

AI-powered Tools for Modern Innovators

Ai Palette helps the world's most agile companies across the food & beverage landscape spot powerful insights in real time. Our predictive analytics platform automatically identifies trends as they emerge and uncovers key consumer drivers. Ai Palette's proficient and novel approach is used extensively to unlock timely market insights, enable agile new product development, and help brands keep up with fast-moving consumer preferences.



Cutting Edge Tools for Insights and Innovation

Foresight Engine

Foresight Engine spots early trends and whitespace opportunities. This empowers insights and innovation teams with a comprehensive understanding of macro trend maturity across ingredients and products, key consumer drivers, and offers a 12-month predictive growth trajectory.

Screen Winner

Minimize the guesswork instantly before investing heavily in new product development. Screen Winner analyzes product concepts against millions of existing consumer signals based on category trends, consumer needs and existing products to help inform concept development and selection.

21 countries, 16 languages...and counting

Ai Palette was designed from the ground up to be language-agnostic. This allows us to customize the platform to your market intelligence needs in any part of the world. We currently serve customers in 6 continents.

AI trained on food & beverage language and images

Ai Palette algorithms are trained to understand food & beverage nuances, using natural language processing and computer vision.

Track trends via a real-time dashboard or an API

Access the latest trends and insights through powerful dashboards with a flexible user interface or integrate the data into your system through our API.

