



Press Release

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CONTACT: Kelli Heinz Phone: (847) 291-8300  
Email: [info@bellff.com](mailto:info@bellff.com)

## Bell Unveils New Global Trends, Igniting Creativity & Innovation via 2025 Spark Trends Program

*Bell's Annual Trends Program Illuminates Key Consumer Insights on a Global Scale*

**NORTHBROOK, Illinois – January 3, 2025** – Bell Flavors & Fragrances, Inc. (Bell) is proud to reveal the company's 2025 global trend inspirations via the [Spark-Ignites Creativity, Inspires Senses® platform](#). Since 2015, Bell's Spark Trends platform has been mapping the origins of imagination.

Year after year, Spark outlines a world of new possibilities, unlocking creativity by forecasting influential trends in the flavor and fragrance industries. Simply put, Spark provides a unique, one-stop guide to what's next in today's ever-evolving consumer landscape.

"This year, Bell's Spark Trends continue to uncover various ways in which global consumers are responding to current cultural and lifestyle shifts. We're thrilled to reveal the five Macro Trends that we see impacting our world in 2025 – and for years to come," exclaims Kelli Heinz, Vice President of Marketing & Industry Affairs.

Bell's Spark Trends platform tracks five key Macro Trends that are impacting consumers today and in the future. Collectively identified by Bell's Global Marketing teams, they represent core behavioral and emotional values shared by all humans. They're not a fad, but rather, a way of life.

### Dive into Bell's 2025 Macro Trends:



Society has shifted from seeking 'New Horizons' via digital experiences to being inspired by travel not only abroad, but also at home in Bell's refreshed Macro Trend, [Globe Trek](#).

Why not let flavors and fragrances be your passport to far-off places or a sensorial escape to a favorite spot? Globe Trek is not just about trying new cuisines or scents—it's about experiencing them in a way that connects us all, no matter where we are.

*Flavors to watch: Soursop, black truffle, pandan, char-grilled cooking and globally-inspired flavor fusions – Chai spiced chocolate, maple sesame, pandan coconut & more*

Bell Flavors & Fragrances, Inc., 500 Academy Drive, Northbrook Illinois 60062  
Phone: +847.291.8300, Fax: +847.291.1217, Web: [www.bellff.com](http://www.bellff.com)



In **Planet-Topia**, nature's bounty meets cutting-edge innovation. At the heart of this trend lies the power of plants, emphasizing a shift toward plant-forward technologies and redefining how we eat, drink, and experience scent.

This Macro Trend tracks sustainability, ethical sourcing, and innovation at every step. It's a movement that's reshaping not only what we consume, but how we think about our connection to the planet.

*Flavors to watch: Citrus replacers and extenders, elderflower, hibiscus, herbs, spices, edible florals*



**Harmonized Well-Being** is reshaping the way we approach health and wellness, blending physical vitality, mental clarity, and emotional peace, and recognizing that we flourish when all aspects of our being are in harmony.

Consumers are embracing this shift, turning to functional foods, mindful rituals, and natural solutions that nourish from the inside out. It's about boosting energy, enhancing cognitive clarity, and creating deeper connections to nature and community—all seamlessly woven into our daily rituals.

*Flavors to watch: Hojicha green tea, matcha, probiotic dairy (kefir, Greek yogurt), functional mushrooms (chaga, lion's mane, reishi), botanicals*





Whether rekindling the nostalgia of a cherished memory or finding happiness in simple rituals, joy can be found all around us in the Macro Trend, **Purely Playful**.

This Macro Trend is about reimagining classic favorites and creating immersive, multi-sensory experiences that make us feel good. When we prioritize joy, we empower ourselves to live authentically, vibrantly, and brightly every single day.

*Flavors to watch: Maple, smoked vanilla, espresso martini, barrel-aged spirits, ingredients offering a multi-sensorial experience (frozen boba pearls, puffed rice, popping candy)*



While we've been more culturally connected than ever, let's take a deep dive into generational connections in **Genfluence**, a Macro Trend that's all about connecting generations and inspiring change.

Genfluence explores how different generations' attitudes and behaviors are influencing what we want to experience and buy, shaping the future of consumerism along the way.

*Flavors to watch:*

- *Gen Z/alpha: Miso caramel/maple, pistachio rose, cereal milk, black garlic soy, charred pineapple*
- *Millennials: Spiced kombucha, burnt honey, sichuan peppercorn, pickled mango, tamarind*
- *Gen X + Boomers: Vanilla bourbon, chili honey, baked plum, brown butter toffee, caramelized onion*

"As we look toward the years to come, we're excited to learn how these trends will continue to evolve and shape the future of consumerism, from product innovation to marketing communication strategies and more," says Renee King, Director of Marketing – Fragrance.

**Want to learn more?** To request a Spark Trends presentation, complete with inspirational flavor and fragrance concepts that bring the Macro and Micro Trends to life, please reach out to [spark@bellff.com](mailto:spark@bellff.com).



For more on Bell Flavors & Fragrances, visit [www.bellff.com](http://www.bellff.com) or follow Bell Flavors & Fragrances on [LinkedIn](#), [X](#), and [Facebook](#).

For media requests please contact [Kelli Heinz](#), Vice President of Marketing & Industry Affairs.

**About Bell Flavors & Fragrances:**

*Bell Flavors & Fragrances, Inc. is a leading supplier of flavors, fragrances, botanical extracts and ingredient specialties to the food and beverage industry, as well as the household care and personal care industries, offering over 110 years of exceptional customer service and experience. Bell has 11 manufacturing plants worldwide including the United States, Canada, Mexico, Colombia, Brazil, Germany, India, Singapore, and China, with operating sales offices in more than 90 countries. Bell's global presence allows flexibility in the world marketplace while constantly responding to emerging industry trends with solutions that bring added value and business opportunities to our customers. [www.bellff.com](http://www.bellff.com)*

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