

Emotional Expectations or Emotional Experiences?



Sensory Appeal in 2026

Consumers are holistically approaching wellness through food, beverages, and fragranced consumer packaged goods, as discussed in Bedoukian's [Global Wellness](#) newsletter. Consumers seek sensory indulgence, but with a healthy twist, such as better-for-you formulas, reduced-sugar options, and functional benefits. For example, [Innova](#) data shows that food and beverage launches with functional nutrition claims have risen by 6%. Individuals crave indulgence and expect products to taste and smell great while delivering strong sensory appeal.

Globally, 61% of consumers are very interested or interested in emotional experiences through food and beverages.

[Oterra](#).

Flavors and fragrances play a meaningful role in sensory experiences, as consumers seek cleaner products that deliver great flavors and scents with added benefits. Bedoukian offers versatile fragrance and flavor molecules that expand perfumers' and flavorists' palettes, empowering brands to craft diverse flavor and olfactive profiles, which align with consumers' evolving behavior. This year, Bedoukian has selected F&F demos that align with these trends to show their unique materials in a way that will resonate with the end consumer. Our team will be presenting these materials at the

major F&F events throughout the year. [Reach out](#) for an updated list of events our team will be presenting at.

TREND: SODAS GET AN UPGRADE

As consumers move away from sugary, high-calorie sodas, brands are launching modern sodas fortified with prebiotics, probiotics, adaptogens, and vitamins. According to [Grand View Research](#), the global prebiotic and probiotic functional soda market was worth \$478.3 million in 2024 and is projected to reach \$766.1 million by 2030.

Health and indulgence are intertwined as consumers seek nutritional benefits, but taste ultimately drives their choices. Classic flavors such as cola, lemon-lime, orange, and Shirley Temple play into the [nostalgia](#) and [newstalgia](#) trends as discussed in Bedoukian's past newsletters. For example, cola as a flavor is having a resurgence. Tastepoint by IFF identified Cola as one of the top 10 flavors to watch in 2026.

2026 Featured Flavor Demo: **Cola Beverage**



This year Bedoukian is showcasing [CARDAMOM ALDEHYDE™ FCC \(BRI 381\)](#) firsthand in our featured Cola flavor demo. In this application, this versatile, high-impact modifier actively supports and improves the classic cola profile while serving as a stable, cost-effective potential replacement for cardamom oil.

Delivering a unique, spicy, and strong aldehydic citrus peel note alongside the distinct taste of freshly crushed cardamom pods, [CARDAMOM ALDEHYDE™ FCC \(BRI 381\)](#)

is a bright and zesty addition to a wide array of flavor formulas:

- **Citrus Profiles:** It acts as a powerful modifier, adding fresh, natural notes to orange, tangerine, mandarin, grapefruit, and yuzu.
- **Specialty & Savory:** Beyond citrus and cola, it is an excellent ingredient for amplifying cardamom, cilantro, ginger, Asian pear, and even savory seafood flavors.

Bedoukian delivers high-purity, consistently reliable specialty molecules that elevate flavor performance and give flavor chemists the tools to craft innovative, in-demand profiles.

[Request a Sample](#)

Please ensure this product meets the regulatory requirements in your region

TREND: FRAGRANCE AS DOPAMINE

With the adoption of GLP-1 medications, many users are eating less and enjoying food less. Perfume sales are up 23% as people seek ‘sensory inputs’ they no longer get from food, according to [NielsenIQ](#).

“When sugar cravings fade, the brain may seek out scent-based ‘pleasure signals’ as a substitute. In this way, indulgent-smelling products might offer a non-caloric form of comfort or reward.”

Cherry is having a moment and has been trending for the past few years. From Tom Ford’s 2018 Lost Cherry scent to Coach’s 2026 Cherry by Coach fragrance, brands are interpreting cherry in a variety of olfactive scent profiles.

2026 Featured Fragrance Demo:

Pina Colada Fragrance



Experience the impact of Bedoukian's [CEREZOATE™ \(BRI 512\)](#) firsthand in our featured Pina Colada fragrance demo (dosed at just 0.10%). In this tropical application, it adds a sweet, cherry-fruity, and more exotic top note to create a fully rounded fragrance.

Delivering a juicy and diffusive natural black cherry note, [CEREZOATE™ \(BRI 512\)](#) is a vibrant addition to a wide array of fragrance formulas:

- **Fruity Nuances:** It acts as a powerful enhancer, lifting and boosting a mélange of fruit profiles, particularly cherry, blueberry, apple, and pineapple.
- **Diverse Applications:** Beyond tropical blends, it performs exceptionally well across multiple product categories, including personal care, air care, laundry care, shampoos, and dish detergents.
- **Regulatory Confidence:** [CEREZOATE™ \(BRI 512\)](#) delivers the sweet, juicy cherry note required for modern accords without the regulatory hurdles facing other fruity materials. It remains fully IFRA 51 compliant, ensuring your palette stays versatile and unrestricted.

With unmatched consistency, Bedoukian delivers high-purity specialty molecules that elevate fragrance performance.

[Request a Sample](#)

**WHERE HOLISTIC WELLNESS & SENSORY
SATISFACTION CONVERGE**

Consumers continue their wellness journey and seek sensory input from both flavor and fragrance. Whether it's functional food and beverages or weight management, consumers crave delicious-tasting and smelling experiences that align with their health goals. Food, beverage, and personal care products support consumers' self-care routines. Bedoukian's high-impact fragrance and flavor molecules are versatile ingredients that elevate better-for-you formulas and fragrances with satisfying sensory appeal.

[Flavor i-Catalog](#)

[Fragrance i-Catalog](#)

For any questions about [Bedoukian's products](#) or to request samples, please contact us at 203-830-4000 or send us an [email](#). We look forward to hearing from you!



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