

Press Release

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From foresight to flavor: Symrise advances Symvision AI™ into an end-to-end innovation platform

- Expands Symvision AI™ from foresight into a four-pillar end-to-end platform
 - Combines proprietary sensory and consumer intelligence with Symrise expertise and AI
 - Creates the foundation for a broader ONE Symrise cross-divisional approach over time
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Symrise expands its award-winning Symvision AI™ platform from a foresight into a complete end-to-end innovation platform connecting market signals with product creation. Beyond the pillars Trend and Consumer Insights, it now also offers Concept and Design features, creating four complementary building blocks. Combining proprietary data, Symrise expertise and advanced AI help teams identify opportunities earlier, translate consumer needs into relevant concepts and develop tailored solutions faster.

This end-to-end platform approach accelerates tangible customer advantages across the innovation process. Previously focused on anticipating trends and understanding consumers, it adds concept and design capabilities for ideation, development and optimization. The workflow connects foresight, expertise and collaboration from the first signal through product creation, helping food and beverage manufacturers turn opportunities into relevant solutions faster.

Connecting insight with creation

Concretely, Symvision AI™ now structures the innovation process around four connected pillars. **Trend** identifies emerging opportunities and changing preferences, while **Consumer** explores wishes, behaviors and emotional drivers. The added downstream capabilities extend the journey into creation: **Concept**, supported by **Concept Studio**, turns insights into relevant product ideas, and **Design** combines sensory intelligence, technical expertise and data-driven recommendations to shape and optimize the final customer product.

The four pillars draw on Symrise's growing global knowledge base, combining decades of proprietary sensory research, consumer studies, market intelligence, flavor expertise and expert evaluations. Symvision AI™ connects this knowledge with current market and consumer signals, enabling teams to compare opportunities across markets and categories and translate intelligence into concepts and product solutions with strong market relevance.

"Symvision AI™ links the stages of innovation and strengthens our experts' ability to create value for customers," says Dr Conor Delahunty, Vice President, Global Insights Food & Beverage at Symrise. "We combine proprietary knowledge and human creativity with AI to move from an emerging signal to a relevant product solution with greater speed and precision."

Turning knowledge into customer advantage

By bringing this intelligence together in one platform, Symvision AI™ helps teams evaluate opportunities across markets and categories, prioritize the most promising ideas and make insight-led decisions while keeping human expertise at the heart of product creation.

For customers, the integrated workflow connects insights directly with application. Teams can focus resources on the most promising opportunities, develop differentiated concepts and respond faster to regional preferences and evolving expectations. Combining global capabilities, local market understanding and close customer collaboration accelerates the path from insight to market-ready advantage.

“Elevated innovation starts with understanding people and turning that understanding into experiences they value,” continues Delahunty. “Symvision AI™ gives our teams a connected view from trend to taste. Together with our customers, we transform that knowledge into solutions tailored to their markets and consumers.”

Currently focused on Food & Beverage, Symvision AI™ puts ONE Symrise into practice by connecting expertise, data and capabilities across disciplines and regions. This integration draws more value from the global innovation ecosystem and creates a scalable foundation that may support applications in other Symrise business areas over time.

About Symrise

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

With sales of around €4.9 billion in the 2025 financial year, the company is one of the world's leading providers. Headquartered in Holzminden, Germany, the Group has more than 100 sites in Europe, Africa and the Middle East, Asia, North America, and Latin America.

Together with its customers, Symrise develops new ideas and market-ready concepts for products that have become an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked. Symrise – always inspiring more... www.symrise.com

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