



Think Pink



Pink is not just any colour; it's a trend that's taking the food industry by storm. Traditionally associated with sweet flavours like bubblegum, the hue has expanded into savoury categories. So much so that in 2022 'pink pasta sauce' went viral on TikTok, generating over 680 million views.

Pink food offers a unique experience that's both visually appealing and fun, with connotations of optimism, comfort, and even feminine strength.

- Brightly coloured food and drink trends appeal to younger consumers (Mintel, 2022).
- Pantone Colour of 2023 has been declared as Viva Magenta 18-750.
- Pink dragon fruit has a mild flavour that translates well into savoury products (Mintel, 2023).
- Brands across the world are using pink in new ways, challenging historically gendered associations (Mintel, 2022).

On the Shelves



Agatha Croustille Salted Granola with Beetroot & Provence Herbs is for topping salads, vegetable woks or soups to add crunch. (France)



Noodl Plus Beetroot Noodles with Heavenly Harissa. The vegan, plant-based product is high in protein, and a source of fibre. (UK)



Medium Grain Pink Rice for Sushi from Satoru. (Mexico)



Japanese Pink Curry Paste uses natural colouring for aesthetic purpose. (Indonesia)



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On the Shelves



Sparkling Pink Passion Fruit Drink is said to relieve sleepiness and contains rosehip extract, vitamins C and citric acid. (Japan)



Pink Chocolate from Easis is made with raspberry powder, no added sugar and sweetener from Stevia. (Denmark)



Funky Buddha Premium Hard Seltzer range includes pink varieties such as Pink Grapefruit and Topical Mango Guava. (USA)



Noku Cheesecake Mochi Cream is frozen cheesecake with a blueberry core wrapped in soft rice dough. (USA)

Mintel analysts point out the Barbie Movie will extend the fascination of pink even further.

It's not hard to see why the trend towards pink hued food and drink is growing. Younger generations, particularly Gen Z and younger millennials, are drawn to brightly coloured food and drinks, and hot pink is the colour du jour. Social media has played a significant role in the trend, with the 'Instagrammable' appeal of bright pink food products boosting their cool factor.

Beyond this, pink food is more than just a passing fad. We've seen different gradations of pink used in food for decades. And as Pantone note, pink can signal strength rooted in nature, as in the case of their colour of the year, Viva Magenta.



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