



2019

NATURAL
FOOD COLOUR
TRENDS

NATURAL FUNCTIONALITY

Industry Insight:

Brands are nourishing consumers with functional product offerings inspired by nature and backed by taste.



Our Food Colour

Prediction: Rising interest in bright colours and extracts sourced from natural superfoods like turmeric, elderberry, spirulina or chlorella.

ETHICAL CONSUMERISM

Industry Insight:

Consumers are taking an ideological approach to purchasing decisions by seeking value-added products that give back to society. Brands are supporting social and environmental causes through product offerings with ethical ingredients.



Ice cream to drive progressive change through awareness and activism.



Initiative that promotes ending childhood malnutrition worldwide.



Profits are donated to humanitarian work.



Pet Food proceeds help animals in need.

Our Food Colour Prediction:

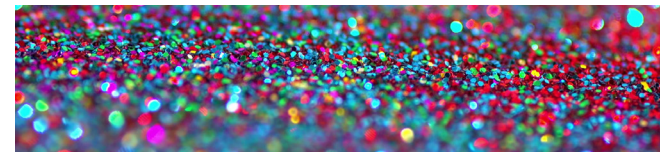
Demand for colour from traceable, natural sources grown responsibly and sustainably.



Jellies to commemorate the heroes in the centenary of the end of World War One.



Tribute to the thousands of Mexican coffee growers and their families.



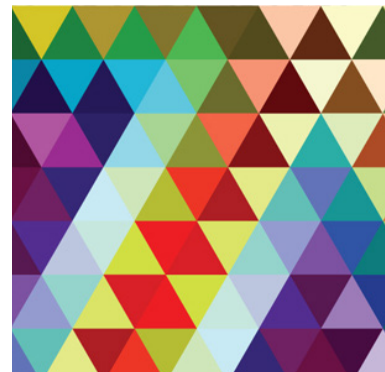
SPECIAL EFFECTS

Industry Insight:

The digital age is pushing brands to stand out visually and bring that “little something extra” to the table.



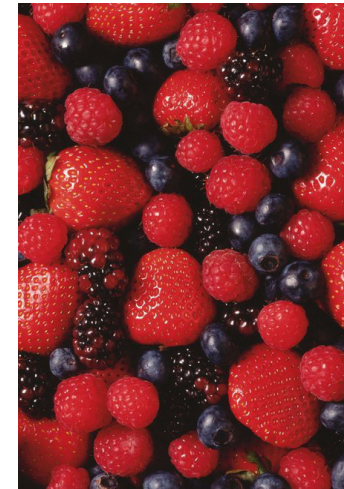
Our Food Colour Prediction: Unique colour combinations, effects, and inclusions will shine bright next year across social media channels.



JUICY GOODNESS

Industry Insight:

Fusions of fruit in RTD beverages will sparkle in the new year, giving consumers all of the nutritional goodness of fruits with low sugar content and all-natural ingredients.



Our Food Colour Prediction: A continued rise in cloudy, high-performing coloring foods and vivid natural food colours for a bold and juicy appearance.

BEET POWER

Industry Insight:

Food and beverage innovation is rooting itself in the power of beets.



Our Food Colour Prediction: A surge in beet juice colouring solutions.