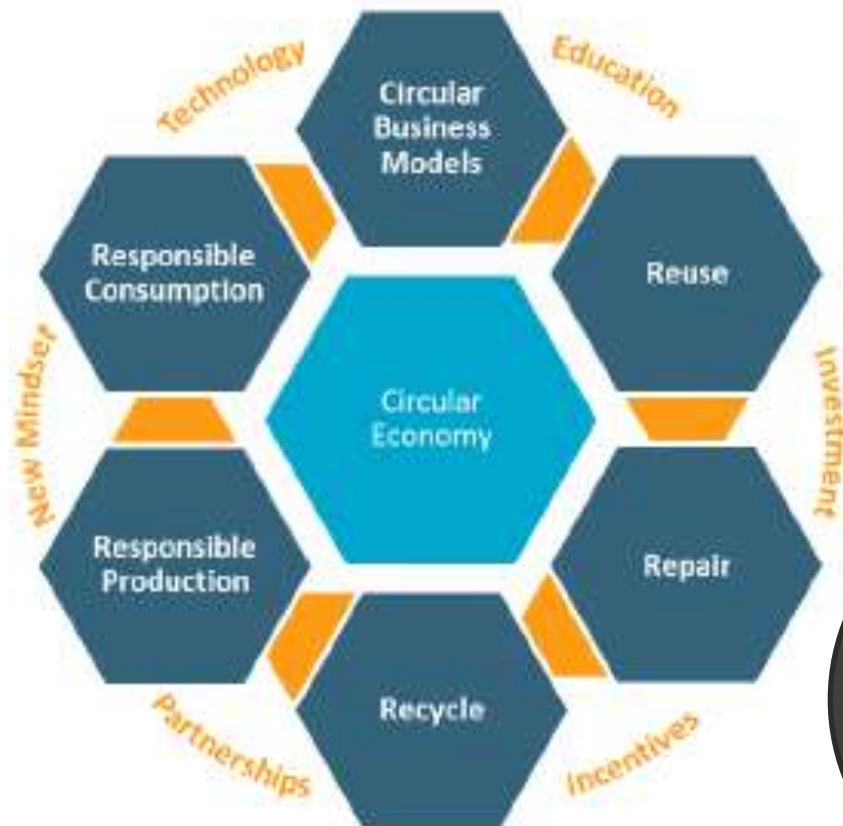
Consumers have adopted a more minimalist mindset, seeking to consume fewer material goods and waste fewer resources. Circular economy practices and habits have become popular around the world.



“ Buy less, choose well, make it last ”

CIRCULAR ECONOMY

73% of Latin Americans try to have a positive impact on the environment through their daily actions.



10 R'S OF SUSTAINABILITY:

REDUCE

REUSE

RECYCLE

RESPECT

RETHINK

RESPONSIBILITY

REFUSE

RENEW

REPLANT

RESTORE

LATAM TOP:

1. Avoid food waste
2. Buy only what is necessary
3. Recycle
4. Reuse

MEANINGFUL CHOICES

YOUR WEEKLY IMPACT

YOUR ENVIRONMENTAL IMPACT



43 MILES
SAVED BY CAR



100 L
OF WATER SAVED



234 FT²
OF LAND SAVED

YOUR PROGRESS ON ANIMALS SAVED



0.2 %
OF COW



0.0 %
OF PIG



14.6 %
OF CHICKEN

CALCULATE WEEKLY IMPACT

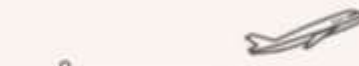
CALCULATE YEARLY IMPACT



75 g per portion

Tu consumo anual de carne de vaca añade **1.611 kg** a tus emisiones anuales de gases de efecto invernadero.

Eso es el equivalente de conducir un auto de gasolina por **6.618 kilómetros**.



la misma que tomar **3 vuelos de ida** de Londres a New York.

Tu consumo de carne de vaca también utiliza

4.625 m² de tierra, que es la misma que **17 canchas de tenis**.

Several brands and services offer easy tools for the consumer to calculate their carbon footprint and environmental impact at an individual level and make better decisions

**FUCK
YOU CO2**



Consumers demand companies to be transparent and truthful in their communication about their sustainable actions

Sustainability has become a key factor in purchasing decisions and is even reflected in the menus and certifications of the restaurants



**MICHELIN
GREEN STAR 2021**

GRAANMARKT 13



ECO-INNOVATION & FRIENDLY FARMING

Brands combat food waste by using “rescued fruit and ingredients” that would have been thrown away because of their appearance.

In addition, seasonal and local products are growing in the market as they are more sustainable options.

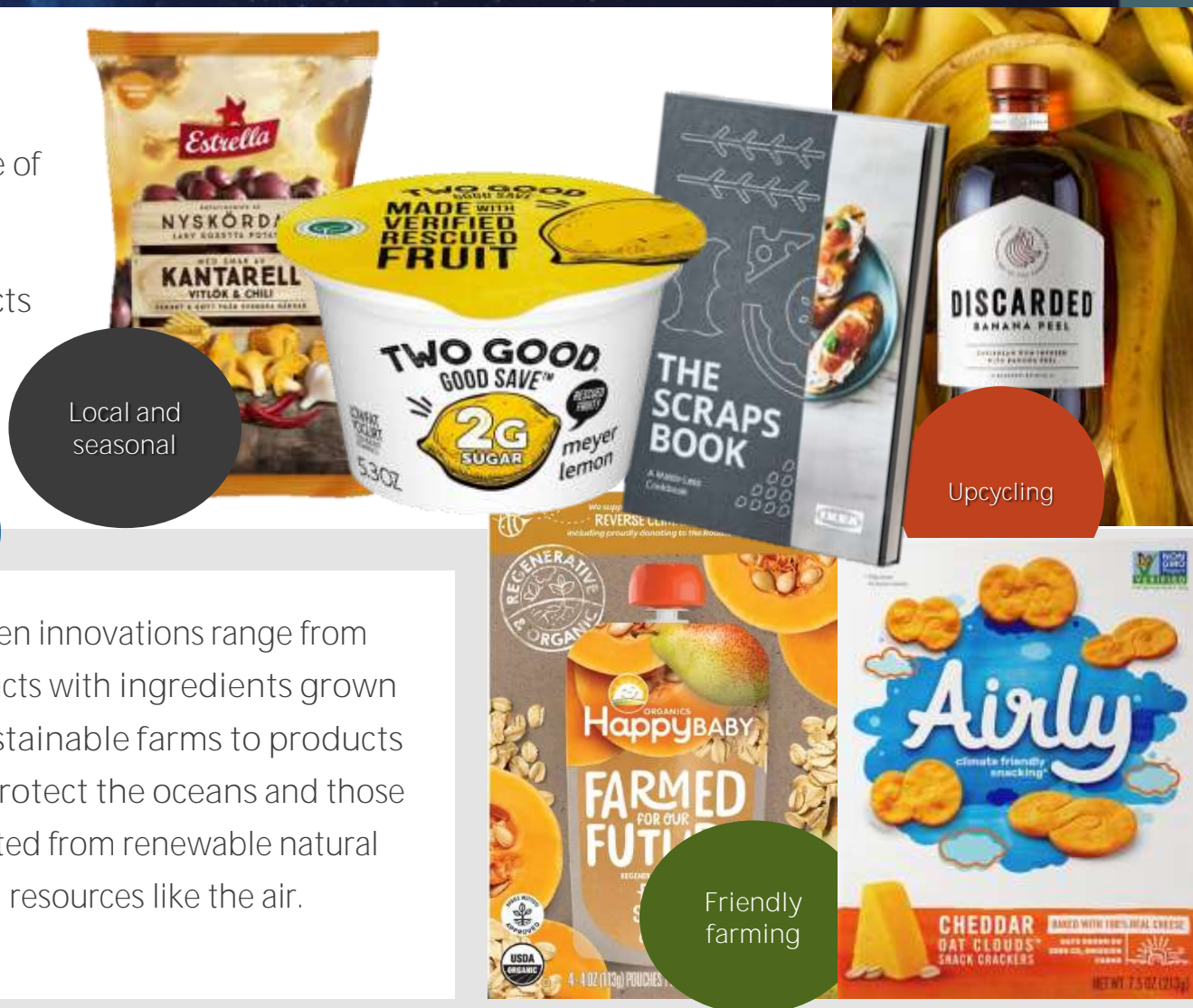
Local and seasonal

Water and ocean protection

Green innovations range from products with ingredients grown on sustainable farms to products that protect the oceans and those created from renewable natural resources like the air.

Friendly farming

Upcycling



PACKAGING REVOLUTION



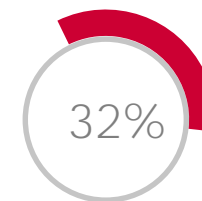
Packaging innovations impact the market. Brands innovate through eco-friendly materials, ingredient upcycling, educational packaging, and technologies to prevent food waste.





Plant-based products have become popular in recent years as consumers seek healthier and more ethical options to consume.

Plants, fungi, seeds and roots today are an inspiration for formulations that offer the benefits of nature.



of Latin American consumers say they are drawn to products inspired by nature

“ Nothing will benefit health and increase the chances for survival of life on Earth as the evolution of a vegetarian diet

Albert Einstein

”

TOWARDS THE NEW NORMAL



Different establishments from restaurants to hotels have taken actions regarding the environment. The concept of vegan tourism has become a point to value.

For example, Ovolo Hotels committed to offering only vegetarian food for a full year.

Sustainable cities:

Entire cities have shown example in sustainability issues.

The city of Helsinki has given up meat at all its events and public gatherings

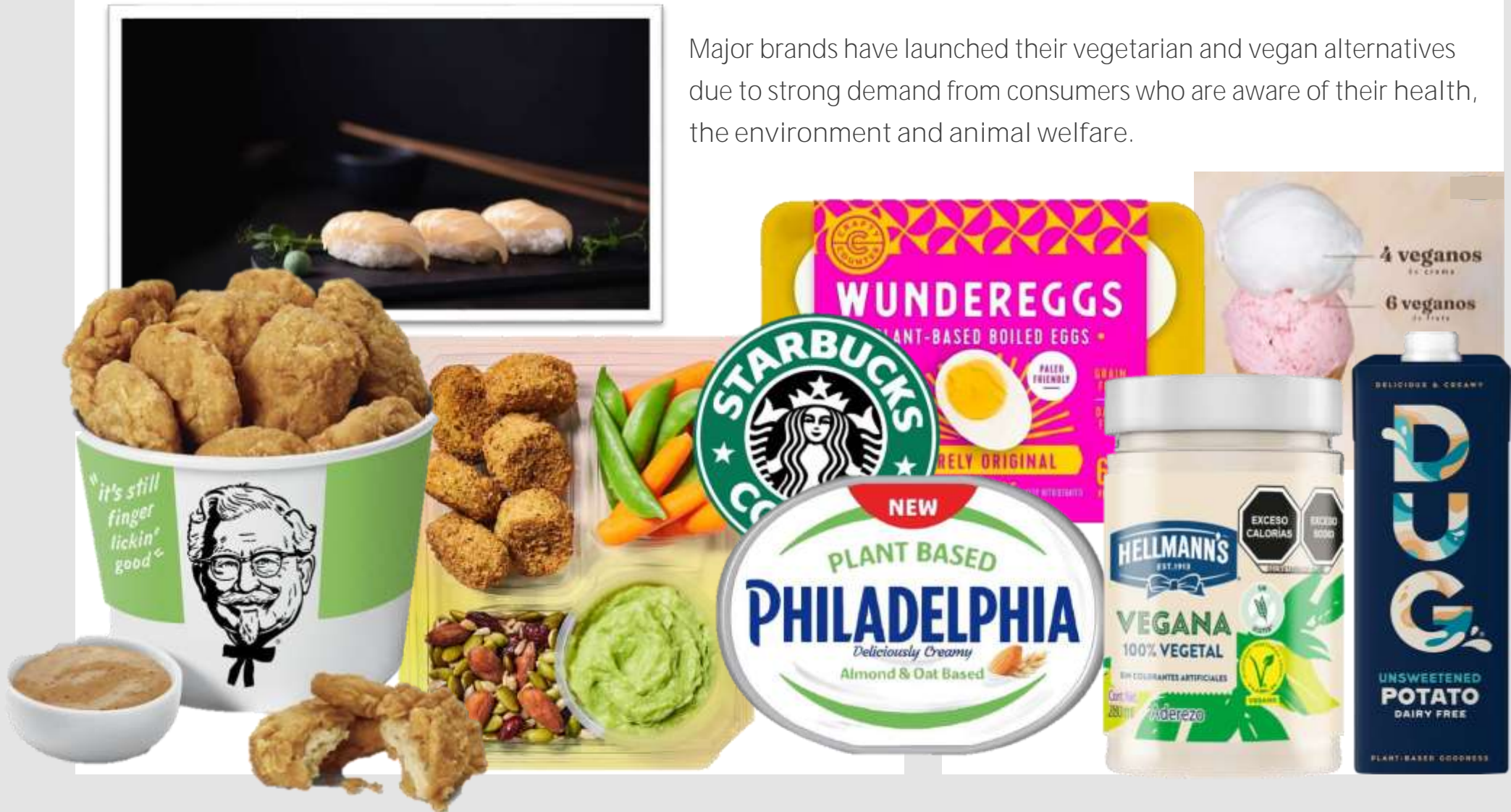


Destination Assist feature helps drivers find vegan restaurants near them



PLANT-BASED INNOVATION

Major brands have launched their vegetarian and vegan alternatives due to strong demand from consumers who are aware of their health, the environment and animal welfare.



PLANT-BASED IN LATAM



Main reasons
LATAM:
Health (75.5%)
Sustainability (37%)
Animal welfare (24.5%)



FUTURE OF ALTERNATIVES



The meat products industry is redefining itself. The future brings with it ethical and sustainable innovations like lab-created meat that requires less land, water and pollutes less.

Restaurants and brands pay more attention to the quality and ethics of their meat products, through claims such as "grass-fed"



More sustainable protein alternatives such as insects continue to be interesting options.





3

positive footprint

In addition to greener options, the modern consumer is looking for purposeful brands that take ethical, humanitarian and social initiatives, such as the inclusion of people with special needs and fair trade practices. Leaving a more positive footprint has become the main motivation of many consumers



of Latin Americans choose brands that support social causes

“

No one has ever become poor by giving

Anne Frank

”

MAKING A DIFFERENCE

BRING JOY. MAKE A DIFFERENCE.

This year alone, 2.5 million children experiencing homelessness might miss out on a birthday celebration. We've made it our mission to change that. At The Birthday Party Project, we believe every child deserves to feel special - especially on their birthday.



This saves lives fights against
child malnutrition



Alpina Ainkaa:
Tribute to the
Wayuu culture with
whom the Alpina
Foundation has
worked with on
different social and
environmental
issues.

+100% increase (yoy) in searches
"donation centers near me"

+100% increase (yoy) in searches
"volunteer opportunities near me"



CONSCIOUS CONSUMPTION



Several brands work to improve different environmental and humanitarian issues in their production, substituting key ingredients.

QOA manufactures cocoa-free chocolate through precision fermentation of other ingredients, to eliminate typical problems in the cocoa industry such as carbon footprint and child labor.

For 43% of Mexicans and 50% of Colombians, supporting the well-being of workers and farmers is one of their most important ethical priorities.



The brands take into account people with disabilities and special needs.

Kellogg's adapted its cereal boxes for blind consumers and people with visual impairments.



FLAVOR TRENDS

LOCAL & SEASONAL:

Guava
Mamey
Mango
Tangerine
Granada
Prickly pear
Pitaya



PLANT-BASED:

Mushrooms	Chili
Meat flavors	Tomato
Herbs	BBQ
Garlic	Cheese
Coconut	Banana
Vegetables	Caramel
Cashew	
Peas	

Plant-Future
Smokeless smokes



SUBSTITUTE FLAVORS:

Coffee
Cocoa
Avocado
Almond
Meat flavors

Extenders and replacers



TOGETHER APART

Renewed ties

2022 is not just a new year. It is a new opportunity to reconnect with ourselves, with our family, our friends, our humanity and our environment. Now we are more aware of the value of each moment and each interaction.

The society has developed new values, more empathy and a different perspective on life. That is why we will find new paths of consumer behavior, new ways of appreciating the present and looking for a better future, and meaningful connections between people, brands and products, seeking a balance between the real and digital world.



TOGETHER *apart*

MICROTRENDS



The pandemic has taught us about the importance of **real and meaningful connections** with people. Being present and enjoying moments with our loved ones and **interacting with the nature** with all of our five senses is more valued than ever.



The stereotypes of perfection are in the past.

Inclusiveness and acceptance of differences go beyond the search of equity to enhance the **authenticity and unique essence** of each person.



Welcome to the metaverse!

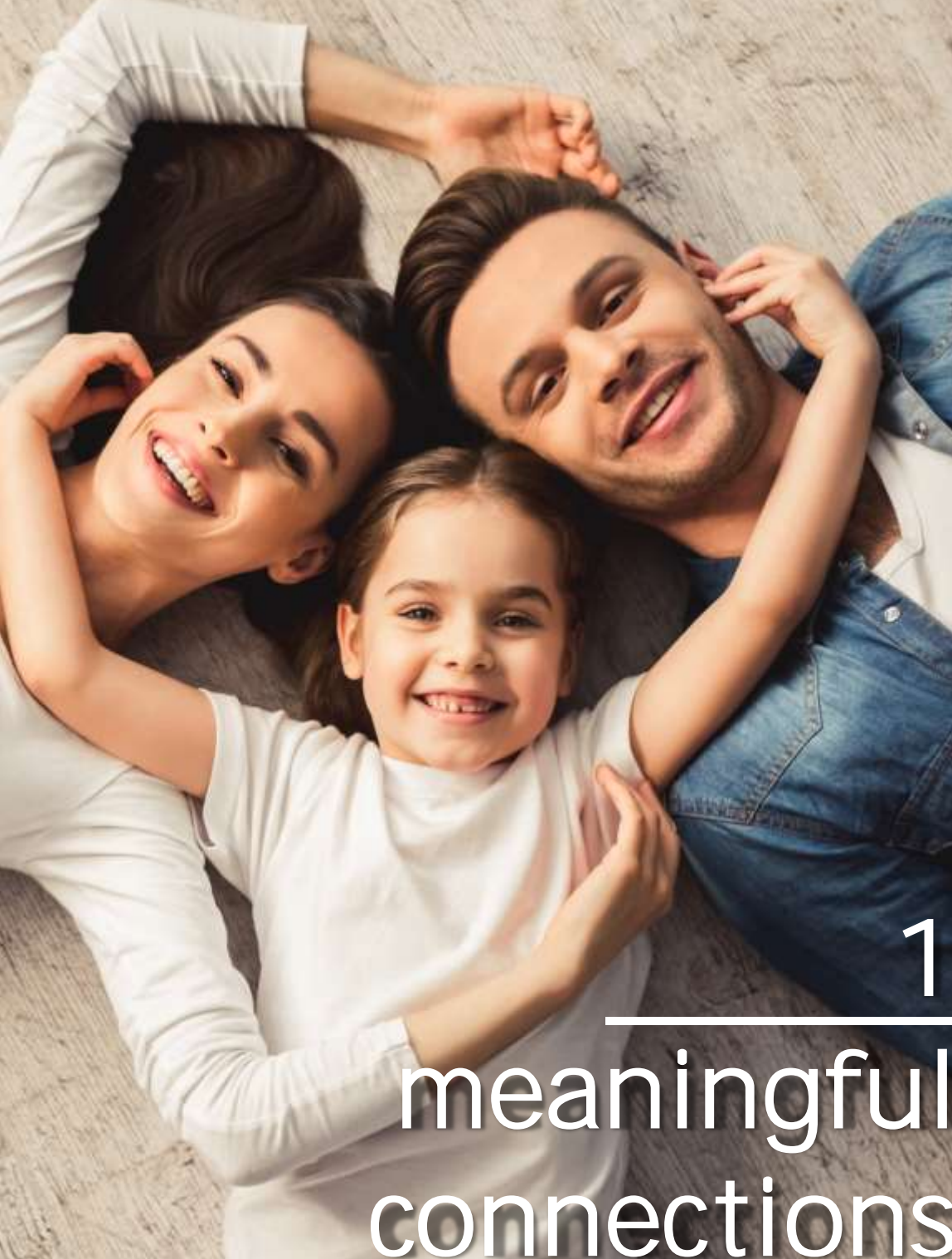
A place where **digital and physical converge**, creativity is limitless, and **location-defying worlds** bring people together through **immersive, multi-sensory experiences** interacting in new ways with the use of **technology**.

TOGETHER
apart

NEW SOCIETY
IMMERSIVE EXPERIENCES
TECHNOLOGY
EQUITY
HUMANITY
METAVERSE

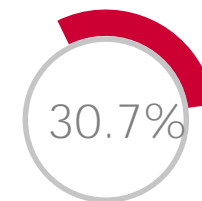
CONNECTIVITY

EVOLVED INTERNET
INTERACTIONS
UNIQUENESS
INCLUSIVITY
EMPATHY
AUTHENTIC



1 meaningful connections

Disconnecting at times from smartphones to appreciate and be present in real life, feel close and interact with people and nature, feel our surroundings and reconnect with life is being strongly valued nowadays



of consumers
Gen Z in LATAM are concerned
about spending too much
time behind the screen

“

Alone we can do little,
together we can do a lot

”

Helen Keller

RECONNECTING WITH THE WORLD

LOSE WIFI SIGNAL



Pony Malta has been known as the "Drink of Champions". In line with social changes, the brand is now promoting the idea of: "It's good to lose the phone signal and connect more with the real world"

RECONNECT WITH NATURE



Corona's "Work in Paradise" campaign is a contest that will give winners the opportunity to work in the town of Farellones. This with the purpose of reconnecting more with nature.

ENJOYING LIFE



Pacific Beer installed banners with messages like "refresh your conversations, silence your chats"



keeping it real

Showing natural beauty, without stereotypes, enhancing who you are and loving yourself for being unique is the approach that many brands are taking to promote self-love, self-expression of your identity without labels and showing you to the world as you are.



of consumers
Mexican Gen Z, they are tired
of being told how they should
look

“ Self love has very little to do with
how you feel about your
appearance. It's about accepting
all of yourself ”

Tyra Banks

EQUALITY, LOVE AND ACCEPTANCE

EXPRESSION OF IDENTITY

The younger generations in LATAM have increased awareness of different sexual orientations and gender identities.

They see gender as the complex interplay between the body, identity, and social gender.



FLOWERS FOR SINGLES

Interflora launched a collection of flower bouquets for people without a partner in order to promote self-love.



PROMOTING EQUITY

Advertising for games and events targeting girls and women is on the rise.



EXPRESSION AND EQUALITY

NEW MEANINGS



Absolut Vodka redefines the meaning of transparency to raise awareness of diverse gender identities, while highlighting the origin of its ingredients.

SAY WHAT YOU THINK



The Beldent chewing gum brand launched a campaign where it invited younger consumers to share their thoughts and feelings, which were turned into a song by rapper Ecco

PRIDE AND RESPECT FOR WOMEN



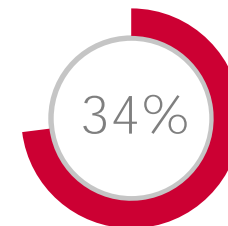
Painé craft beer and Hershey's promote the work of women and their participation in history



3 meta-physical

Socializing online is now the preferred way for many consumers, especially younger ones, who spend a lot of time on their mobile devices or computers.

With the metaverse, consumers will create their avatars to explore virtual worlds together with users from all over the world.



of consumers in Mexico like to be the first to try new technologies

“ Every once in a while, a new technology, an old problem, and a great idea become an innovation.

”

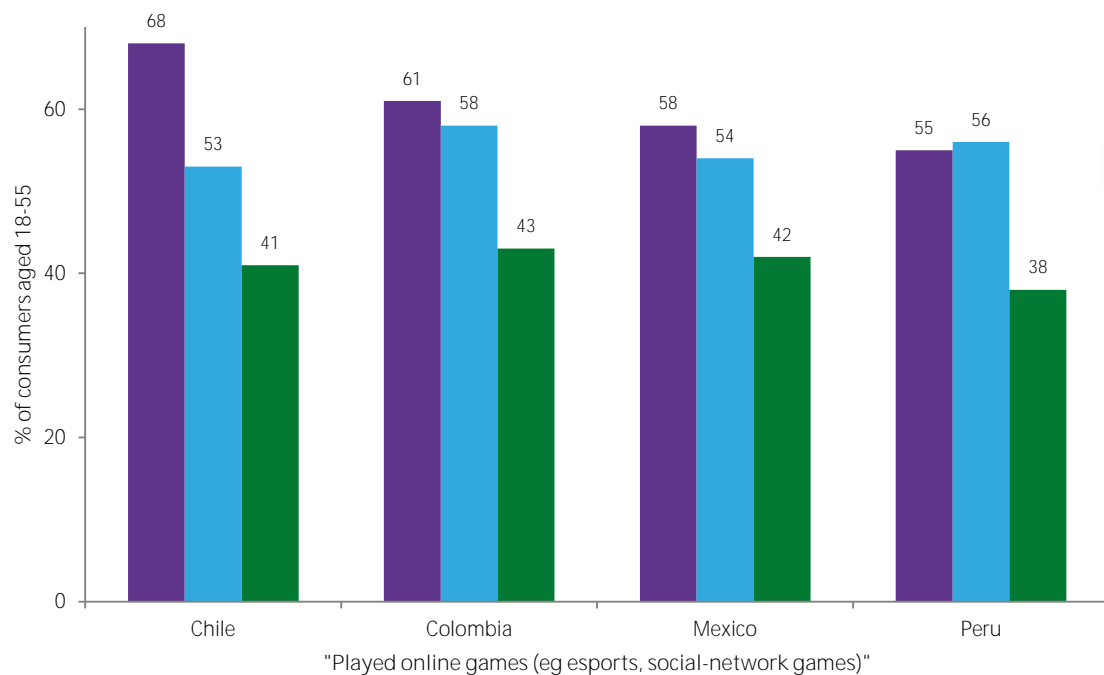
Dean Kamen

BRANDS IN THE METAVERSE AND VIDEOGAMES

Games that offer consumers an escape from everyday life by helping them reduce stress.

Selected Latin American countries: consumer behaviors – playing online games, by generation, 2021*

■ Gen Z ■ Millennials ■ Gen X



The explosion of the E-gaming market and the opportunities that exist around ingredients that maximize stamina, performance, concentration, and energy levels, is another example of the blurring and crossover of the real and digital world that is yet to be fully targeted by brands.



BRANDS IN THE METAVERSE AND VIDEOGAMES



Pringles joined NFTs (Non-Fungible Tokens) by launching a virtual flavor called Cryptocrisp.

BELL'S FLAVOR PLATFORMS

OLFACTIVE DNA



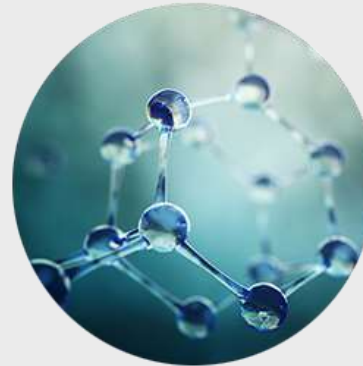
- Fit to brand
- Fit to consumer / emotion
- Fit to concept
- Fit to performance

PERFORMANCE



- Flavor Modulations
- Extenders & Replacers
- Reformulation
- Delivery Systems
- Certified Flavor Formulations

NEUTRALIZATION



- Masking
- Suppression
- Customized solutions

NATURALS & BOTANICALS



- Clean Label
- Organic flavors
- BellTanicals®
- MicroCreation
- Functional Active Flavors





Discover Bell's range of
flavors & technologies for
delivering inspirations
for your categories.

Get in touch with
TASTE.