

# FMCG Gurus: Flavor, Color, Texture Trends

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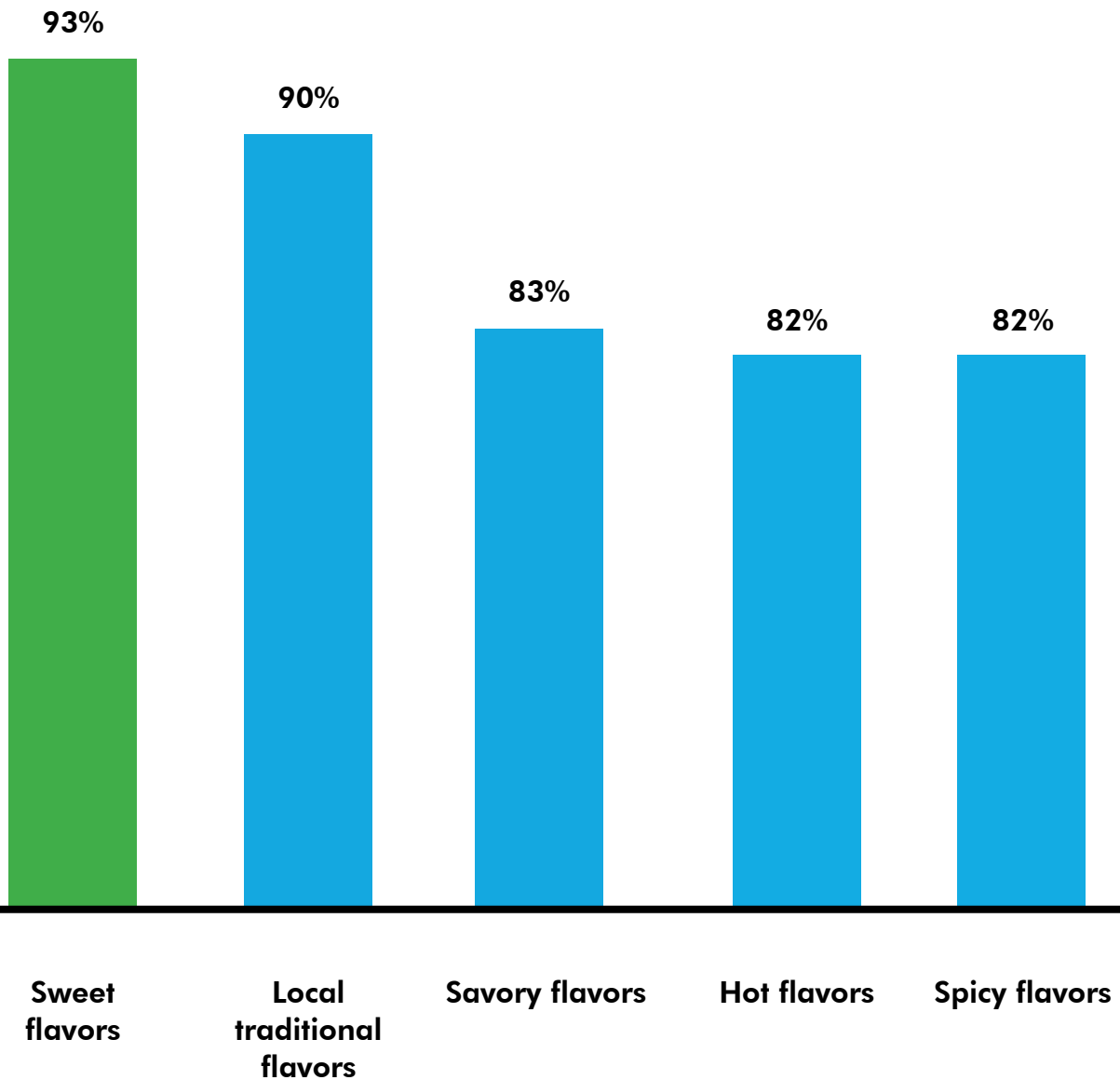


Consumer Experts, Insight Driven

## Consumers state they they find sweet flavors appealing

What kind of new and unusual/exotic flavors do you like? (FCT963)

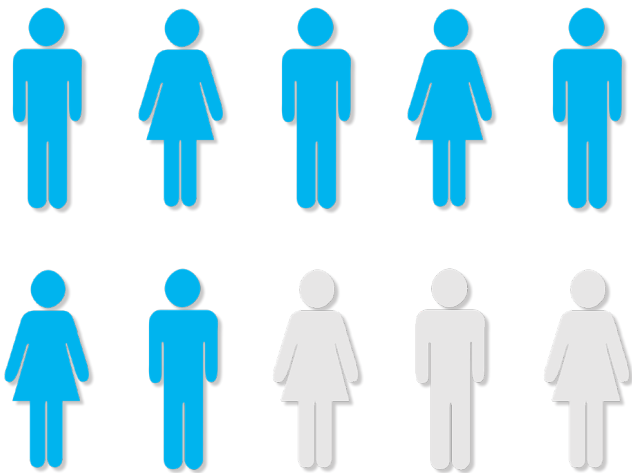
Top 5 answers



Although there is much attention given to consumers being increasingly health-conscious, it is important to note that taste and enjoyment are often the main reason why people turn to particular food and drinks. Taste and flavor is the most important factor when consumers are eating for indulgence and enjoyment, and in this instance they will typically pay less attention to nutrition. Globalization continues to bring different cuisines and flavors from around the world and led to more sophisticated taste buds and interest in exotic and unique flavors.

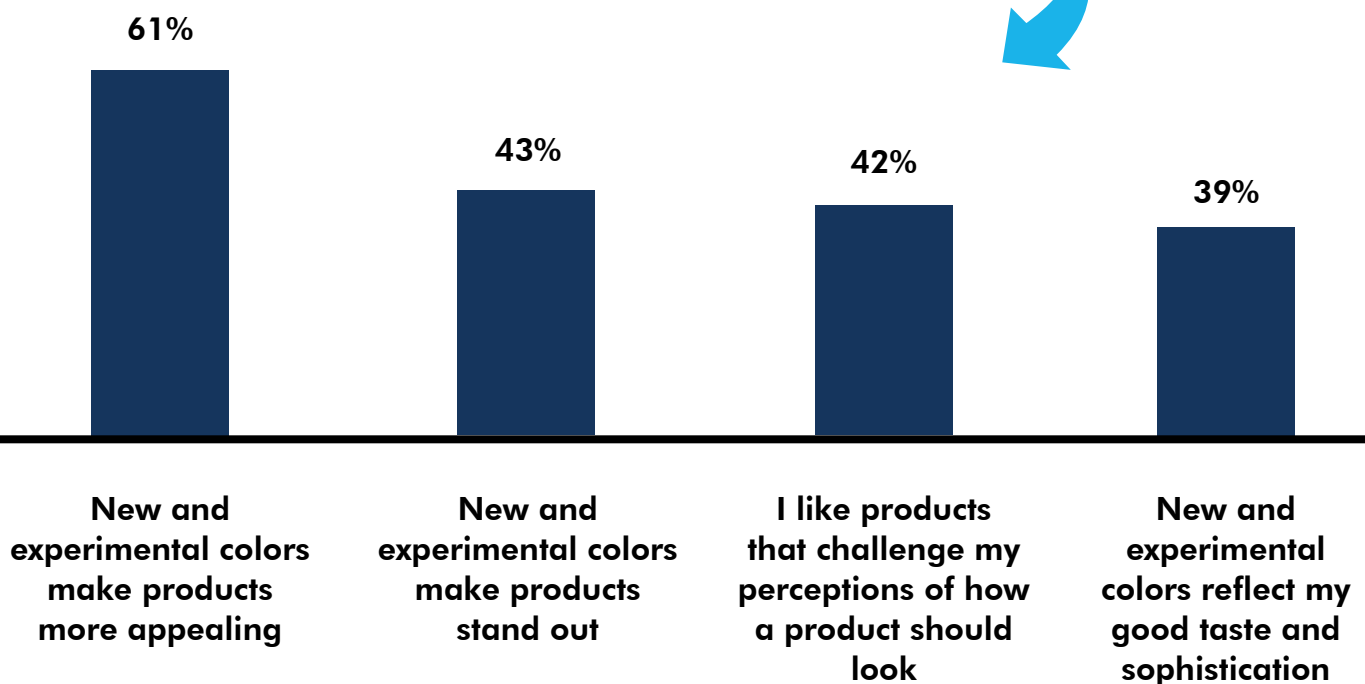
## New and experimental colors are more appealing to consumers

Nearly half of global consumers state they do like new and experimental colors, such colors are associated with being fun and exciting, and challenging perceptions of how a product should look. Bold and bright colors stand out and create a unique sensory appeal.



# 70%

of respondents like products with new and experimental colors due to them being fun and exciting.



However over half of consumers state they are not interested in food and drinks with new and exciting colors, the most common reason for this being 79% of these consumers do not think new and experimental colors are natural (FCT954). In recent years, there is growing attention to health and safety regarding how these artificial colors and chemicals may be detrimental to health. In addition, 52% of these consumers state they associate specific colors with specific foods and do not want to change that, demonstrating how consumers can purchase food due to familiarity and are unwilling to try new things.

## Consumers believe unusual textures makes cooking more fun

An equal amount of consumers state they like unusual textures to those who don't. Similar to experimental flavors, consumers like to try unusual textures as they deem themselves to be adventurous when choosing products. Nearly half of consumers who like unusual textures state this as it makes cooking more fun and exciting, many consumers are making greater efforts to home cook from scratch more often and these unusual textures may make this more appealing.



### Why do you like unusual textures? (FCT636)



On the other hand, over half of consumers who do not like unusual textures state this is as they do not see the point, these consumers may be unwilling to move away from what they are familiar with and try new products. Unusual flavors could also be associated with being more expensive, which in a time when consumers are more conscious of their spending could be off-putting.

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