Press Release

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Symrise unveils Symvision AI^{TM} – an AI-based multisource prediction tool for flavors, ingredients and claims

– Trend prediction using AI supports product development of food and beverages

– Artificial intelligence uses multiple data sources to identify market opportunities

– Manifests Symrise's pioneering role in innovative taste, nutrition and health solutions

With the launch of its trend prediction tool Symvision AI™, Symrise can deliver valuable and actionable insights for food and beverage manufacturers to develop successful innovations. By using AI and a unique data structure it anticipates trends for flavors, ingredients and claims. This helps identify promising market opportunities. The tool enables manufacturers to develop market-relevant food and beverage innovations by analyzing multiple data sources and understanding how trends move across the globe and product categories.

In a rapidly changing world, getting ahead of consumer demands has become essential. As consumer preferences for food and beverages shift, manufacturers need to decode and anticipate market changes. This is crucial to create market-relevant food and beverage innovations that consumers love and that cater to their ever-changing wishes. Now, what kind of flavors, ingredients and claims do consumers exactly want? To answer this question, Symrise developed Symvision AI™, a trend prediction tool designed to predict the future of taste, nutrition and health.

"Consumer taste preferences change over time. Symvision AI™ allows us to anticipate these changes and predict trends for flavors, ingredients and claims. It enables us to deliver consumer-preferred taste, nutrition and health solutions for food and beverage innovations at the right time in the right place", says Leif Jago, Global Marketing Manager Food & Beverage at Symrise.

Symvision AI™ – an AI-based multisource prediction tool

To achieve reliable and valid trend predictions, Symvision AI^{TM} utilizes a unique data structure, combining internal and external data sources, including historical data. The tool tracks reliable data at every relevant time point of a trend lifecycle. This ranges from early signals in social media to market and product launch data. Symrise continuously enriches the data sources with additional proprietary research data.

Analyzing these data sources with advanced artificial intelligence algorithms enables Symvision AI^{TM} to decode trends for flavors, ingredients and claims. It provides an understanding of how these trends move across the globe and product categories. In addition, the tool shows which consumer needs and emotional benefits specific taste tonalities address. This allows promising recommendations for specific product categories and markets.

"Several factors make our tool unique. It uses a proprietary multisource data structure that is processed by advanced AI such as machine and deep learning models. We will continuously improve and enrich our dynamic tool Symvision AI^{TM} with more data points and more features. This will increase the benefits for our customers" adds Dr Dariah Lutsch, Research Manager, Global Sensory & Consumer Insights Food & Beverage at Symrise.

Enabling future-proof food and beverage innovations

All in all, the tool uses a unique approach to allow manufacturers to develop future-ready and consumer-preferred food and beverages with increased speed. At the same time, decoding the movement of trends across the globe and product categories enables the creation of innovations at the right time in a specific market. In addition, producers can address consumer need states as the tool connects taste tonalities with associated emotions. These benefits allow food and beverage manufacturers to innovate successfully with consumer-preferred taste, nutrition and health solutions.

"Symvision AI™ acts as a fantastic enabler for our business. It connects multiple sources of market and consumer data. It determines how this data is related over time and product categories with a focus on what consumers like and need most. Also, it provides understanding and prediction to guide new Symrise developments. Symvision AI™ provides a platform capability that will continuously grow and become stronger", summarizes Dr Conor Delahunty, VP Global Sensory & Consumer Insights at Symrise Food & Beverage.

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