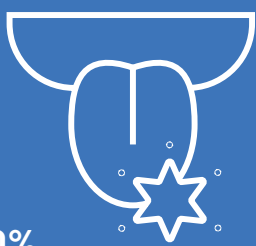


Your consumers are ready for a vibrant shift. Could blue be the trendy fix you're after?

Colors play a key role in the food industry, enhancing appeal and flavor. Oterra surveyed 10,000 consumers in 10 different countries exploring their reactions to product colors in savory foods. As experts in color, we saw that consumers were curious about elevating their food experiences and set out to see how far they are willing to go. Blue, often considered an unusual shade, was found to be an intriguing choice for trendy savory foods. To find out how to achieve this color, reach out for a chat.

Consumer reasons for wanting to try blue foods



40% are curious about flavor

23% like to try new food trends

24% like to smell food to appreciate its aroma

73%



find blue foods appealing overall

Which foods do consumers want in blue?



48%
*traditionally uncolored foods



63%
sauces



47%
seasonings



21%

of blue food fans will admire the presentation of their food before eating it



Globally

...blue is a color of contradictions in flavor expectations. It is most often associated with blueberry flavors, even in savory applications, but is also strongly associated with saltiness, particularly in Latin America.



Morocco is the least receptive to blue sauces and dressings
Indonesia is the most receptive to blue sauces and dressings

Consumers reaction to bright, bold, and pale blue foods...

65% favor bright and bold blue traditionally uncolored foods

68% prefer pale blue tones in sauces and dressings

Who is the blue consumer?

Gender
55/45
Males find blue food slightly more appealing than women

Age

16-24

23-34

35-44

45-55



Test bold new colors in augmented reality

Oterra™