



 Bell

**IGNITES CREATIVITY  
INSPIRES SENSES**

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# Our Expertise

## A Tradition of Discovery

With over a century of expertise, Bell leads the way in shaping the future of Spark Trends, harnessing its legacy of innovation in the flavor, fragrance, botanical, and ingredient specialties.

## A Thirst for Consumer Insights

We elevate innovation through unparalleled sensory and marketing collaboration, powered by our proprietary OlfactivDNA platform. This allows us to leverage exclusive data to pinpoint emerging trends in flavors and fragrances with precision.

## Service is the Foundation

As a thriving family-run business, Bell continues to expand globally, year after year, while upholding core values rooted in trust, open communication, and mutual support.

## People: Our Most Valued Asset

Bell's greatest strength lies in our people. Our team of expert Flavorists, Food Scientists, Perfumers, and Applications Specialists foster a culture of excellence, driving innovation and delivering exceptional solutions for our customers.

## Inspired by the Details

Our global teams seek inspiration from every corner of the world. Each Spark Trend is carefully identified and rigorously vetted to ensure it aligns with consumer preferences, while adhering to the latest guidelines across every stage of production, processing, and distribution.



# The Origin Of *Imagination*

Since 2015, Bell's Spark Trends platform has been the birthplace of imagination, shaping the future of possibilities. It's where creativity meets innovation, driving influential trends in the flavor and fragrance industries. Spark offers a unique, all-in-one resource that keeps you ahead in today's ever-evolving consumer landscape.

Each year, Spark answers critical questions: How are consumer preferences shifting? What are the next breakthrough flavors, fragrances, and botanicals? And how can brands consistently deliver in-demand products amid global disruptions?

To find these answers, we delve into cultural shifts and personal motivations, identifying the core behaviors influencing consumer choices. Our experts blend these insights with a deep understanding of global culinary and fragrance trends, market dynamics, and cutting-edge innovations that will shape the future of the flavors, fragrances, and botanicals industry.

# Consumer Trend Evolution

Bell's global Spark Trends have adapted but continue to evolve slowly over time. They maintain a focus on giving back to the planet and fostering connections across continents, bringing cultures and people together. As consumer engagement spans across both physical and virtual realms, Bell's Spark Trends capture the ongoing evolution of these interactions.

*Check out our recent evolution, below!*

## New Horizons

Society has shifted from seeking new horizons via digital experiences to being inspired by travel not only abroad, but also at home.



**GLOBE TREK**  
Beyond the Map

## Nature R\*Evolution

We have evolved from exploring plant-based to embracing the plant-powered movement.



**PLANET-TOPIA**  
Innovating a Plant-Forward Future

## A Better Me

Consumers have looked deep within, bringing a more harmonized and personalized approach to their health and well-being.



**HARMONIZED WELL-BEING**  
Wellness In Sync

## 360° Rewards

Out with asking permission and simply testing our curiosities. We're going 'all in' and living life to the fullest.



**PURELY PLAYFUL**  
The Art of Having Fun

## Tree of Life

Society is more culturally connected than ever, but now we are taking a deep dive into generational connections.



**GENFLUENCE**  
Connecting Generations,  
Inspiring Change

# Meet Our *Global* Spark Trends

Bell's Spark Trends platform tracks five pivotal Macro Trends that are driving consumer behaviors today and shaping them for tomorrow. Identified by our Global Marketing teams, these trends reflect universal values shared by people across cultures and continents.

In a time of ongoing transformation, our Spark Trends highlight how consumers are embracing change and adapting to cultural shifts. Global adventures are making a vibrant comeback, fueled by the desire for exploration—whether through physical travel or digital inspiration. Health and wellness are being redefined, blending a deeper connection to nature with a commitment to sustainability and the well-being of our planet.

Meanwhile, fun is taking center stage, as consumers of all ages prioritize playfulness and joy in their lives. Across generations, we see a dynamic exchange of influence that continues to inspire creativity and innovation.

At Bell, we're committed to staying at the forefront of these trends, helping brands connect with consumers in meaningful and impactful ways.



**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



# Globe Trek

## *Beyond The Map*

In a world that feels more interconnected than ever before, the notion of adventuring across continents has evolved beyond conventional travel. Consumers are drawn to the vibrant diversity our world has to offer. With the opportunity to explore inclusive cultures at our fingertips, taking a 'globe trek' today involves diving into the rich tapestry of global flavors and fragrances through virtual experiences and local adventures – even in the comfort of your own home.

Whether indulging in exotic spices while cooking a meal, to experimenting with a skincare ritual rooted in cultural tradition, this travel-inspired trend invites you to broaden your horizons and celebrate our shared humanity. Let's transcend the experience of exploring unfamiliar cuisines and scents, allowing flavors and fragrances to serve as a passport to extraordinary destinations.



**GLOBE TREK**  
*BEYOND THE MAP*

50% of U.S. consumers would like to try {things} that come from different places around the world. -*Mintel*



ADVENTURE



IMMERSION



UNITY



HERITAGE



HUMANITY



# Planet- *Topia*

## *Innovating a Plant-Forward Future*

‘Planet-Topia:’ where nature’s bounty meets cutting-edge innovation. At the heart of this trend lies the power of plants, emphasizing a shift toward plant-forward technologies and redefining how we eat, drink, and experience scent. This trend embodies a world where plants take center stage, proving their value as plant-based meat hybrids, citrus replacers, and botanical infusions.

Transparency, ingredient education, and clean labels remain critical, as consumers demand comprehensive knowledge about what’s on their plates and in their everyday products.

Whether inspiring culinary creativity or transforming technology to replicate endangered crops, this trend emphasizes sustainability, ethical sourcing, diversity, and innovation across the supply chain.



**SUSTAINABLE SOLUTIONS**



**ECO(LOGICAL)**



**TRANSPARENCY**



**PLANT-POWERED**



**ALTERNATIVES**

**PLANET-TOPIA**  
*INNOVATING A  
 PLANT-FORWARD FUTURE*

80% of global consumers expect brands to be transparent about the environmental impact of their products and processes. This aligns with the growing trend of plant-forward technologies and consumer interest in products that emphasize transparency, clean labels, and ethical sourcing. -IBM Newsroom

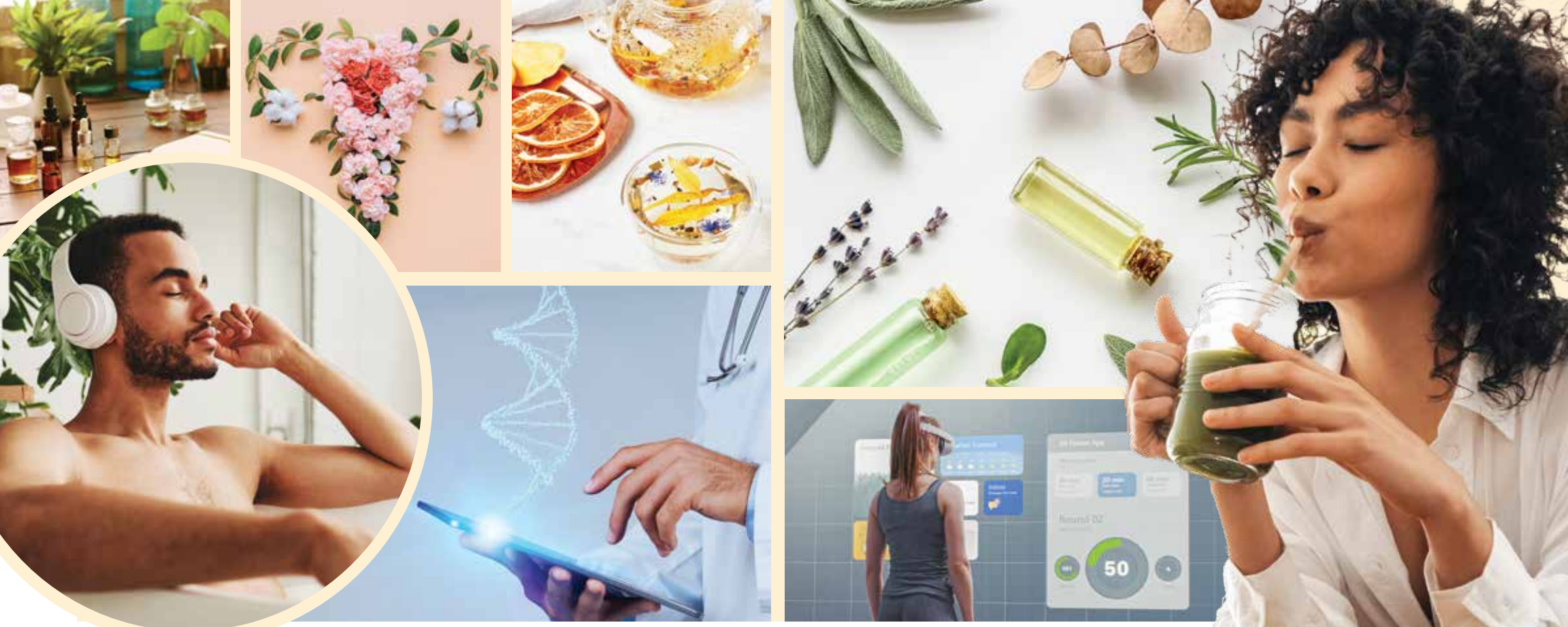
A hand is shown holding a small globe of the Earth against a sunset background. The sun is low on the horizon, creating a warm, golden glow. The hand is positioned on the left side of the frame, with the fingers gently cradling the globe. The background shows a landscape with rolling hills or mountains under a clear sky.

# Harmonized Well-Being

## *Wellness in Sync*

In today's fast-paced world, the concept of 'harmonized well-being' is reshaping the way we approach health and wellness. It's not just about individual health goals—it's syncing mind, body, and spirit to create a thriving whole. This approach blends physical vitality, mental clarity, and emotional peace, recognizing that we flourish when all aspects of our being are in harmony.

Consumers are embracing a shift towards functional foods, mindful rituals, and natural solutions that nourish from within, offering renewed energy and cognitive acuity. It's a fusion of nutrition, deeper community and nature, effortlessly integrated into our daily rituals. The path to discovering true balance and achieving a radiant 'health span' involves living in tune with your body's needs, unplugging from the noise, and embracing personalized wellness.



**HARMONIZED WELL-BEING**

***WELLNESS IN SYNC***

Americans today are most interested in improving their physical and mental well-being as part of their health and wellness journey. Through personal self-care practices, they aim for these top benefits: 1) Improved physical health (49%), 2) Reduced stress/anxiety (35%) and 3) Weight management (35%). -Circana



**BALANCED**



**MINDFULNESS**



**COMMUNITY**



**SIMPLICITY**



**PERSONALIZED**



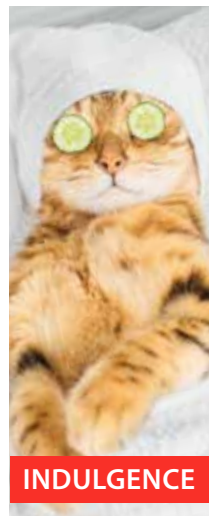
# Purely *Playful*

## *The Art of Having Fun*

Joy is all around us—whether it’s the nostalgia of a cherished memory or the happiness found in life’s simple rituals. Purely Playful takes this joy to the next level, transforming fleeting moments into pure, blissful experiences.

This trend invites us to celebrate life’s small wins, uplifting moods and encouraging more “treat yourself” moments. By modernizing beloved classics and delivering immersive, multi-sensory experiences, we satisfy the human spirit’s endless quest for happiness while keeping traditions relevant and enchanting.

Purely Playful is a vibrant reminder to pause, indulge, and cultivate wonder. When you prioritize joy, you empower yourself to live authentically, vibrantly, and brightly every single day.



VIBRANCY

INDULGENCE

EUPHORIA

UNAPOLOGETIC

SPECIAL

## PURELY PLAYFUL *THE ART OF HAVING FUN*

Growing awareness of play's lifelong importance, including as relief from the maelstrom of modern-day worries, means 85% of global consumers are keen to incorporate more playtime into their lives.

-Stylus



# Genfluence

## *Connecting Generations, Inspiring Change*

As the world of flavor and fragrance continues to evolve, one undeniable force shapes its trajectory: generational influence. Each generation brings a distinct set of beliefs, values, and preferences that redefine our sensorial experiences. From Baby Boomers embracing classic tastes and traditional scents to Gen Z craving authenticity and soaking up 'faux-stalgia,' individuals from all life stages bring new traditions and unique ways of thinking to the industry.

Having a deep understanding of generational dynamics is key to staying ahead in an ever-competitive market. Brands must stay agile, embracing innovation while honoring the timeless elements that resonate across age groups. This trend dives into the defining characteristics of today's generations, exploring how their attitudes and behaviors are influencing trends and shaping the future of consumerism.



**GENFLUENCE**  
*CONNECTING GENERATIONS,  
 INSPIRING CHANGE*

Consumers' preferences evolve over time, often influenced by age and generational characteristics. Members of Gen Z, for example, are drawn to unique and engaging product experiences, with a strong emphasis on innovation and creativity in the marketplace. In contrast, Generation X tends to prioritize functionality and practicality, valuing products that meet their expectations for reliability and performance. *-Mintel*



**TRADITIONS**



**PERSPECTIVES**



**VALUES**



**ADAPTATION**



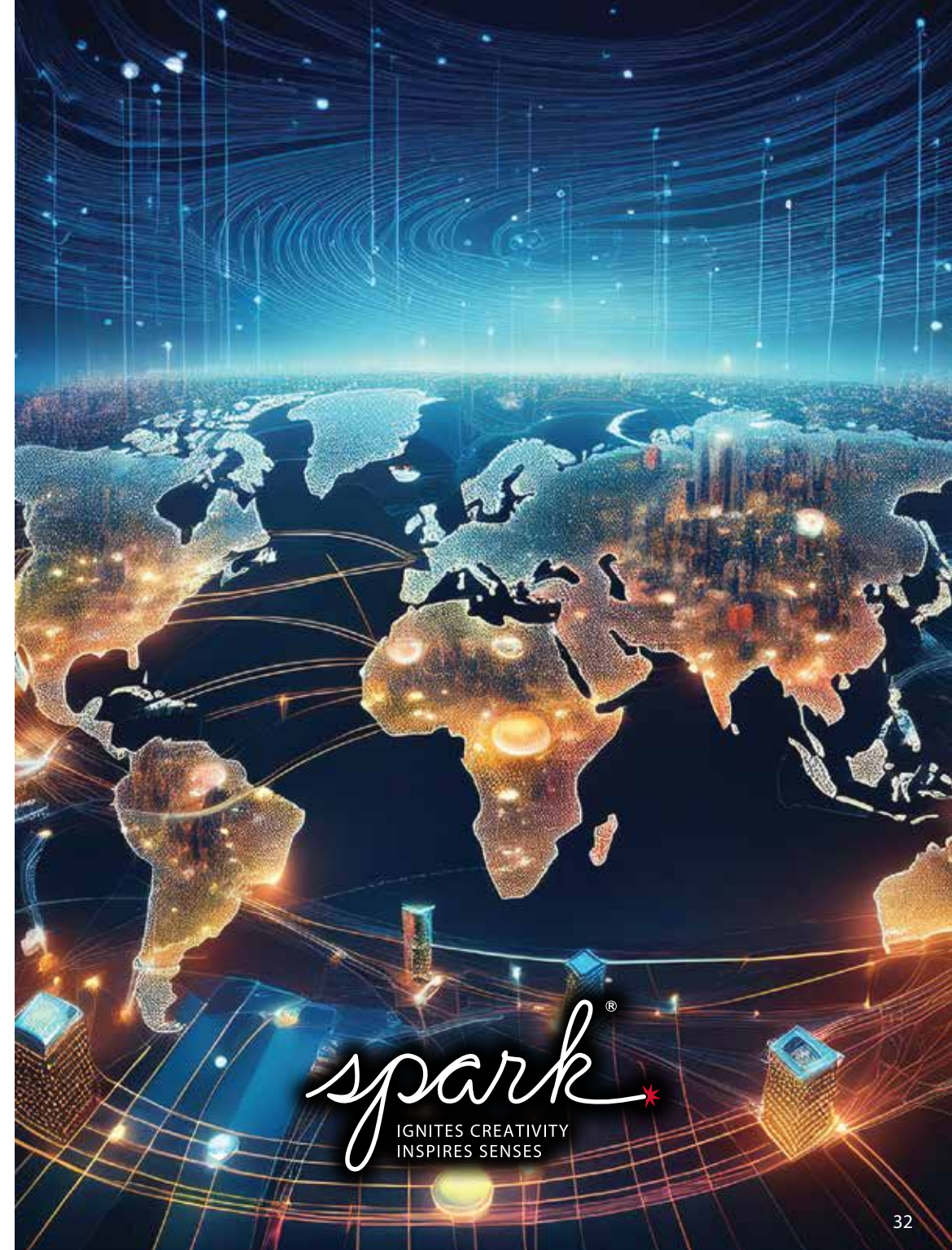
**IDENTITY**

# From Macro *To Micro*

Predicting the most impactful future trends is no easy task, but the Spark Trends platform begins with a universal truth: the essence of what connects us all as humans. When it comes to emotions and shared experiences, we express ourselves similarly through languages, traditions, foods, beverages, aromas, and the experiences they create. The Spark Trends platform identifies these broad patterns as Macro Trends—global tendencies that form the foundation for more specific consumer behaviors on a micro level.

Macro Trends reflect overarching consumer mindsets, lifestyles, and general preferences. These are deep-rooted, long-term shifts that transcend specific markets—they're not fleeting fads, but enduring ways of life.

Micro Trends, on the other hand, are more immediate. They shape consumer experiences in real-time, driven by current events and shifts in market or consumer dynamics. While Micro Trends are directly influenced by larger Macro Trends, they are distinctly connected to particular markets, regions, categories, flavors, fragrances, and botanicals.



*spark*<sup>®</sup>  
IGNITES CREATIVITY  
INSPIRES SENSES

# FROM MACRO TO MICRO

Micro Trends from  
From Around the Globe

## GLOBE TREK



## PLANET-TOPIA



## HARMONIZED WELL-BEING



## PURELY PLAYFUL



## GENFLUENCE



### USA

Authenticity

Regionality

Fusion Flair

Herbaceous Alchemy

Nature's Clarity

Naturetech

Unplugged Reconnection

Biohacking

Deeply Personal

Neostalgia

Treat Culture

Sensorial Sparks

Gen Zalpha

Millennials

Gen X + Boomers

### EMEA

Fusion Flair

Local vs. Global

Nature's Clarity

Next Level Green

Unplugged Reconnection

Euphoric Wellness

Unexpected Twist

Radiant Glow

Connecting Generations

Digilogue

### CANADA

Authenticity

Regionality

Fusion Flair

Herbaceous Alchemy

Nature's Clarity

Naturetech

Soft Wellness

Mother Nature

Deeply Personal

Petit Plaisir

Beyond Flavour

Retro Revival

Gen Alpha

Millennials

Gen X + Boomers

### LATAM

Glocal Soul

Legado y Tradición

Trendsetters

Herbaceous Alchemy

Nature's Clarity

Climate Warms Up

Clean Choice

From A to Zinc

Soulful Aura

Neostalgia

Sweet Comfort

Sensorial Fusion

Technowonder

New Millennium

Golden Gen

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