



Press Release

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

Bell Flavors & Fragrances Reveals 2026 Micro Trends Capturing the 'Now' of U.S. Consumer Culture

*Annual Spark Trends program highlights evolving tastes
and preferences redefining the flavor and fragrance landscapes*

NORTHBROOK, Illinois – November 20, 2025 – With a keen focus on consumer behavior and global happenings in the flavor, fragrance and botanical industries, Bell Flavors & Fragrances, Inc. (Bell)'s [Spark-Ignites Creativity, Inspires Senses® platform](#) previews its 2026 Micro Trends, each representing localized shifts happening in individual markets, regions, and categories that directly impact today's consumer experiences.

As part of Bell's Macro Trends – deep seeded cultural shifts that shape consumer mindsets, behaviors and lifestyles on a global scale – the company's Micro Trends reflect what's taking place in the here-and-now, revealing six refreshed trends unfolding across the United States.

In 2026, Bell's global Macro Trends remain steadfast and include:

- **GLOBE TREK:** *Beyond the Map*
- **PLANET-TOPIA:** *Innovating a Plant-Forward Future*
- **HARMONIZED WELL-BEING:** *Wellness In Sync*
- **PURELY PLAYFUL:** *The Art of Having Fun*
- **GENFLUENCE:** *Connecting Generations, Inspiring Change*

"Going into the New Year, we continue to see our Macro Trends shine across the globe, but it's the Micro Trends, those region- and market-specific happenings, unfolding in new and dynamic ways. Younger U.S. consumers, for example, are optimizing their health and reach for products containing functional ingredients that alter mood and promise states of relaxation, focused energy, and more," states Kelli Heinz, Chief Marketing Officer.

Kelli adds, "Conversely, consumers with deeper brand histories demonstrate a strong affinity for nostalgia, particularly when it is evoked by trusted brands. From retro-inspired milkshakes to body washes infused with familiar, comforting scents, these throwback experiences resonate deeply. What is especially compelling is how such nostalgic preferences manifest not only across diverse regions, but also span multiple generations."

Grab a taste of Bell's 2026 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.



AUTHENTIC ORIGINS



ROOTED RITUALS



FUSION FLAIR

The 2026 Globe Trek Micro Trends are:

AUTHENTIC ORIGINS: *The Essence of Heritage (NEW IN 2026)*

By **embracing authenticity**, we foster a deeper appreciation for the **craftsmanship** behind flavors and fragrances that transcends borders and connects us to diverse cultures.

ROOTED RITUALS: *From Local Roots to Global Impact (NEW IN 2026)*

Rooted Rituals **celebrates the cultural heritage and ancient practices** that have shaped flavor and fragrance traditions for centuries, inviting us to pause, savor, and reconnect with products and ingredients.

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.

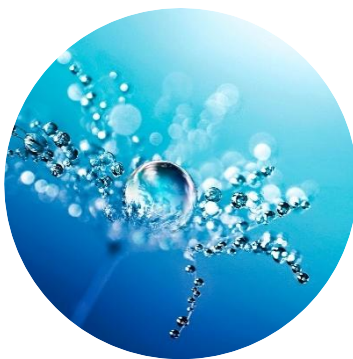
PLANET-TOPIA

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.



HERBACEOUS ALCHEMY



NATURE'S CLARITY



ECO-LOGIC

The 2026 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.

NATURE'S CLARITY: *Crafted with Clarity*

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

ECO-LOGIC: *Nature Perfected by Technology (NEW IN 2026)*

A sustainability mindset is reshaping the flavor and fragrance industry as consumers prioritize products and lifestyles that support **zero-waste, upcycling, and synthetic ingredients** to better our Earth.

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.



MINDFUL MODERATION



MOODIFY



BIO-OPTIMIZATION

The 2026 Harmonized Well-Being Micro Trends are:

MINDFUL MODERATION: *Intentional Balance (NEW IN 2026)*

From cutting back on sugar, alcohol, and ultra-processed foods to embracing portion-friendly formats, this mindset favors **equilibrium over extremes**.

MOODIFY: *Mood Modifying Solutions (NEW IN 2026)*

Emotional well-being is emerging as a core part of holistic health, with consumers seeking mood-enhancing solutions that help manage stress, boost positivity, and reclaim balance.

BIO-OPTIMIZATION: *Strategic Wellness (NEW IN 2026)*

Consumers are **"hacking" their health** with adaptogens, pre- and postbiotics, nutrient-dense ingredients, and digital tools that track progress, turning everyday choices into purposeful rituals.

PURELY PLAYFUL

The Art of Having Fun

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



NOWSTALGIA



TREAT CULTURE



SENSORIAL SPARKS

The 2026 Purely Playful Micro Trends are:

NOWSTALGIA: *Remixing the Past for the Present (NEW IN 2026)*

Reimagined creations marry the **warmth of nostalgia with the thrill of innovation**, offering a sensory experience that's both comfortingly familiar and refreshingly new.

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.



GEN ZALPHA



MILLENNIAL



GEN X + BOOMER

The 2026 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.

Craving that 'spark' of inspiration? Request a Spark Trends presentation with flavor and/or fragrance concepts that embody Bell's Macro and Micro Trends via spark@bellff.com.

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

For media requests, please contact [Kelli Heinz](#), Chief Marketing Officer.

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

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