



Top 5 2020 Trends & Beyond





CANNABIS & CBD GET LIT

A mainstream cultural phenomenon, Cannabis, Hemp, Cannabidiol, and CBD are the latest ingredients appearing in food, beverage, beauty products, personal care and even pet care. According to BDS Analytics and Arcview Market Research, the CBD market, which includes cosmetics, health products, food and beverage, pet products, skin care, and pharmaceuticals, is expected to exceed \$20 billion in the U.S. by 2024. Driven by the trend to wellness and self-care, consumers are looking for consumer products and services that mitigate daily stressors and CBD is the current answer. Watch as CBD appears in expected and unexpected consumer products and services.

EVERY DOG HAS ITS DAY

Pet owners project their human needs onto their pets and often see them as children. Research by GlobalData revealed that 56% of pet owners globally “somewhat or completely agree” with the statement that their choice of pet products is a reflection of personal values and preferences. “Pet-renthood” has not waned and the humanization of pet care is a driving force behind innovation in pet food, products and services. Human lifestyle trends such as premium and plant-based foods as well as amenities like restaurants and subscription-based services are inspiring new products. Look out for more products and services to pamper your pets.





SLEEP TIGHT

Sleep or lack of sleep is driving innovation in new products and services designed to help consumers get a good night's rest. In 2019, the most googled self-care activity in the U.S. was sleep, according to eligibility.com. In Pinterest's top 100 trends for 2019, "sleep optimization" searches saw a 116% increase. Marketers, researchers, and manufacturers are creating a range of sleep-enhancing products such as food & beverages, beauty care & air care, pillows & bedding, and tech devices & apps. Sleep is so sought-after that services such as sleep concierges and nap centers are on the rise. Keep your eyes peeled for tech driven sleep products to catch some Z's.

TEXTURE EXPERIENCE

In today's experiential economy, brands continue to find ways to engage and maintain consumers and consumers continue to search for interactive experiences with products and services. Texture is a key element in creating experiences, particularly in sensory products such as food & beverages and scented products. Food engages our tactile sense and mouthfeel is a foundation in all flavored products such as crunchy, smooth, or jiggly. In fragranced products such as body lotion, texture and skin feel is an important element such as silky, creamy, or whipped. Additionally, the term layered is often used in flavors and fragrances. According to Innova, 70% of consumers think texture gives food a more interesting experience and young people are beginning to care more about a product's texture experience. Let your senses tingle as textured consumer products become more popular.





OUT OF THIS WORLD

Space exploration and space travel are intriguing subjects of interest. The final frontier inspires new products and services in design, food, beverage, fragrance, and fashion. For example, Eau de Space is a fine fragrance, which was designed for NASA and "astronaut verified." DoubleTree by Hilton provided its renowned chocolate chip cookie dough for astronauts to bake in space for the first time using the Zero G oven. In conjunction with Netflix's comedy series *Space Force*, Ben & Jerry's released the Boots on the Moon limited-edition ice cream flavor. For the rollout, the brands sent a pint of ice cream 20 miles into the stratosphere. Creativity abounds for fun space-inspired translations as well as products that can be consumed in space. Space travel is in the distant future. Expect to see out of this world products and services.

ABOUT

Trendincite LLC consults with fragrance & flavor suppliers, consumer packaged goods manufacturers, and market research firms and provides the following custom services:

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