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## PRESS RELEASE

### **Healthy Hedonism: EXBERRY® by GNT identifies disruptive new color trend**

A bold new era of “Healthy Hedonism” is inspiring a radical rethink of what is possible with natural colors, according to trend analysis by GNT.

GNT, the global supplier of plant-based EXBERRY® colors, explored how today’s consumers see color in the world of food and drink and beyond. The research revealed a powerful new trend shaped by Generation Z’s desire to embrace joy and creativity while staying true to core values.

The new generation of consumers is radical, diverse, and digitally native – and it is rapidly changing global attitudes toward food and drink. Gen Z shoppers are committed to holistic wellness and are actively promoting environmental and social agendas through their purchases. At the same time, their devotion to social media means visual impact is more important than ever before.

This consumer behavior can be described as Healthy Hedonism. This ethos is now set to spark a global surge in demand for eye-catching products that are good for people and planet. From seductive healthy snacks to kaleidoscopic TikTok treats, the trend showcases a lifestyle that is playful, considered, and nourishing.

GNT’s analysis found that it is already generating new directions in natural color. For example, cute soft-play pastel shades are being used to redefine what “healthy and sustainable” looks like. Psychedelic color schemes now work in harmony with mind-boosting ingredients to tap into new-age wellbeing. Bright, clashing color combinations can also enable brands to create virtuous products that satisfy the desire for creativity and self-expression.

Maartje Hendrickx, Market Development Manager at GNT Group, said: “Healthy Hedonism resonates with the new generation of conscious consumers who are determined to rewrite the rules. To tap into the trend, brands need to celebrate disruption and adopt a new visual language for products that are both healthy and environmentally sound. Earthy colors are no longer a necessity – it’s time to be bold, be creative, and make people smile.”

Available in shades spanning the full spectrum, EXBERRY® colors are plant-based concentrates created from non-GMO fruit, vegetables, and plants using traditional physical processing methods. GNT has also [set out a commitment](#) to become the leader in its field on sustainability by 2030.

Julia Meyer, Healthy Hedonism trend specialist at GNT Group, said: “We have vast experience and expertise in bringing spectacular color concepts to life in food and drink using our plant-based EXBERRY® concentrates. We’re here to inspire brands to tap into modern consumers’ emotional needs through color and unleash their products’ true potential.”

To access GNT’s exclusive color trend analysis on how Gen Z is changing perceptions of color, click here: <https://exberry.com/en/discover-the-trend-that-is-redefining-natural-color/>

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**About EXBERRY®**

EXBERRY® is the global market leader in Coloring Foods – plant-based concentrates manufactured from edible fruit, vegetables, and plants using only gentle physical methods such as chopping, boiling, and filtering. EXBERRY® is synonymous with high-performance color solutions based on the most natural concept of coloring food with food. The brand provides the widest range on the market, comprising more than 400 shades. It is suitable for practically all food and drink, including confectionery, dairy and bakery products, soft and alcoholic beverages, and savory applications. The concentrates are valued worldwide for their ease of use, brilliance, performance, and the complete vertical integration of the supply chain. The vertical supply chain provides benefits including full traceability as well as price and stock stability. GNT is committed to driving industry standards higher by ensuring EXBERRY® Coloring Foods deliver on cost-in-use, performance, naturalness, and sustainability. In applying EXBERRY® products, manufacturers are assured to receive highly professional support ranging from strategic product development to production integration and regulatory advice. EXBERRY® is the favored color solution used by more than 2,000 food and beverage companies including the leading food and beverage producers in the world.

**About GNT**

The GNT Group is a family-owned company pioneering in the creation of specialized, future-proof products from only natural ingredients. It is internationally renowned for its EXBERRY® portfolio, the leading global brand in Coloring Foods. Founded in 1978, the company offers unparalleled agricultural competence combined with first-rate process-engineering expertise. GNT delivers a full range of color concentrates sourced exclusively from edible fruits, vegetables, and plants. Sustainability is a key priority for GNT and the company has set a series of ambitious targets for 2030 to optimize its environmental and social impacts. The company is headquartered in Mierlo, The Netherlands, and has global reach with customers in 75 countries and offices in North and South America, Asia, Europe and the Middle East.