

#### **Press Release**

#### FOR IMMEDIATE RELEASE

CONTACT: Kelli Heinz Phone: (847) 291-8300

Email: info@bellff.com

# Bell's Spark Trends Program Uncovers 2025 U.S. Micro Trends Inspiring the Future of the Flavor, Fragrance & Botanical Industries

Global Flavors & Fragrances Company Previews Regional Insights Impacting Consumer Experiences via Its Annual Spark Trends Program

**NORTHBROOK, Illinois – January 16, 2025** – On the heels of debuting their 2025 Macro Trends, deep seeded cultural shifts that shape consumer mindsets, behaviors and lifestyles on a global scale, Bell Flavors & Fragrances, Inc. (Bell) releases a preview of its 2025 U.S. Micro Trends via the <a href="Spark-Ignites Creativity, Inspires Senses" platform.">Spark-Ignites Creativity, Inspires Senses</a> platform.

As part of its five key Macro Trends, Bell's Micro Trends capture the here-and-now, speaking to real-time shifts happening in individual markets, regions, and categories across the globe. These trends represent localized, specific behaviors that directly impact today's consumer experiences and are tracked via the Spark Trends platform in the United States, Canada, Europe & Latin America.

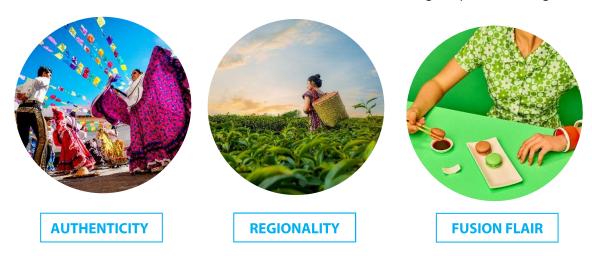
"While our Macro and Micro Trends have all evolved in unique ways, there's one trend that firmly stands out in our line-up: Genfluence. It's undeniable how generational attitudes and behaviors are shaping the future of consumerism. This year, we're diving into the values and mindsets of each generation that encourage brands to re-think how they develop, market and deliver both products and experiences," states Jennifer Lucas, Director of Marketing – Flavors.

Read on to take a peek into Bell's 2025 Micro Trends below.



# **GLOBE TREK**Beyond the Map

Regardless of where consumers are in the world, they're experiencing new flavors and scents in a way that connects us all – whether in the comfort of their own home or during a trip around the globe.



The 2025 Globe Trek Micro Trends are:

#### **AUTHENTICITY**: Essence of Origin

As global exploration becomes increasingly accessible, consumers seek **authentic flavors and fragrances** that offer a true reflection of their origins.

# **REGIONALITY**: From Local Roots to Global Impact

In an era where exploring different cultures is easier than ever, let your taste buds and senses travel to far-off places through a **rich array of regional experiences**.

#### **FUSION FLAIR**: Innovative Blends, Endless Possibilities

The beauty of fusion lies in **creativity and endless imagination**. This trend is redefining the way we savor and delight in life's pleasures.

# **PLANET-TOPIA**

# Innovating a Plant-Forward Future

From plant-forward foods to fragrances inspired by nature, this trend is about embracing the power of plants for a more sustainable future.



The 2025 Planet-Topia Micro Trends are:

# **HERBACEOUS ALCHEMY**: Fresh Inspiration from the Garden

This trend celebrates **nature's aromatic wonders**, infusing your world with vibrant flavors, enchanting scents, and a visual feast of colors. Herbaceous Alchemy elevates the ordinary to the extraordinary.

#### **NATURATECH**: Nature Perfected by Technology

With a **blend of nature's best resources and technological prowess**, Naturatech delivers a future-forward solution to ingredient sustainability and efficiency.

#### **NATURE'S CLARITY**: Crafted with Clarity

Experience the essence of clean label products, where **transparency** is at the heart of every ingredient choice.

# HARMONIZED WELL-BEING

Wellness In Sync

Blends emotional peace, mental clarity, and physical wellness for a holistic approach to thriving in today's fast-paced world where balance is key.







**UNPLUGGED RECONNECTION** 

**BIOHACKING** 

**DEEPLY PERSONAL** 

The 2025 Harmonized Well-Being Micro Trends are:

#### **UNPLUGGED RECONNECTION:** Digital Detox, Inner Reboot

In today's digital age, taking a step back from technology and the busyness of life is essential for our well-being. The journey towards total wellness is enhanced when we prioritize **moments of reflection and simplicity** in our lives.

#### **BIOHACKING:** Wellness, Rewired

From optimizing gut health with functional foods and nutraceuticals to utilizing wearable tech for real-time feedback, biohacking empowers us to **enhance our physical and mental performance**.

# **DEEPLY PERSONAL:** Well-Being Designed for You

This trend emphasizes **deeply personal approaches to health**, from tailored nutrition plans to personalized wellness routines, and involves getting 'real' with and normalizing discussions around taboo topics, like infertility.

# **PURELY PLAYFUL**

# The Art of Having Fun

Whether it's the nostalgia of a childhood memory or the happiness found in small, everyday rituals, this trend invites consumers to celebrate life's playful moments.



The 2025 Purely Playful Micro Trends are:

# **NEOSTALGIA:** The Past, Reimagined for the Present

Neostalgia brings together the best of both worlds—those **comforting**, **nostalgic memories**, **but with a modern**, **fresh twist**. It's about enjoying something that reminds you of the past but reimagined in a way that fits your current lifestyle and taste.

#### **TREAT CULTURE:** It's the Little Things

Treat culture is all about **little rewards** that make life more enjoyable, bringing joy and satisfaction, boosting your mood and **making everyday moments special**.

#### **SENSORIAL SPARKS:** Where Senses Come Alive

Sensorial fusions create **mind-bending experiences** that captivate your senses and pull you into the moment. This concept bridges diverse perspectives and styles, crafting experiences that are both enchanting and unforgettable.

# **GENFLUENCE**Connecting Generations, Inspiring Change

This trend explores how generational attitudes and behaviors are influencing what consumers want to experience and purchase, shaping the future of consumerism along the way.



The 2025 Genfluence Micro Trends are:

#### **GEN ZALPHA:** Cultivating Novel Ways to Sustain our Environment

Gen Zalpha, as the first digital natives, are redefining consumer trends through **values shaped by their constant connectivity**. As they redefine social norms, brands must adapt to their expectations for mindful and individualized consumer experiences.

#### **MILLENNIAL:** Mindfully Embracing Human Cultural Connections

Millennials, shaped by a fast-paced world where time is currency, **prioritize convenience and efficiency**. Their explorative mindset compels brands to adapt and innovate, as understanding their values is crucial for thriving in a rapidly changing market.

#### **GEN X + BOOMER:** Rediscovering Local Roots and Authentic Experiences

Baby Boomers and Generation X **value quality and reliability in their purchases**, having not grown up in a world of mass overconsumption. Brands must emphasize quality, authentic consumer connections, and products that resonate with their values of health and longevity.

**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 <a href="mailto:spark@bellff.com">spark@bellff.com</a>.

For more on Bell Flavors & Fragrances, visit <u>www.bellff.com</u> or follow Bell Flavors & Fragrances on <u>LinkedIn</u>, <u>X</u>, and <u>Facebook</u>.

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. <a href="https://www.bellff.com">www.bellff.com</a>

Bell Flavors & Fragrances - The Key Ingredient of Your Brand.™