

MOODS of many FLAVORS

Consumers can filter music on Spotify by mood and even don wristbands that emit sound waves to soothe the parasympathetic nervous system, so seeking mood-enhancing food and beverage products is right on trend. Let's look beyond music and sound science to see how flavor, food, and beverage are making consumer moods come true.

42%

of US consumers are currently emphasizing their emotional wellbeing (Mintel)

66%

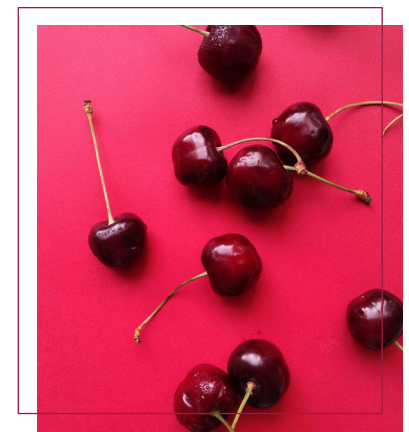
of FONA survey respondents are most interested in "improved mood" claims in non-alcoholic beverages

73%

of US consumers feel that their diet affects their emotional wellbeing (Mintel)

INSIGHTS for many FLAVORS

Mood-boosting flavors can include sunny citrus or tropical flavors that are reminiscent of a warm vacation getaway, while deep berries or botanicals may evoke mood by way of their calm, relaxation associations. Sweet classics like chocolate, vanilla, and caramel can also transport consumers into a state of indulgence; and pairing a classic with something unexpected—like dark chocolate huckleberry—could elicit a sense of dreamy adventure.



FASTEST GROWING FLAVORS

(in global new products with mood claims)

Turmeric	Banana
Almond	Chamomile
Lemon	Vanilla

FLAVOR AREAS OF INTEREST

(in non-alcoholic, mood-enhancing beverages)

Tropicals	Stone Fruit
Citrus	Melon
Berries	Orchard Fruit



NOSTALGIA for any MOOD

Consumers love throwback flavors that remind them of good times and happy memories: fond childhood favorites like s'mores, PB&J, or macaroni and cheese. A study done by The University of the South has linked psychological connections between memories and food, impacting how good we think something tastes as well as how that food makes us feel.

Nostalgia can often be paired with indulgence to create a delicious, mood-boosting experience. We are in an age of what Mintel has dubbed "functional indulgence," where a brownie should no longer just be a brownie, but a salted-caramel-fudge-brownie-with-adaptogens that lifts our spirits, provides relaxation, increases focus, or at least convinces us that we are having a good time.

INGREDIENTS for every FEELING

Food science has long focused on ingredients' physical benefits—like lowering cholesterol or boosting immunity—but there's lots of room to explore emotional health benefits as well.

TRENDING MOOD ENHANCING INGREDIENTS

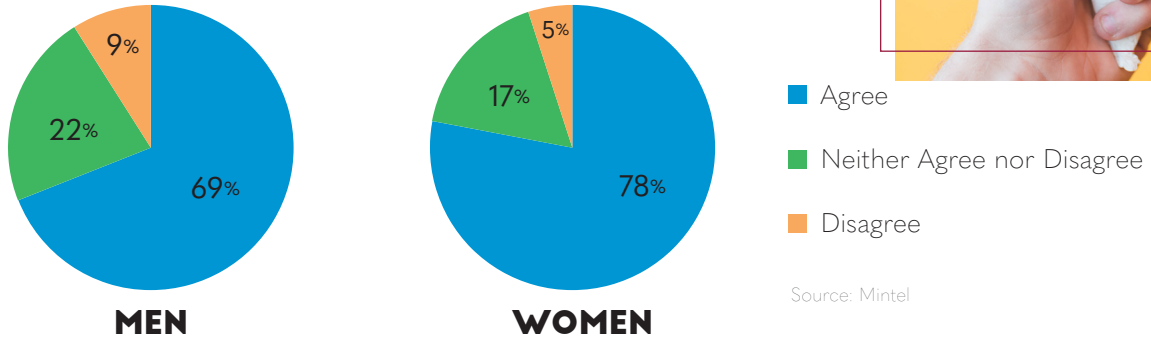
Adaptogens balance hormones, decrease stress	Nootropics improve cognitive function	CBD lifts mood, decreases anxiety	Probiotics benefit gut-brain axis, linked to mood
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CONSUMER INSIGHTS

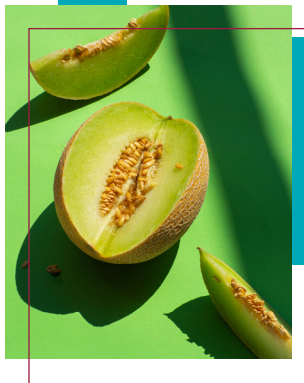
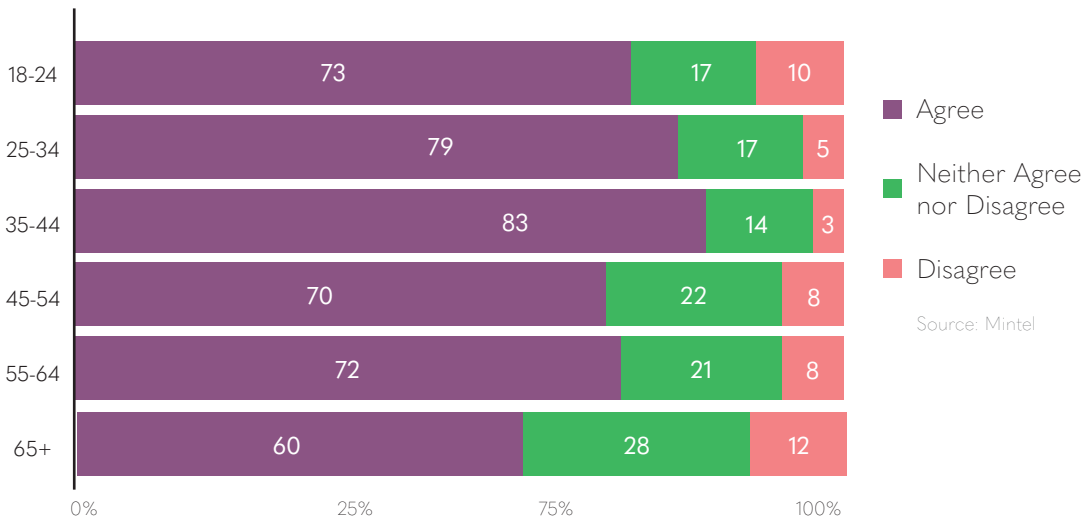


What I eat impacts my emotional wellbeing (by gender)



Consumers are becoming more and more aware of how the food they eat impacts their emotional health. Women tend to be slightly more aware of diet and emotional wellbeing than men, and Gen X and Millennials are more aware than older and younger generations.

What I eat impacts my emotional wellbeing (by age)



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