

Press release

Color Trends 2025: Immerse yourself in Oterra’s vibrant stream of colors

COPENHAGEN, Denmark, Jan. 29, 2025 — Oterra, a leading producer of natural colors and color solutions, has introduced its Color Trends 2025 to inspire brands, marketers, R&D teams, and consultants to harness the power of color like never before.

The trends blend Oterra’s natural color expertise, the company’s proprietary insights, input from trusted market partners, and inspiration from diverse global sources.

“We eat with our eyes first,” says Global Head of Marketing for Oterra Vibeke Haislund. “Color shapes how we think a food or drink taste. But how does natural color tap into the big mega trends today like digitalization, personalization, health and wellness, and sustainability?”

“Oterra has identified four trends that bring together these overarching mega trends, natural colors, and consumer preferences to create expertly curated color palettes that offer a visual guide to bring captivating food and beverage concepts to life.”

Four trends shaping the future

Oterra’s Color Trends 2025 showcases multiple ways to incorporate natural color into food and beverage products, to deliver inspiration across categories that resonate with consumer desires. Each trend offers a unique way to captivate consumers and enhance brand storytelling:

- **Beyond green:** More than a promise: consumers want action. This trend highlights environmental and social causes with a focus on authenticity and measurable impact. While green is the global color of sustainability, Oterra suggests color palettes of Earth tones, Straw yellow and Sky blue to promote a broader, more diverse approach.
- **Out of the blue:** Rules are meant to be broken. Bold, unexpected color combinations challenge convention, delivering surprises that delight consumers and spark curiosity. How about Peculiar purple, Mystic Magenta or Radical green to wow more adventurous consumers?
- **True colors:** A spectrum of wellness. Functional, better-for-you products that nourish the body and uplift the mind, with personalization that not only meets health needs but also elevates consumers’ emotional experience. Strong emotional colors such as

Powerful red, Sunny yellow or Cozy brown can match consumers' moods and lifestyles.

- **Natural reality:** Technology meets nature. AI has the power to reimagine possibilities, from novel flavor combinations to groundbreaking product ideas. But it's the richness and authenticity of real food that brings these visions to life.

"We've created Color Trends 2025 to empower our customers to create and revitalize their products with confidence," said Stella Munhoz, Marketing Manager at Oterra. "This isn't just about colors—it's about storytelling, innovation, and creating meaningful connections with consumers."

Ready to revolutionize your brand?

Explore how these trends and mood boards can shape the future of food and beverages. For more information or to request the full Color Trends 2025 material click on the link below

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About Oterra

Oterra is the largest provider of naturally sourced colors worldwide. Since our first color launch in 1876, we've utilized the power of nature's true colors and championed that natural is best. We continue to share our unrivalled expertise in colors for food, beverage, dietary supplements and pet food to help manufacturers bring appealing products to consumers around the world. And we continue to empower our partners to meet demand for safe, sustainable and natural food on our journey together towards natural.

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