

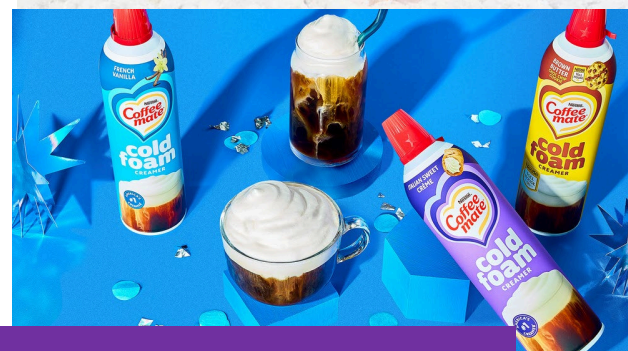
Pivoting with Purpose



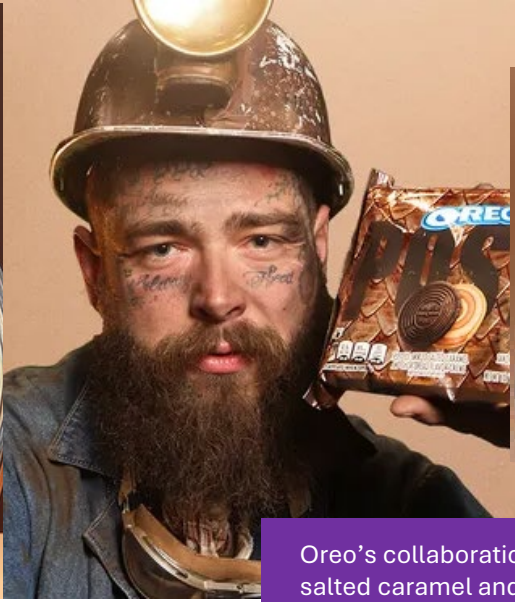
Slice, the '80s soda brand, returned in 2025 as a fizzy functional drink with added prebiotics, probiotics, and postbiotics for gut health.



Not every path forward is a straight line. **Today's consumers crave journeys that twist, pivot, and surprise.** Brands must reimagine the familiar, blending unexpected elements to spark curiosity and explore new markets.



Coffee Mate Cold Foam Creamer was launched in January 2025, a frothy creamer that floats on cold drinks.



Oreo's collaboration with Post Malone features cookies with swirled salted caramel and shortbread creme, sandwiched between chocolate and golden cookies, and engraved with nine unique Post Malone-inspired designs like a guitar pick and vinyl.

Consumers get bored with predictability but still value thoughtful products and practicality. They're drawn to **products that challenge assumptions without alienating.** Creativity meets intention, whether it's a hybrid product that blends categories, a fresh spin on a familiar concept, or an adaptable feature that evolves with their needs.

Product Opportunities for Brands

We identified three directions within this consumer trend that can inspire brands to connect to their consumers.

Category Alchemy

Explore new markets with products that blend into other categories, like beauty-meets-edible skincare, tech with lifestyle features, or LTO collabs.

Super Bowl 2025: Popeyes teamed up with Don Julio Tequila to launch limited-edition items like the Concha Chicken Sandwich and Spicy Strawberry Hibiscus Mocktail with tequila-inspired flavors.



Adaptive Functionality

Adjust elements that offer versatility, like modular furniture, multi-purpose apparel, on-the-go packaging, or lighting that evolves with mood or time.

Launched in January 2025, Velveeta's Vel2Go is a single-serve cheese packets that adapted to fit to Millennials and Gen Z consumers who enjoy enhancing meals on the go.



Unexpected Surprises

Elevate offerings with surprising details like flavor mashups, reimagined packaging, or textures that feel fresh while remaining approachable.

Released in December 2024, Ritz Bits Spicy Queso is a new flavor that adds a spicy twist to the classic Ritz Bits, leveling up their classic with a new twist.



What can we do?

Curion helps brands bring thoughtful innovation to life by exploring, developing, and validating new ideas through consumer testing and insights.

We evaluate how small, intentional changes resonate, ensuring they capture attention and deliver value.

From assessing hybrid product designs to uncovering new audience opportunities, our research guides brands in making creative moves that expand their reach.

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