

Researchers from Kerry revealed several emotions associates with botanical food and beverages flavors

17 June 2021 | News

New consumer research from Kerry, the world’s leading taste and nutrition company has revealed that botanical extracts generate several emotions with consumers including energy, excitement, creativity and fun. The research, which uncovers the psychology behind botanical preferences and the perceived benefits consumers derive from consuming botanical food and beverages, examined 44 emotions that consumers associate with botanical extracts.



Consumers also think about botanicals as being energetic, interesting, useful, trustworthy, and safe.

New consumer research from Kerry, the world’s leading taste and nutrition company has revealed that botanical extracts generate several emotions with consumers including energy, excitement, creativity and fun. The research, which uncovers the psychology behind botanical preferences and the perceived benefits consumers derive from consuming botanical food and beverages, examined 44 emotions that consumers associate with botanical extracts.

Kerry surveyed over 6,500 consumers across 12 countries in North America, Europe, Latin America, Asia Pacific and Africa to discover attitudes towards over 55 botanicals.

The research shows that botanical flavours connect with consumers on a highly positive level, beyond flavour and taste. Consumers also think about botanicals as being energetic, interesting, useful, trustworthy and safe. For example, a beverage with guarana, ginseng and ginger can carry a similar connotation of ‘energy’ as a coffee or energy drink would to the consumer. Meanwhile, ingredients such as saffron, bergamot and honey are considered premium.

Commenting on the research, Leigh Anne Vaughan – Global Taste Marketing Director said: “The link between taste and emotions is widely accepted by experts. Botanical flavours connect with consumers at a very positive level, beyond flavour and taste, and our research shows that these flavours appeal to over 97% of consumers globally. Negative emotions such as repulsive, boring, disappointing were the least suggestive of botanicals.”

The research also uncovered emotions associated with 55 botanicals and their corresponding perceived health benefits and highlight the resulting opportunities for innovative product development.