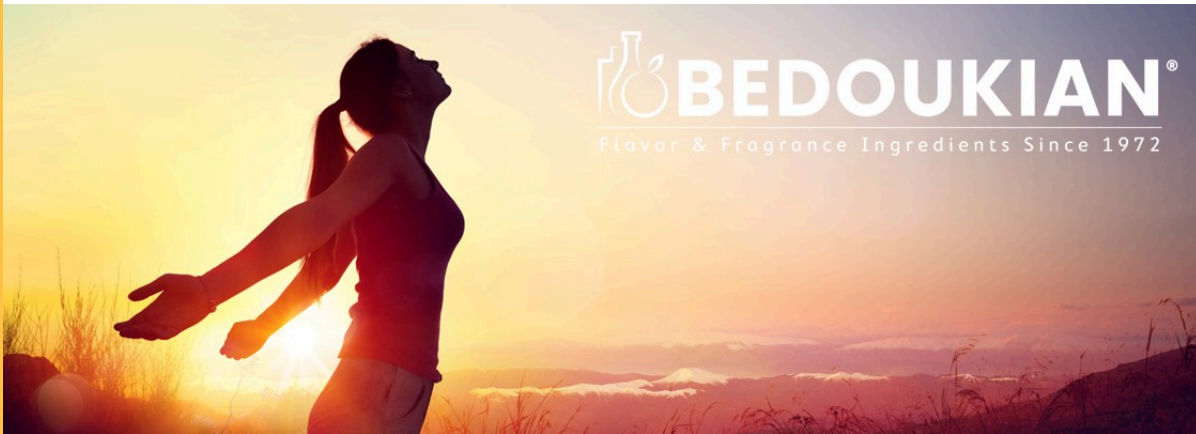


Global Wellness | Q2 2025



BEDOUKIAN®
Flavor & Fragrance Ingredients Since 1972

Scent and Taste Insights

The Pursuit of a Healthy Lifestyle

According to the Global Wellness Institute's (GWI) *Global Wellness Economy Monitor 2024*, the wellness economy reached nearly \$6.8 trillion in 2024 and is forecast to hit \$9 trillion in 2028. The wellness industry is expected to represent 6.8% of global GDP. McKinsey &



Company's research found that 82% of U.S. consumers now consider wellness an important priority in their everyday lives, which is similar to what consumers in China (87%) and the United Kingdom (73%) shared. 77% of Americans prioritize their mental health including stress, sleep, mood, and motivation according to Circana.

Flavors and fragrances contribute to wellness. Consumers pursue functional products that not only taste or smell good but also offer multiple benefits. To support this effort, there are many choices in food, beverage, and beauty with a wide range of flavor directions and olfactive profiles. Bedoukian's versatile aroma and flavor molecules improve and enhance foods and beverages as well as health and wellness, home, and personal care products.

EATING HEALTHY



U.S. consumers name a healthy, nutritious diet as their top priority for health and wellness, according to Innova Market Insights. Consumers' healthy diet includes "eating more whole plant foods, turning to supplements and remedies, eating foods and beverages that benefit immunity and gut health, and eating more

healthy fats." Mintel's *Food and Drink Nutrition Claims* report found nearly 1 in 5 people surveyed (19%) currently claim to eat healthy "all the time" compared to 2022 (16%), while fewer said they eat foods considered healthy just "some of the time," down 7% from 2022.

According to Instacart's data, gut health is important to consumers. Prebiotic and probiotic drink purchases led to a year-over-year category growth of 58%. Coca-Cola entered the prebiotic soda market with the launch of Simply Pop in five flavors: Citrus Punch, Fruit Punch, Lime, Pineapple Mango, and Strawberry.

According to the *2025 Protein Profile* by Cargill, in 2024, 61% of American consumers significantly increased their protein consumption compared to 48% in 2019. For example, Premier Protein introduced Indulgence, a new line of protein shakes with 30 grams of protein each. Chocolate Covered Strawberry, Decadent Dark Chocolate, Salted Caramel Truffle, and White Chocolate Raspberry flavors are available.

Snacking is ingrained in our culture and consumers seek snacks that align with their dietary and wellness goals. Approximately 64.1% actively look for snacks perceived as "good for them," marking a significant 7.4% increase since 2020, per Circana. Innova's research echoes this sentiment. 81% of global consumers say they snack to boost their mood, but at the same time, 75% look for snacks with added health benefits. A good example is the Australian brand Mood Food, which creates functional snacks for "mood, relaxation, rest, energy, and cognitive well-being."

The sober-curious lifestyle reveals shifting preferences in consumers' relationship with alcohol, particularly younger generations. Young people are opting for healthier alternatives. According to Escoffier's data, Millennials (45%) and Gen Z (17%) account for nearly two-thirds of non-alcoholic beverage consumption. Aplos crafts functional non-alcoholic spirits and Ease "for moments of unwind" is the newest variant. The brand also released a line of non-alcoholic ready-to-drink drinks in Chili Margarita, Kola Fashioned, Mandora Negroni, and Ume Spritz.

FLAVORS & CONSUMER PERCEPTION OF HEALTH

Consumers' definition of eating healthy is personal. For example, Mintel's data revealed that consumers define healthy eating as eating mostly fresh foods (slightly more than half) and balancing healthy choices and indulgence (nearly half). No matter what "healthy" food and beverage choices consumers make, they don't want to sacrifice taste.



According to the International Food Information Council's (IFIC) 2024 annual survey, consumers continue to say taste (85%) is very impactful on their food and beverage purchase decisions. *The Future Of Flavours* report showed over 60% of consumers, in selected European countries, agree that taste is widely acknowledged as the most crucial aspect of food and drink.

Innova's Global Flavor Trends 2025 identified *Healthier Enjoyment* and *Sensory Therapy* as two significant flavor trends. *Healthier Enjoyment* "stresses the importance of combining health with flavor. By boosting the taste, texture, and healthiness of food and beverage choices, manufacturers make them more enjoyable, as well as satisfying and better for you."

Sensory Therapy supports consumers' mental and emotional wellness, including flavor experiences, which "leads to euphoric wellness." Innova's research found that the most important feature of flavors is that they can enhance mood. "Flavor trends indicate that manufacturers offer flavor choices to meet consumers' emotional needs. Flavors can be cheerful and happy, energized, healthy, or relaxed and calm."

Familiar flavors and comforting flavors most impact consumer food and beverage choices, with coffee flavor and brown flavors as favorites, especially paired with products that have a creamy or smooth texture. Additionally, Innova's research found that consumers associated berries, summer fruits, nuts, and tropical fruits with health and wellness.

Health Halo Botanicals was one of four major trends identified in *Kerry's Africa 2025 Taste Charts*. The trend is described as "Spurred by the healthy indulgence trend and the belief that herbal and/or florals provide health benefits, local botanicals such as rose, marula,

baobab, and moringa, are increasingly seen in products, adding their perceived health benefits and signature flavor notes.”

From warm and comforting to fresh and fruity, Bedoukian’s high-impact flavor ingredients are sure to meet consumers’ demand for flavors perceived as healthful and tasty.



BRI 841 3-METHYL-2,4-NONANEDIONE (BRI #841)

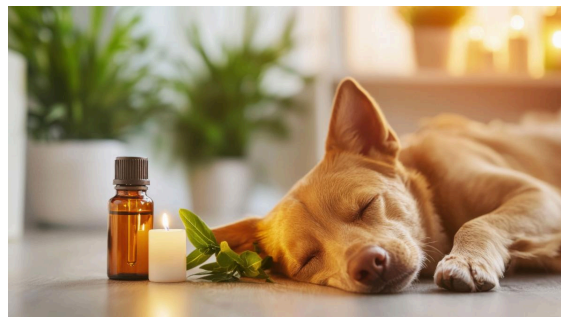
3-METHYL-2,4-NONANEDIONE (BRI #841) is a versatile ingredient for use in flavor and fragrance formulas. As a flavor ingredient, **3-METHYL-2,4-NONANEDIONE** offers a sweet, hay character reminiscent of green and black tea. The dry green notes perform well in

dried parsley, chive, and dried spinach. Additionally, **BRI #841** complements seafood flavors such as anchovy and seaweed. At lower levels, **3-METHYL-2,4-NONANEDIONE** enhances sweet, cream notes for caramel, milk, and other dairy flavors. In fragrance formulas, it provides an anisic spicy, herbal green, and lactonic aroma.

FRAGRANCE AND MOOD

As discussed in Bedoukian’s **Sentimental Scents** newsletter, consumers have a personal connection to fragrances, which can alter their emotions and moods. For example, Circana

observed that consumers overall continue to appreciate fragrance for its mood-boosting capabilities, with 80% of fragrance users reporting that “fragrance is helpful in lifting or enhancing my mood.” Similarly, Mintel’s data found that 78% of UK consumers think that fragrances can improve their mental well-being.



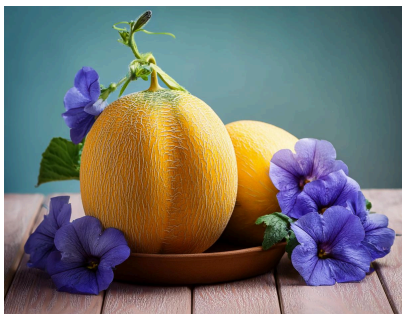
Mintel notes “perfume trends are evolving as brands build on consumers’ association of fragrances with mood.” For example, Dwell212 debuted in Walmart and is “a line of wellness-inspired scents with an emphasis on how fragrance can impact your mood.” It is available in Citrus, Cucumber, Lavender, and Petals scents.

This trend spills into personal care and home care. Last year, Soft & Dri launched Mood-Matching Deodorant Scents “to match or boost

your mood” in three variants: Blissful Freesia, Sparkling Citrus, and Zen Cucumber. Recently, Daise introduced a new range of mood-matching fragrance and body care designed to be mixed and matched. It is offered in six scents: Happy Daise (Grape & Amber), Hello Daise (Raspberry & Mint), Lowkey Daise (Rose & Sandalwood), Oh So Daise (Pear & Patchouli), Peachy Daise (Berry & Mandarin), and Sunny Daise (Vanilla & Coconut).

Cleaning supplies infused with mood-enhancing scents, such as lavender for relaxation or citrus for energy, are becoming mainstream, according to Mintel. Clorox partnered with Emotiv to test the feeling of clean compared to other feel-good activities. According to an online survey, one in five Americans (21%) said they clean all the time to improve their mood. 88% of respondents said they feel good after wiping down surfaces. Surprisingly, 37% of participants felt better cleaning the toilet than they did petting puppies.

Whether you are formulating fine fragrance, personal care, home care, or household products, Bedoukian’s high-impact aroma molecules will elevate your fragrance formulas.



[e,z-2,6-NONADIEN-1-AL DIETHYL ACETAL \(BRI #317\)](#)

[e,z-2,6-NONADIEN-1-AL DIETHYL ACETAL \(BRI #317\)](#) is a multipurpose ingredient for use in fragrance and flavor formulas. On the fragrance side, [e,z-2,6-NONADIEN-1-AL DIETHYL ACETAL](#)

features a smooth violet, melon aroma. It pairs well with galbanum and Oakmoss blends. On the flavor side, it offers strong cucumber and melon notes, great for melon, cucumber, and strawberry profiles.

THE FUTURE

Circana reported the complexity of personal well-being, with consumers turning to solutions as varied as physical activity, social media, food, pet ownership, beauty, and books to harmonize their physical, mental, and social well-being. Flavor and fragrance touch upon our daily experiences with consumer products and services. As consumers seek food, beverage, and beauty products that support their body, mind, and spirit, mood-enhancing fragrances and flavors will become more important.

Bedoukian's high-impact aroma and flavor molecules are versatile and excellent in boosting your scented and flavored formulas and can help lead to some powerfully-embraced wellness products.



BREATHE IT IN

The last e-newsletter focused on food and beverage-inspired fragrances. We asked our readers "What is the name of the scent produced when rain falls?"

Surprisingly, we did not receive any correct responses. This may be because those who knew did not have time to send us a note or because it is not a well-known fact. "Petrichor" is the name given to the smell of rain. It is caused by the release of oils and compounds produced by soil-dwelling bacteria and plants. The presence of lightning during rainstorms can also affect the scent. Generally, people are sensitive to this scent and find the smell of petrichor pleasant and refreshing.



In this health-oriented edition of our newsletter, we want you to think about your respiratory system. Did you know that the surface area of your lungs is roughly the size of a tennis court? For this quiz, we want you to guess how much air you breathe (in liters) each day. Please

email your best guess to marketing@bedoukian.com. The first person to submit the correct answer will receive a prize.

FUN FACT



Bananas contain serotonin, a neurotransmitter that regulates mood and sleep. Bananas' rich nutrient content is another reason this tropical fruit is often considered healthy. Maybe even more surprisingly, it is said that humans share 60% of their genetic makeup with bananas. Bananas and

humans share genes responsible for cellular functions such as replicating DNA or controlling our cell cycle. It turns out, describing someone as "a little bananas" is a correct statement for all of us.

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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