

Arylessence Releases Tenth Trend Report

Posted: October 22, 2010

Sensory touch-points and the desire for sensuous, emotional experiences are still among the key factors driving U.S. consumer buying decisions, says a new report from Arylessence (Atlanta). But this "emotive edge" is just one of nine significant deep trends that reflect how consumers make choices today and predict how marketers will respond in 2011 and beyond.

Now in its tenth edition, Arylessence TrendWatch uses consumer data gathered from more than 30 independent sources and an ongoing research and discovery process to share detailed insights on nine individual trends and their defining factors, which include fragrance and flavor notes, color factors, media influences, advertising and messaging themes, and new product innovations. The report catalogs in excess of 280 new products introduced this year, reflecting the growing diversity of American tastes, increased experimentation by consumers, and the determination of U.S. and global manufacturers to innovate and improve competitiveness.

"Even in a challenging economy, U.S. consumers continue to look for inspiration and ideas that connect to their passions," says Arylessence marketing director Lori Miller Burns. "People are demanding the best quality, multiple benefits, maximum performance, and less waste from products that cost less, including private label brands—but they also want exotic, super ingredients like açai, lulo, and acerola; natural, soothing products that nurture and protect; and stimulating foods and flavors they have never tasted before; all sourced in sustainable, earth-friendly ways. For these products, consumers are willing to pay premium prices."

Deep trends reported in Arylessence TrendWatch include:

- **Emotive Edge**—ideas that connect with sensory touch points, transform consumers emotionally, and deliver memorable, sensuous experiences
- **American Stories**—a passion for American values, patriotic themes, and increasingly, locally sourced and locally produced foods, beverages, clothing and accessories
- **South America**—reflecting the creative vitality and rich resources of South American countries like Brazil, plus the diversity of natural, exotic, and nurturing ingredients sourced from the Amazon rainforest and other regions
- **Style Rewind**—renewed interest by fashion designers and consumers in everything vintage, classic, and timeless, evoked by Hollywood glamour, old-world aristocracy, pre-war luxury, the Beat generation, and hippie culture from the 1960s
- **Eco Evolution**—reflecting a profound change in how global corporations, small entrepreneurs and consumers alike now think about the world, sharing a commitment to sustainability, protecting the planet, reducing waste, and using resources responsibly
- **Modern Menu**—a major trend on food, how people relate to food, and how American attitudes to food are changing, while U.S. food marketers and retailers innovate to keep pace with culinary desires.

Other Arylessence trends include Bang for Your Buck, redefining what value means; The Power of Nature, about nature's ability to care, nurture, nourish and protect; and Cause an Effect, where the proceeds from consumer purchases benefit others and help make the world a better place. Additional sections of Arylessence TrendWatch cover consumer demographics, green marketing and sustainability issues, new packaging designs, people-friendly ecodesign, and the growth of private brands.