

Press release

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SYMRISE launches SYM ALPHA™ Think Tank

- Validates concepts early with Generation Alpha insights
- Combines sensory workshops, cultural intelligence, and AI validation
- Turns consumer signals into faster, confident go-to-market decisions

Symrise AG launches SYM ALPHA™ Think Tank, a new co-creation and insight platform for selected partners in its Scent & Care Segment. It helps customers translate Generation Alpha expectations into products and experiences with clear consumer relevance and move from idea to launch with stronger early validation. Gen Alpha, the currently largest generation, spans roughly ages 8–14, with an estimated 2.5 billion globally in 2026.

Generation Alpha will shape future consumption patterns and brand expectations. With SYM ALPHA™, Symrise brings this perspective into the innovation pipeline by combining early validation, sensory co-creation, and behavioral insights so partners can design solutions that resonate with consumers and perform in the market. Consumer-culture and innovation-strategy expert Paula Limena leads the initiative. She facilitates customer innovation sessions and continues to evolve the SYM ALPHA™ generational insight framework, drawing on more than 20 years of experience across health, wellness, ingredients, and branded innovation ecosystems.

Building on a successful pilot

Symrise piloted SYM ALPHA™ throughout 2025 with selected key customers across strategic categories. The program delivered actionable early-stage validation, helped shorten development cycles, and strengthened current engagements with multiple partners. Building on those results, Symrise scales SYM ALPHA™ in 2026 as a strategic capability for selected partners within Symrise's Scent & Care Segment. The Think Tank also serves as a structured growth engine, enabling customers to apply validated generational intelligence throughout their innovation process.

The SYM ALPHA™ Think Tank puts customer and consumer benefit at the center of every stage. It helps partners validate early-stage concepts with Generation Alpha, translate cultural and ritual insights into clear innovation opportunities, and co-create compelling sensory experiences across fragrances, textures, and formats. With validated insights as a starting point, customers sharpen R&D focus, accelerate development, and create solutions that align with how the next generation expects products and brands to perform in everyday life.

Executive perspective

“Generation Alpha will reshape how brands build trust and deliver experiences. Our 2025 pilot showed that early engagement with this cohort strengthens innovation decisions and outcomes. With SYM ALPHA™, we scale this capability to help strategic partners validate concepts earlier, sharpen development focus, and bring products to market faster. This commitment reflects our focus on building future-ready solutions and drives sustained, long-term growth with our customers”, says Cheryl Morano, SVP Consumer Fragrance at Symrise.

“Generation Alpha connects with brands through rituals, identity, and experience. With SYM ALPHA™, we translate these signals into a structured, repeatable approach that combines cultural intelligence, sensory co-creation, and AI-supported validation. The 2025 pilot confirmed the value of early engagement. In 2026, we expand the program for selected partners in Scent & Care so they can strengthen concepts at the very start of innovation.”

About SYM ALPHA™ Think Tank

SYM ALPHA™ Think Tank serves as Symrise’s generational intelligence platform focused on co-creation with Generation Alpha. The program delivers validated insight frameworks that help global brands sharpen market fit, accelerate commercialization, and move through innovation with confidence.

About Symrise:

Symrise is a global supplier of fragrances and flavors, cosmetic active ingredients as well as functional ingredients. Its customers include perfume, cosmetics, food and beverage manufacturers, the pharmaceutical industry and producers of dietary supplements and pet food.

With sales of around €4.9 billion in the 2024 financial year, the company is one of the world's leading providers. The Group, headquartered in Holzminden, Germany, has more than 100 locations in Europe, Africa and the Middle East, Asia, North and Latin America.

Together with its customers, Symrise develops new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked.

Symrise – always inspiring more...

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