



Oterra™

Color trends 2025
Immerse yourself in
our vibrant stream
of colors

Color trends 2025

Introduction

Using a combination of proprietary consumer insights and data from trusted global market data analysts we have compiled these trends to help inspire and drive your innovations. For each trend, we have created a 'mood board' to help launch your creative process with natural shades that bring out the best in your products and resonate with consumers while influencing purchase decisions.



Beyond green

Demonstrating true commitment to sustainable practices

Sustainability in food and beverage is now a necessity, not a choice. Demonstrating true commitment to sustainable practices, this trend highlights environmental and social causes, focusing on authenticity and measurable impact. Consumers demand transparency, accountability, and results that go beyond promises.

This green and ethical revolution isn't a trend but a long-term imperative. Brands investing in meaningful eco-practices and prioritizing social equity are not just protecting the planet—they're building trust and positioning themselves as leaders in a conscious, consumer-driven market. Whilst green is traditionally associated with sustainability, other less predictable colors will resonate with consumers.

Inspirational Color Palettes:

Earth tones



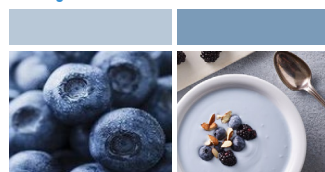
These rich shades inspire thoughts of organic growth and sustainable practices

Straw yellow



Symbolizing harvest, naturality, positivity and a brighter, sustainable future

Sky blue



The embodiment of calm clean water, wind and renewable energy

Out of the blue

Pushing innovation beyond the limits

Today's adventurous food and beverage consumers crave bold, unconventional mash-ups that push boundaries of taste, texture, and visual appeal. From fusion flavors to unexpected ingredient pairings, this trend breaks traditional rules, inspiring playful experimentation and innovation.

Visually striking and sensorily exciting, these combinations engage all the senses. Confectionery with contrasting colors and flavors, beverages that change color when diluted, and bold, vibrant savory sauces exemplify this trend. For consumers, it's not just about food—it's about experiences that captivate and delight.

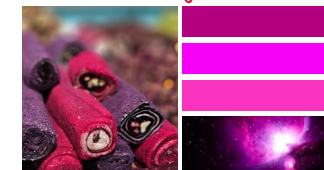
Inspirational Color Palettes:

Peculiar purple



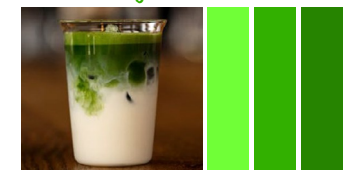
These enchanting shades inspire thoughts of mystery and creativity

Mystical magenta



A fantastical color that creates a sense of wonder and mystery

Radical green



A bold, fresh color suggesting a sense of the revolutionary

True colors

Embracing authenticity and celebrating individuality

Consumers today seek out experiences that not only resonate with their physical health goals, but also with their mental wellness. They are drawn to products that embody simplicity, comfort, and clarity. They want products that fit to their unique needs and lifestyles.

With a focus on natural hues and emotionally connected colors, food brands are responding by offering personalized experiences that align with lifestyle choices, fostering a deeper connection between consumers and the products they choose. Let's inspire experiences that nurture the soul.

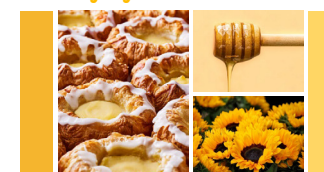
Inspirational Color Palettes:

Powerful red



A bold primary color promoting passion, love and strength

Sunny yellow



Pops of fresh yellow bring energy and excitement

Cozy brown



A warm, comforting shade promoting stress and anxiety reduction for a moment of stillness

Natural reality

The fusion of AI and natural elements for creative evolution

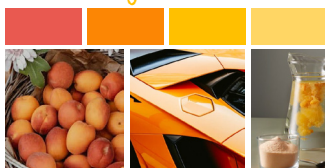
AI is transforming food and beverage innovation, opening doors to new possibilities—predicting preferences, designing colors and flavors, and crafting bold ideas. But no matter how advanced AI becomes, it can't replace the authenticity of real food. Enter "Naturally Reality," where AI and natural ingredients come together to create authentic food experiences.

AI enables brands to simulate products, test colors, and explore futuristic ideas—like blue chocolate—but it's real ingredients that bring these visions to life. The value lies in using AI to imagine, validate, and refine concepts while staying rooted in the authenticity consumers crave.

This fusion of technology and nature allows brands to meet curiosity with credibility. From vibrant orange compound coatings to unexpected pairings, Natural reality blends AI precision with the richness of real food to shape the industry's future.

Inspirational Color Palettes:

Vivid orange



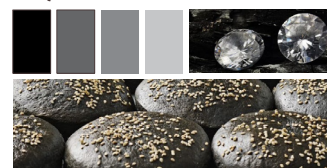
Vibrant orange is evocative of energy and pleasure

Delicate pink



A dose of natural softness and sweetness

Sophisticated black



Provides an elegant and futuristic look to premium products

Trends ready to go!

Discover curated color inspirations designed to spark innovation and help your products connect with consumers.

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Sophisticated black

For more information on how to embody these trends in your developments, [contact](#) us!