

FOOD & BEVERAGES TRENDS

DISCOVER IPSOS POV

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GAME CHANGERS



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GENERAL INTRODUCTION ON TRENDS

Effect by Covid-19

1

INTRODUCTION ON TRENDS

Macro forces, trends and signals

Introduction

This summary is giving a short overview of trends and signals on the horizon within the area of Food and Drink, with special focus on Food Experience.

First a short introduction on how Covid-19 is likely to impact our values and trends in general.

Overall trends and values

Macro forces usually impact slowly on human beliefs, trends and signals, and that groups of signals gradually influence trends and even macro forces over a longer time frame.

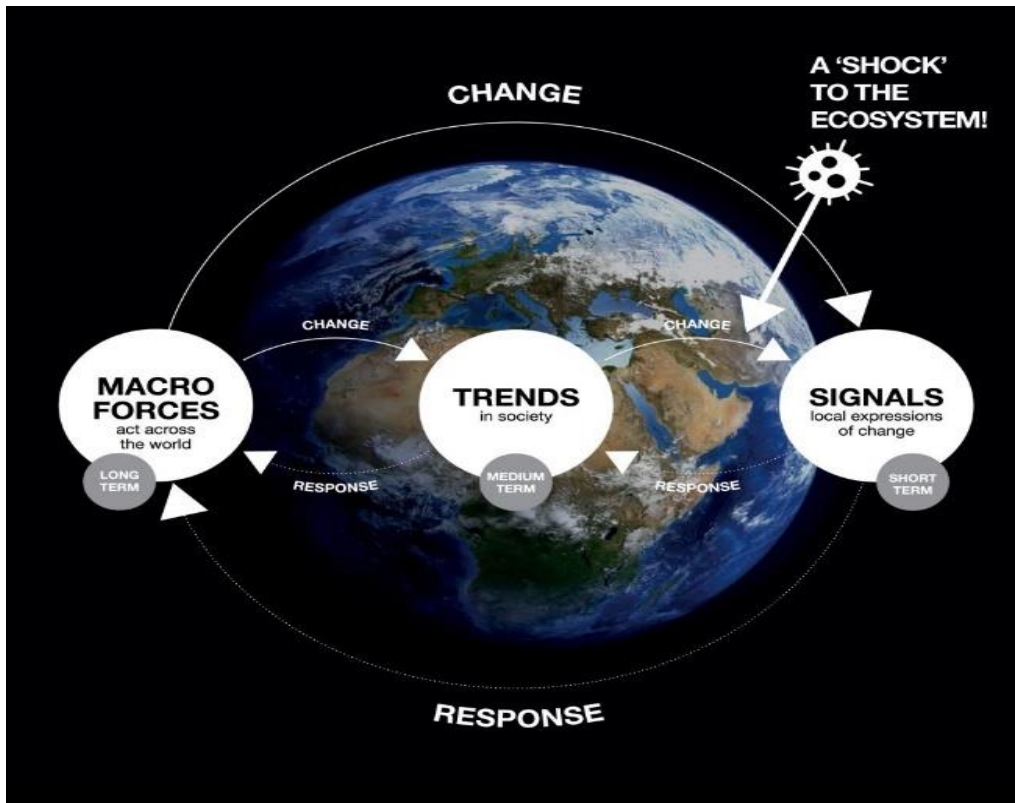
Macro forces are the long-term shifts which act across all markets and societies. These form the context against which people and organisations act.

At the other end of the scale, **signals** are localised and are short-term expressions of change. They can occur at a single country level, or a community. In the middle, we have **trends**. These are cultural attitudes and values which emerge from the interaction between people and the planet. Trends can emerge, enter into mainstream culture, and fall out of practice in response to macro forces and signals. Importantly, this model acknowledges the role of feedback loops in terms of understanding the complexity in our world.

Source: ipsosglobaltrends.com

IMPACT OF COVID-19

A "shock" to the ecosystem



Sudden shocks to the system – like COVID-19 – cause immediate seismic shifts in everyday life, [creating a tsunami of new signals](#) which can accelerate change and disrupt our norms.

The new COVID-19 signals that are impacting life now may result in impending change to our future societies. Some trends and behaviour are reinforced as a result of Covid-19. Such examples are digitalisation and need for safety/security. However, even with a shock like this to the ecosystem, it still takes much longer to shift underlying trends and macro forces before a 'new normal' is created.

Source: ipsosglobaltrends.com

GENERAL FOOD TRENDS

The convergence of Health and Environment

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HEALTH AND ENVIRONMENT – STRONG VALUES GLOBALLY

The convergence between the two

Great concern for our health and the environment

The majority of the global population has great concerns for the environment and our health. 2/3 of consumers agree that we heading towards an environmental disaster and 2/3 agree that mental and physical health is of great concern for the society. ([Tetra Pak Index 2019](#))

Health and environment have historically been treated as separate areas, but when the effects are starting to be more present in our daily lives, being manifested through our health and close surroundings – it is a reality we are all facing and the urgency of acting is becoming more acute.

Modern lifestyle, especially what we eat and drink, is believed to affect the environment ... which in turn gives negative effect on health. But...What we see is that people in general are less prone to change their modern lifestyles even though the evidence of the negative consequences are clear. In daily life, there are many competing demands placed on the individual's attention. Short term goals compete with more long term ambitions.

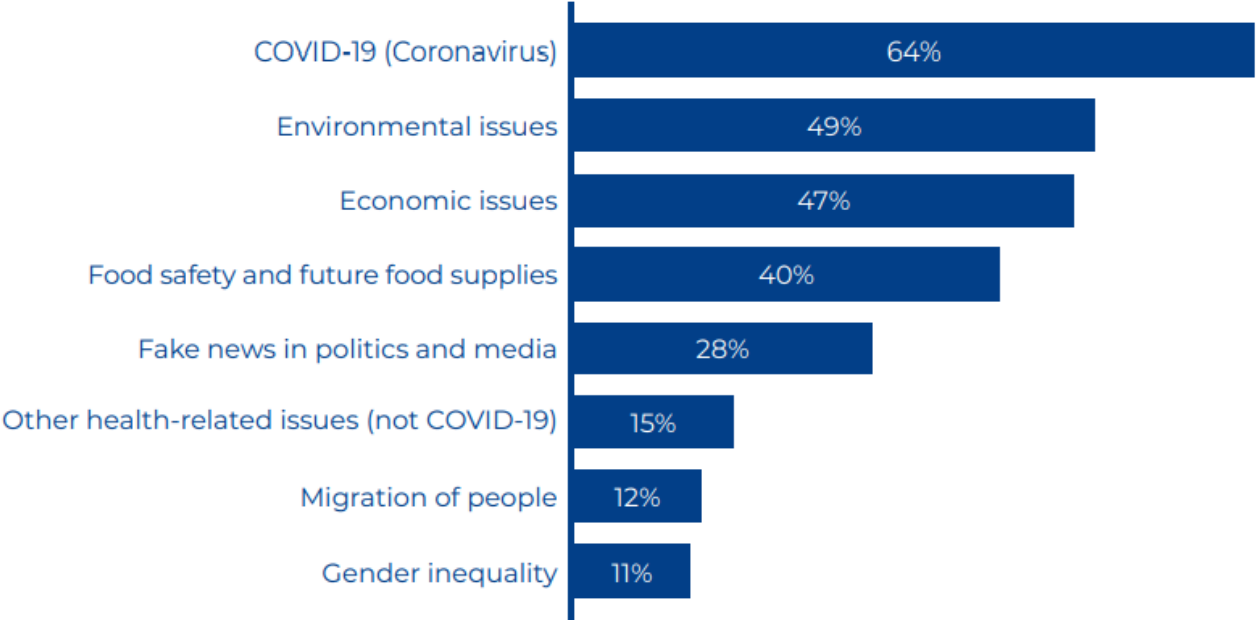
It lays an interesting opportunity for brands to react and act upon this.

Who is responsible?

Health is believed to be mainly an individual responsibility. Changing food and drink habits is tangible and easier for consumers to act upon. Whereas environmental issues are believed to be a shared responsibility between the individual, politicians and the community.

FOOD SAFETY – A GROWING CONCERN

Top concerns by consumers



Globally, people are more concerned about the environment (49%) than food safety and future food suppliers (40%)

The COVID-19 crisis has resulted in significantly increased concern around food safety and hygiene from previous levels in 2019 - COVID-19 is now stated as the main global concern.

(Tetra Pak Index 2020)

Source: [Ipsos / Tetra Pak Index 2020](#)

COVID 19 IMPACTS ON FOOD SAFETY

Increasing level of conversations in Social Media

Coronavirus has drawn attention to food safety issues like never before, making many think twice about the hygiene and sanitation procedures involved in processing, transporting and preparing their food.

Particularly around the start of the pandemic, there was high consumer concern about limiting virus transmission through food handling and packaging.

During this time consumer tensions were caused by a prevalence of misinformation causing overcautious behaviour and there was a high level of information-sharing and information-seeking content.

Source: [Ipsos / Tetra Pak Index 2020](#)



FOOD WASTE

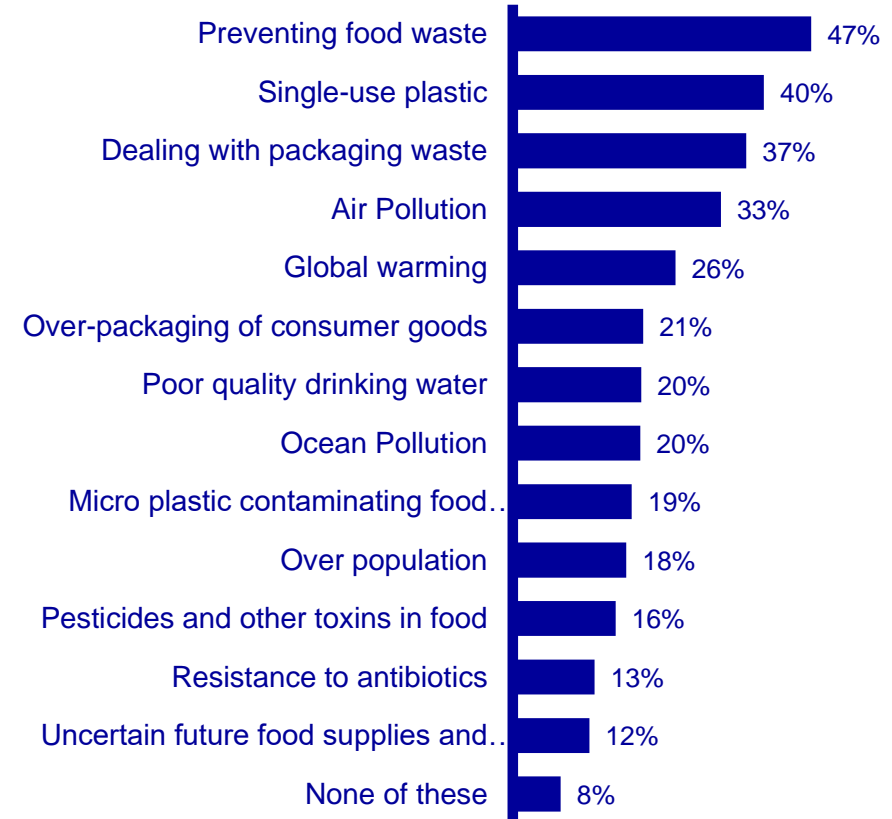
Consumers feel they are able to impact Food Waste



Many initiatives by consumers to reduce Food Waste

<https://www.letemps.ch/lifestyle/restes-sublimes-lutter-contre-gaspillage-alimentaire>

Source: [Ipsos / Tetra Pak Index 2020](#)



Which of these do you think you yourself can have an impact on?

"TOO GOOD TO GO" – EUROPEAN EXAMPLE



Reducing Food Waste

The company fights with an app against food waste:

“We dream of a planet with no food waste, and every day we’re working on making that a reality. Our app is the most direct way for you to get involved - just download, log on, and get saving perfectly good, surplus food from your local stores. It’s always a surprise, at a great price, and an instant good deed for the planet. Get started now!”

Source: [Too Good To Go](#)



MEET TOO GOOD TO GO

THE #1 ANTI-FOOD WASTE APP

Download on the App Store | GET IT ON Google Play



Currently the company is active in 14 European countries and since summer 2018 also in Switzerland, incl. partners like:



TRENDS ON THE RISE DUE TO HEALTH AND ENVIRONMENT

NATURAL

Natural is one of the leading trends in the Food and Drink industry. Natural food is perceived good for the individual as well as the environment. The word 'natural' can have many different meanings and overlaps many alternative recipes, from organic to unprocessed.

MEAT-FREE¹ (VEGETARIANISM AND VEGANISM)

Is on the rise globally. Foodstuffs designed to help those required to exclude certain ingredients from their diets are rapidly becoming more popular.

This free-from trend is also illustrated by the success of gluten-free or lactose-free. What used to be medically prescribed diets are increasingly self-adopted "wellbeing" regimes

MEAT REPLACEMENT - THE RISE OF PLANT BASED

Alternative sources of protein are increasingly looked for and several plant-based substitute brands are already popular, like e.g. Beyond Burger and Impossible Foods. Innova (tracking product launches) has seen 68% average annual growth over the past five years in food and beverage launches with a plant-based claim.

When buying meat or dairy alternatives, consumers prefer the plant-based claim rather than vegetarian or vegan by a wide margin.

Meat replacement is not only driven by new diets, but also by concerns about the environmental impact of cattle raising.

Sources: [ipsosglobaltrends.com](https://www.ipsosglobaltrends.com), Innova 2020

"BELEAF" – EXAMPLE FROM SWITZERLAND



Plant-based & sustainable

This brand from the Swiss dairy producer Emmi offers plant-based yogurt and milk alternatives, and uses sustainable packaging:

"We don't believe in either/or. We don't believe in this or that. We believe in 'and'. In great taste AND 100% plant-based ingredients. Without having to make any compromises. And we hope to do so with a product selection of plant based products that exceeds expectations and delivers great quality, clean ingredients, minimal processing, sustainable packaging and most importantly – great taste."

Source: [Beleaf](#)



GARDEN GOURMET – EXAMPLE FROM SWITZERLAND



Plant-based nutrition from Nestlé



"Welcome to a new world of plant-based nutrition. GARDEN GOURMET® is a delicious range of plant-based meat alternatives that offers a versatile choice of vegetarian and vegan products without compromise on taste and texture."

GARDEN GOURMET allows you to offer delicious and easy to prepare options that can cater for every diner's preferences and needs. Using high-quality ingredients, the plant-based meat alternatives in the GARDEN GOURMET range delivers an appetising experience that provides a source of plant based protein and fibre."

*"Nestlé: The tuna no longer comes from the sea"
HandelsZeitung, 20.08.2020*

Sources: [Gardengourmet](https://www.gardengourmet.com) & [Handelszeitung](https://www.handelszeitung.ch)

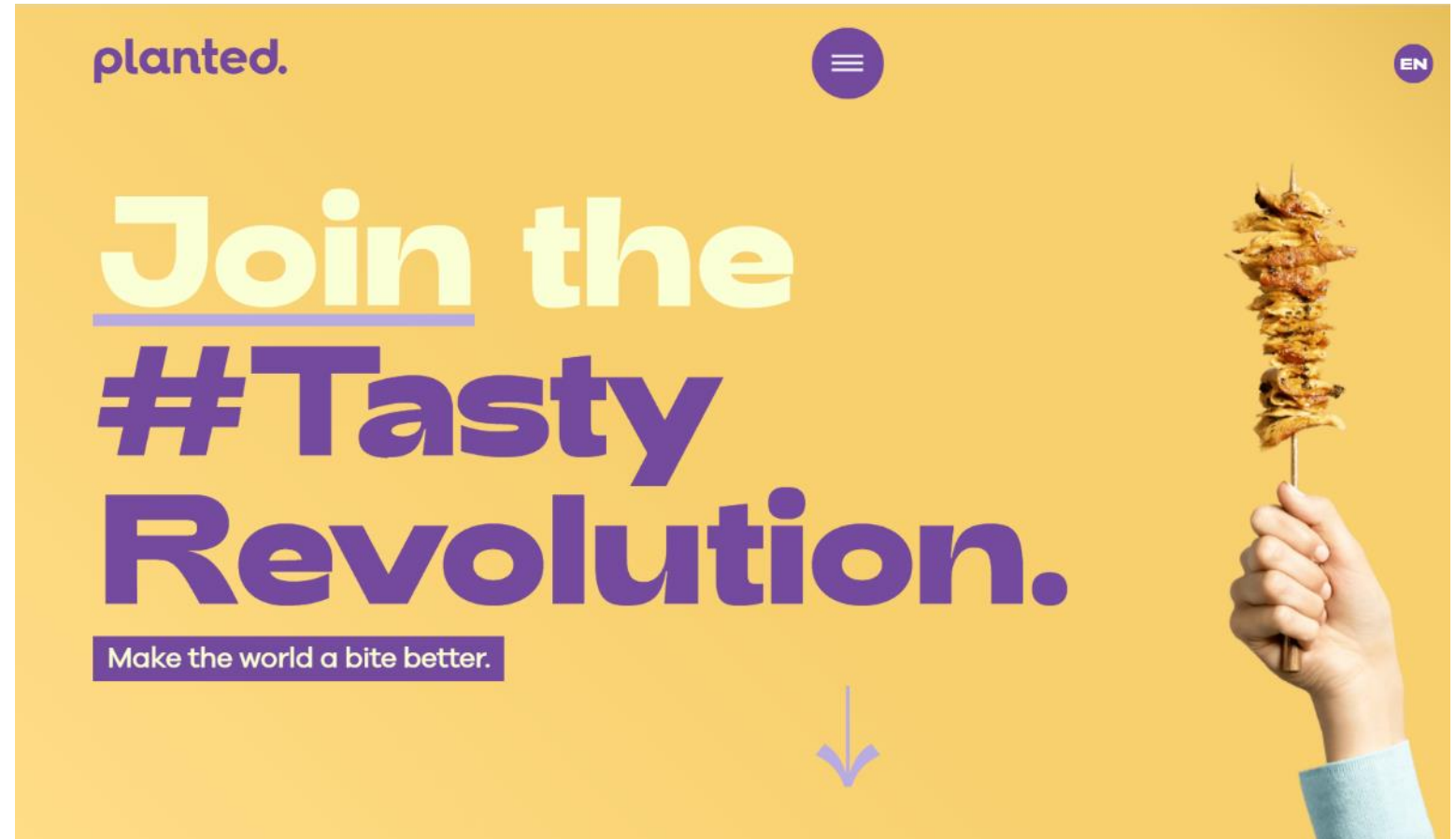
"PLANTED." – EXAMPLE FROM SWITZERLAND



Swiss Vegan Start-Up

“We plant, harvest and produce delicious plant-based meat. Bite by bite we put a tasty end to the conventional meat industry and the resulting suffering for animals and the environment.

We have a big appetite - an appetite for a revolution! Let's rethink nutrition together and replace animal with vegetable proteins - very simple, very tasty. Planted makes it easy peasy, so to speak.”



Source: [Planted](#)

TRENDS ON THE RISE DUE TO HEALTH AND ENVIRONMENT

SUGAR REDUCTION

Reducing their intake of sugar is a top priority for consumers, but behaviour change is slowed down by addiction or habit and the resulting difficulty of concretely coping with a reduction of the sweetness of what one eats. Re-formulation is thus one of the food and drink industry's toughest challenges

FUNCTIONAL FOOD – NEW INGREDIENTS

Ingredients have become the stars of many products, and is expected to increase even more due to consumers willingness to prevent and cure diseases like Covid-19. For example, fiber, probiotics, prebiotics, ashwagandha, and cannabis/CBD have varying degrees of familiarity and acceptance among consumers.

SUSTAINABLE PACKAGING

Packaging plays a critical role in selling, transporting, storing and protecting our food. But too much packaging (including recyclables) is still ending up in landfills where it can take hundreds of years to break down.

The packaging industry could help (nudge) consumers (to) recycle more if policies and communications made recycling more intuitive and simple.

Packaging innovation must allow food and beverage brands to efficiently respond.

Sources: ipsosglobaltrends.com, [Innova](#) 2020

CPW CEREALS – EXAMPLE FROM A SWISS GLOBAL BRAND

NutriScore and sugar reduction for CPW Cereals

“Our pursuit of a better breakfast is never finished,” said David Clark, president and c.e.o. of C.P.W. “As leaders in the breakfast cereal sector, we can help everyone have a healthy, nutritious and tasty start to the day with our cereals. Our consumers are at the heart of this quest — past, present and future. That’s why we’re using Nutri-Score to guide the development and communication of the nutritional value of our products.”



Source: [Baking Business](#)

"HEMPFY" – EXAMPLE FROM SWITZERLAND



Swiss food & drinks based on hemp plants

"Hempfy focuses on innovative food and beverages, based on proprietary cold infusion technology for harvesting and processing THC-free hemp plants, compliant with Swiss legislation."

All our products are 100% Swiss made: we grow Hemp, produce and develop our products exclusively in Switzerland from bottom to top."



Source: [Hempfy](https://www.hempfy.ch/)

"GANZOHNI" – EXAMPLE FROM SWITZERLAND



Small local store without packaging

One of various examples of small local Swiss stores to reduce the waste through packaging.

This store in St. Gallen is selling products like rice, muesli, popcorn corn, chia seeds and noodles in small silos.



Sources: [Ganz-ohni](#) & [Tagblatt](#)

BRING YOUR OWN BOX. NOT ONLY FOR DRY FOOD.



Carrefour- Act for Food. Shoppers can bring their own containers to reduce packaging.



Source: [Carrefour](https://www.carrefour.fr)

TRANSPARENCY IS KEY

To ensure trust

For consumers to trust and to believe all of the above claims, it is extremely important to be transparent about WHERE a product is made and WHO makes it, as well as full ingredient listing. Both the brands and retailers need to be connected to their community and honesty and authenticity still rule.

Consumers are demanding much more information about products than retailers have historically had to give in the past. There will be major innovation in the coming years to improve traceability in supply chains and it's a unique opportunity to communicate the value of food from farm to fork.



Source: [Innova](#) 2020

YUKA – EXAMPLE FROM SWITZERLAND



Food analysis:

Yuka is an App analyzing food items, providing a detailed data sheet for each product to explain how it was evaluated. Yuka's mission is to help consumers make better choices for their health.

Database: 1 million Food products



Scan the labels of your
food and cosmetic products

Source: [Yuka](#)

The screenshot shows the Yuka app interface for a product named 'Riz à la Méditerranéenne' by Uncle Ben's. At the top, there is a green header bar with a back arrow, the product name, and a 'Modifier' button. Below this is a product image of a bag of rice. To the right of the image, the product name is repeated, followed by the brand 'Uncle Ben's', a green dot indicating a 'Bon' rating of 72/100, and a button to 'Ajouter aux favoris'. Below the product information is a table titled 'QUALITÉS DU PRODUIT' with the subtitle 'valeurs pour 100g'. The table lists four nutritional categories: 'Protéines' (3.7g), 'Fibres' (1.04g), 'Graisses Saturées' (0.4g), and 'Sucre' (2.2g). Each category has a green dot and a dropdown arrow. At the bottom of the screen is a navigation bar with five icons: a carrot for 'Synthèse', a list for 'Classement', a barcode for 'Scan', a circular arrow for 'Recos', and a clock for 'Historique'.

QUALITÉS DU PRODUIT		valeurs pour 100g	
	Protéines Quelques protéines	3.7g	● ▼
	Fibres Quelques fibres	1.04g	● ▼
	Graisses Saturées Peu de graisses sat.	0.4g	● ▼
	Sucre Peu de sucre	2.2g	● ▼

"GROWCER" – EXAMPLE FROM SWITZERLAND

growcer



Local virtual farm products
sold at supermarkets

MIGROS

“Collaborating with the cooperative retailer Migros Basel, Growcer is currently developing the first <<Robotic Vertical Farm>> in Switzerland. All year-round, the new farm is capable of producing independently of weather conditions, pesticide-free, and with little use of water. Thanks to short delivery routes, produce is being delivered to local stores on the same day it has been harvested.”



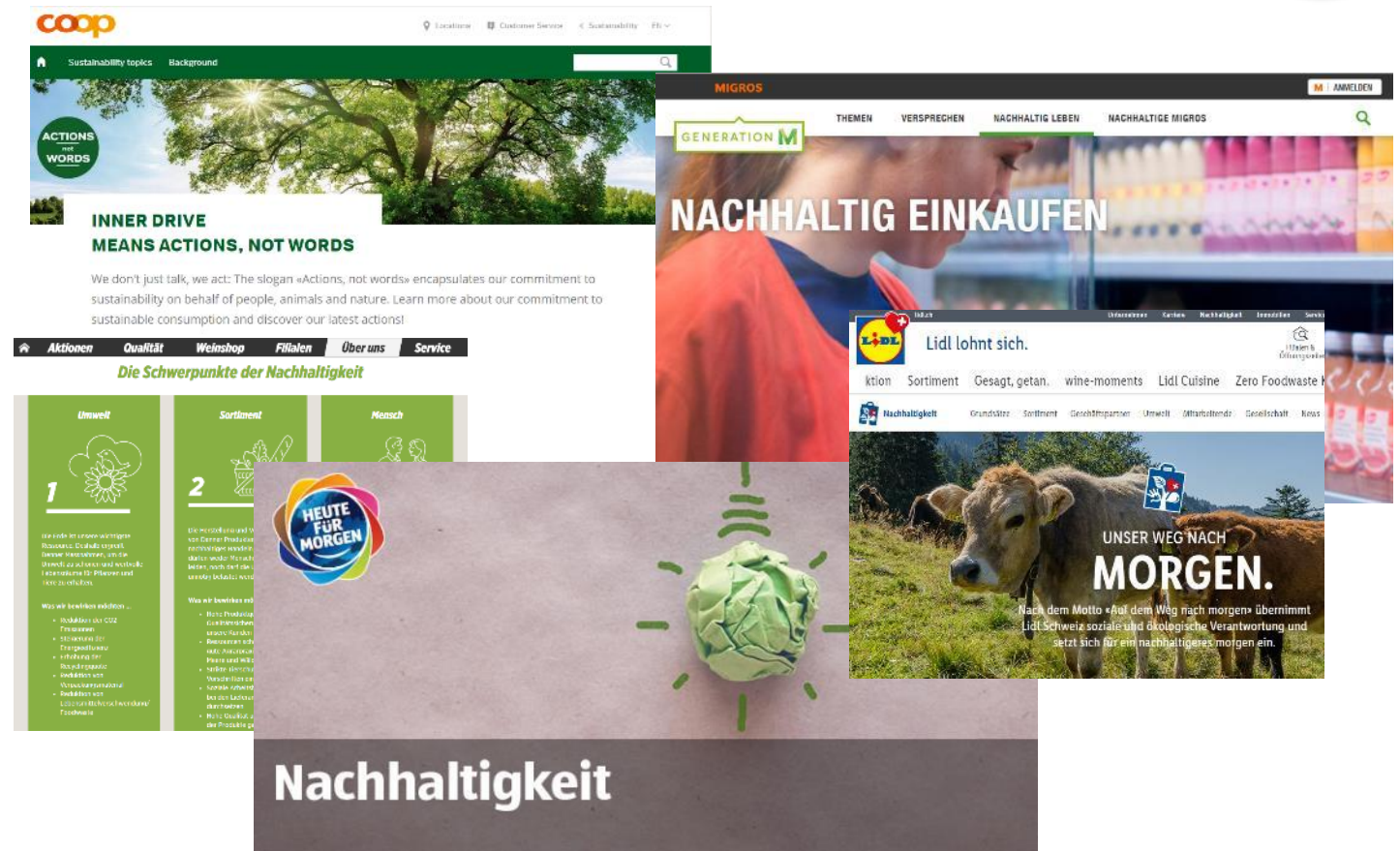
Source: [Growcer](#)

"SUSTAINABILITY" – EXAMPLE FROM SWITZERLAND



Local sustainability initiatives driven by Swiss retailers

The Swiss retailers continue with their efforts to contribute to a more sustainable future, with variety of different promises and initiatives e.g. from Coop: "Actions, not words", Migros: "Generation M", Aldi Suisse: "Today for Tomorrow", Lidl Suisse: "Our path to tomorrow" and Denner.



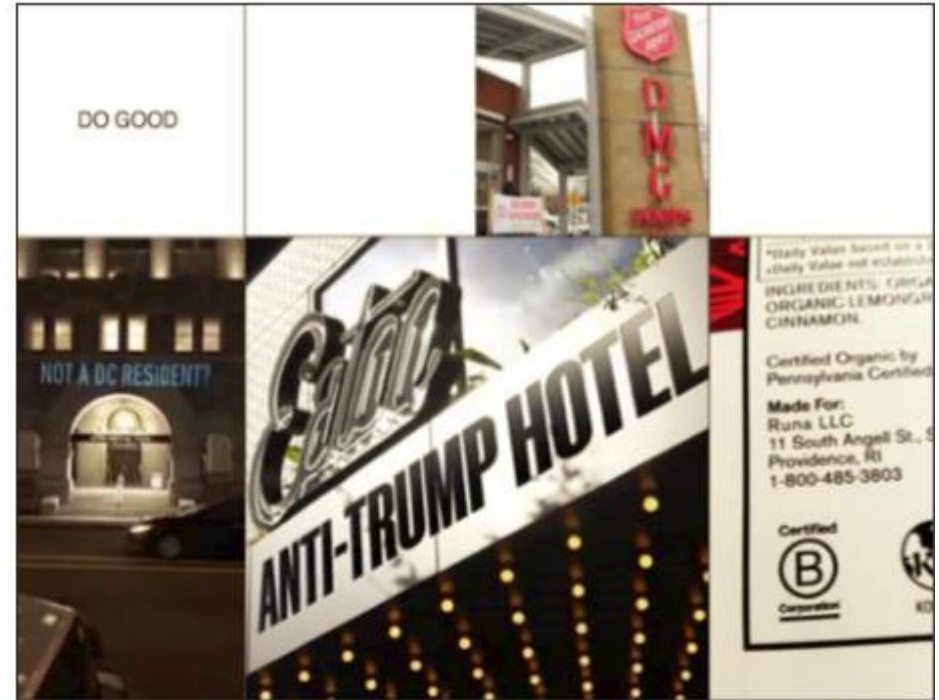
Sources: [Coop](#), [Migros](#), [Lidl](#), [Denner](#) & [Aldi](#)

TELL IT WITH A STORY

To engage with consumers

Storytelling is crucial to success in the market going forward. Innova research found 56% of global consumers say the stories around a brand influence purchase decisions. The top reason consumers want to know the story behind products is to learn the origin of the ingredients.

Restaurants with a Purpose. Customers will continue to spend money where their values lie, and that's especially true with where they eat. Gen Z and millennials are more apt to spend money with companies that use their business as a force for good and at restaurants that conscientiously consider how their business impacts their workers, customers, community and the environment. Many restaurants are in turn increasingly taking a stand on issues beyond food, balancing purpose and profit.

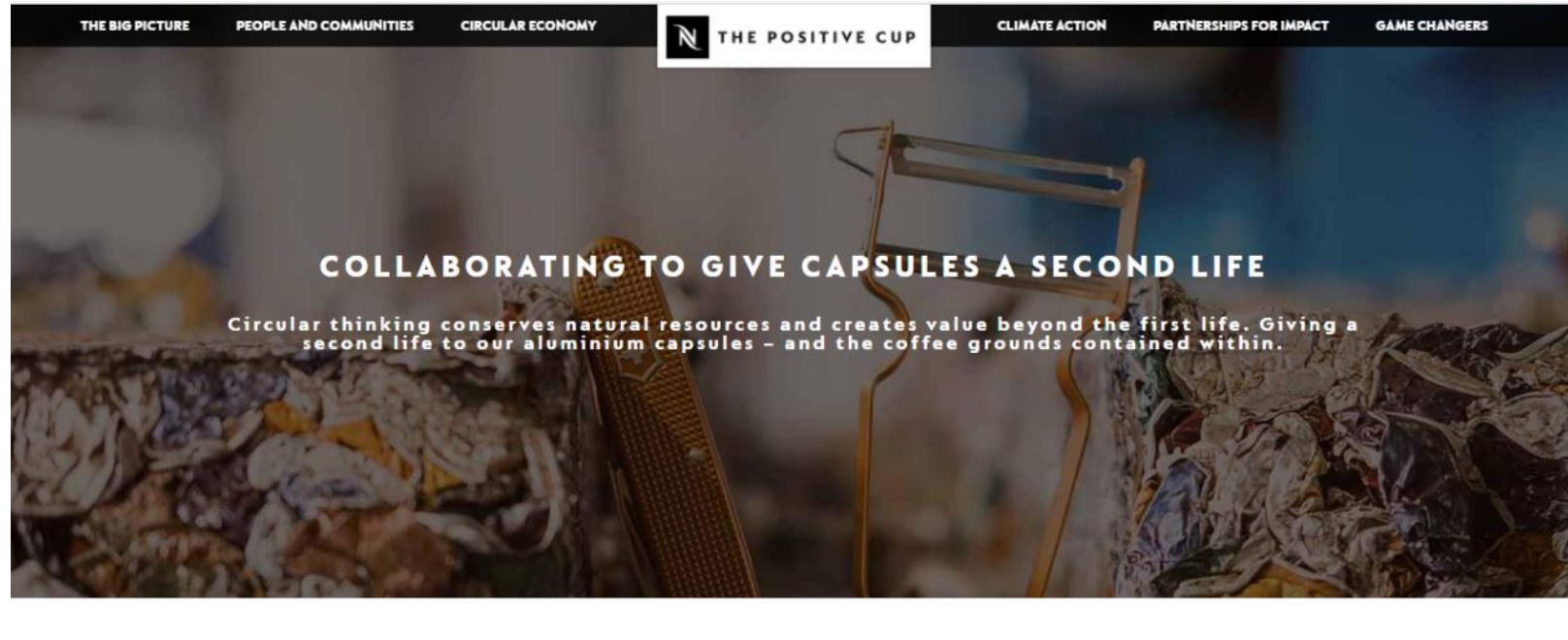


Sources: [Innova 2020](#) / [Foodingredientsfirst](#), [Food and friends](#)

STORY TELLING – SWISS-INTERNATIONAL EXAMPLE



Nespresso: circular economy and clear objectives.



Source: [Nespresso](https://www.nespresso.com)

EATING AND COOKING AT HOME

And the effect by Covid-19

3

THE NEW HOME CHEF

Cooking no longer a chore

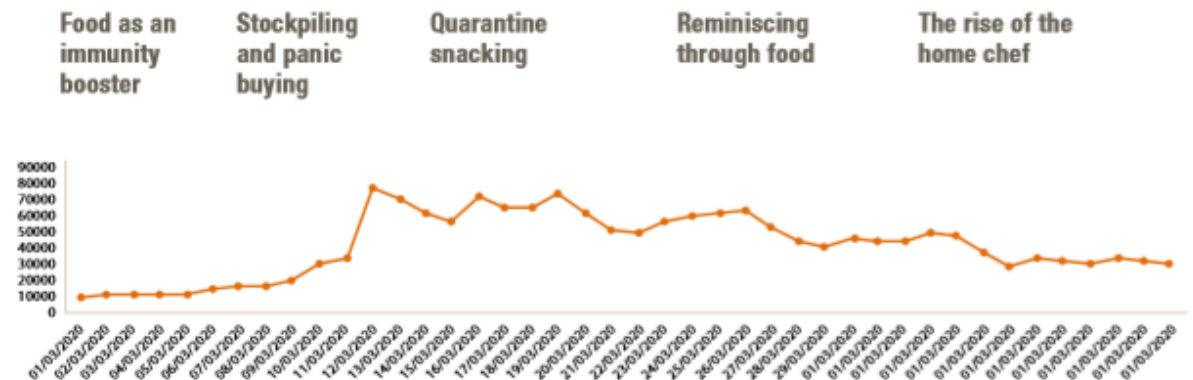
One of the reasons why cooking and dining at home might become lasting habits is that cooking is increasingly perceived as a hobby and not as a chore. A recent report by Ipsos in the Middle-East and North Africa observed that people in lockdown were trying and incorporating new foods within their own dishes across the region and are thus honing their culinary skills. (Ipsos MENA report)

The rise of the home chef

Over the past two years we have already seen the rise of consumers who can be classed as “foodies”. “Foodies are seen as consumers who are deeply interested in exploring the world of food”. Foodies pay a lot of attention to ingredients and authenticity. They like to cook and share with guests as much as they love eating good food. In English-language conversations online we have recently seen conversations around food centre around the theme of the rise of the home chef.

Sources: IPSOS MENA report, [Ipsos Social Conversations report](#)

Figure 3 English-language conversations online around food



Source: Ipsos, *The impact of Covid-19 on how we eat*, May 2020

For example, in the US, before the quarantine began, one in two consumers under 35 said they were going to cook as many meals at home in the future than they currently did, with 39% saying they are going to cook more.

SIGNALS OF THE HOME CHEF



COMFORTABLE AND TRADITIONAL FOOD

Covid continues to disrupt diets, with sales of flour and traditional breakfast food (e.g. sausages) rising as people have more time on their hands.

<https://www.economist.com/britain/2020/07/11/britons-are-defrosting-decades-old-diets>



ONLINE COOKING CLASSES

Online cooking classes are exploding and many “famous chefs have opened their homes on social media

[Antoni Porowski](#), of *Queer Eye* fame, is posting ad-hoc cooking videos on Instagram that he’s calling “[Quar \[as in, “quarantine”\] Eye](#).”

<https://food52.com/blog/25139-online-cooking-classes-coronavirus>

SOCIAL MEDIA CONVERSATIONS DURING COVID TIMES

FOOD AS AN IMMUNITY BOOSTER

In early March, awareness of COVID-19 was rising rapidly, but understanding of the virus and comprehension of the potential severity was limited. During this time, food-related posts tended to focus on eating to enhance health and boost the immune system. Fear during these early stages drove people to seek some form of control over the situation by feeling they were protecting themselves against the virus by taking measures they perceived as preventative.



Sources: ["The Impact of Covid-19 on how we eat"](#)

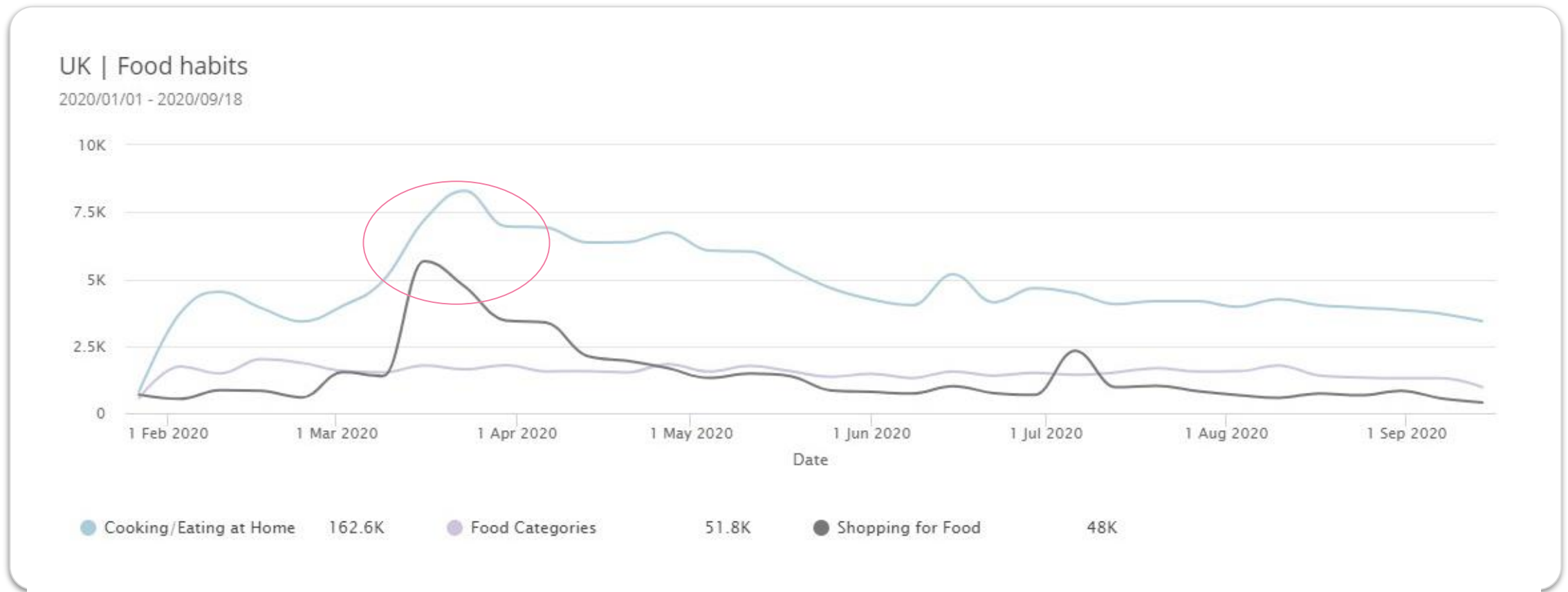
STOCKPILING AND PANIC BUYING

As the reality of the virus and its severity began to set in, this had a jarring impact on food buying behaviours. Uncertainty drove people to stockpile as many groceries and essential foods as possible, causing shortages in supermarkets worldwide, high levels of consumer frustration and driving many supermarkets to impose purchasing restrictions. With many big, trusted brands being the first to sell out, this was a period when many consumers were more open to brand switching and trying alternative products.

QUARANTINE SNACKING

As quarantine became a reality for most in mid-March, people began sharing details of their quarantine lives in an effort to stay connected with the rest of the world. During this time, quarantine snacks became a key focus of conversation with posts split into two camps. The first were those who saw quarantine as an opportunity for a healthy cleanse of their bodies and were posting their healthy snacks and recipes to support this. The second were those who found that a sudden influx of extra time drove an increase in boredom-induced unhealthy snacking, fuelled by an excess of food at home due to stockpiling.

UK: SHOPPING AND COOKING SPIKE FROM LOCKDOWN AND REMAIN ELEVATED VS PRE-COVID



Source: [Synthesio](#)

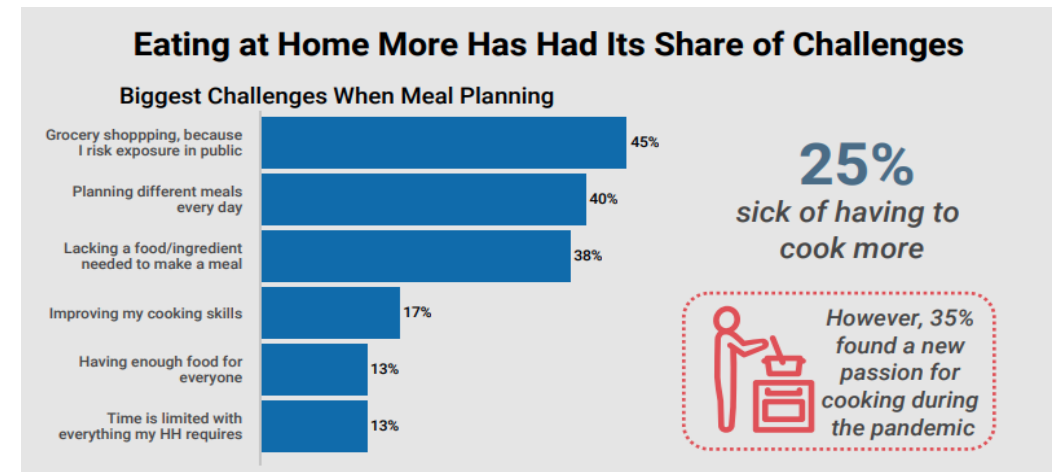
THE OTHER SIDE OF THE COIN

Cooking tiredness

More than half (55%) of people in the US are eating at home more often since the pandemic began, [according to a report by Acosta](#). The data, collected in July, show that while 35% report having found a new passion for cooking, 25% are sick of having to cook more. Regardless of how they feel about it, though, a significant proportion of people expect to continue eating out less post-COVID.

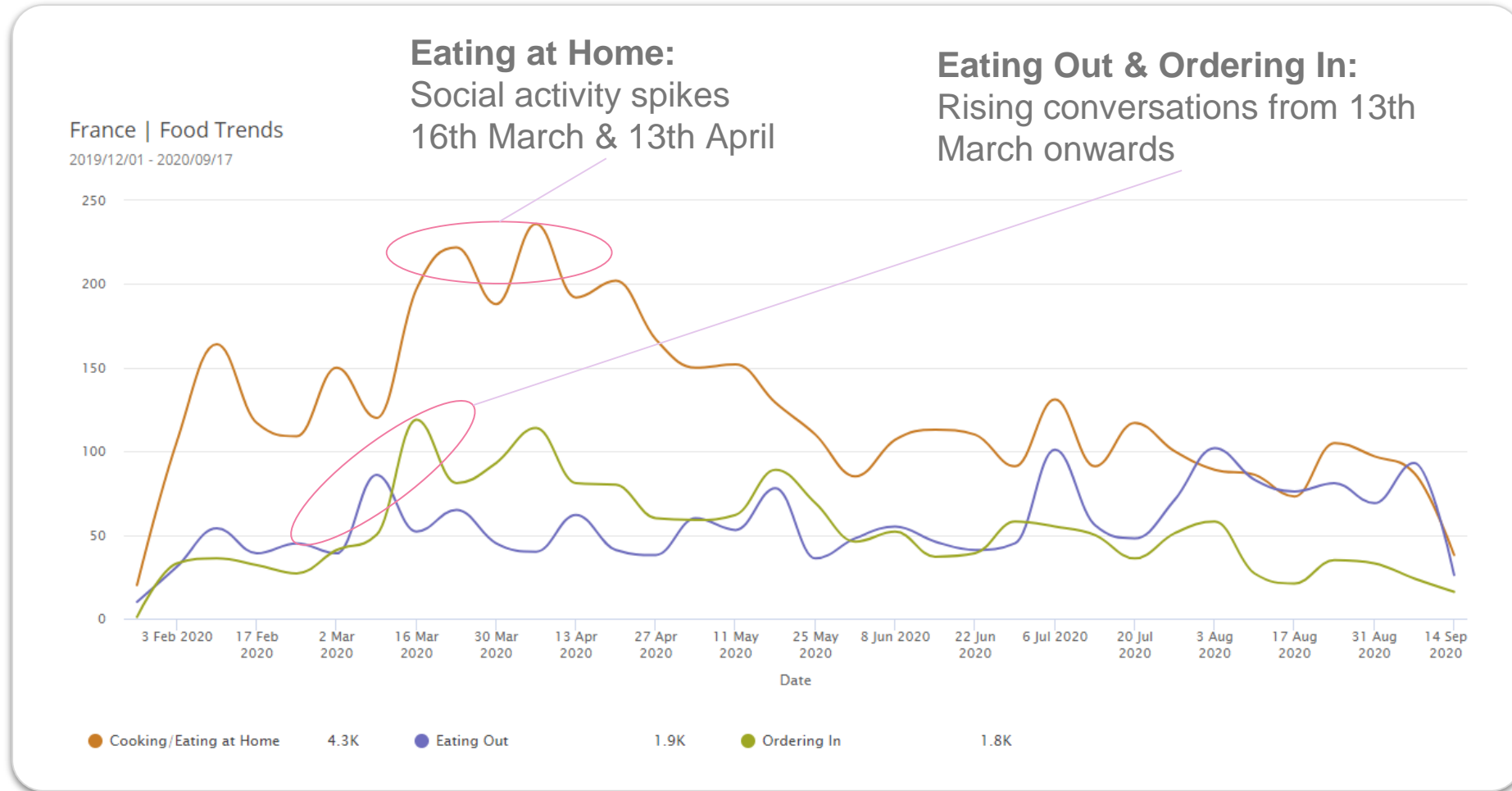
The survey also asked consumers about the biggest challenges associated with eating at home. The results provide some clues for how food manufacturers can better meet their customers' needs.

Source: [Acosta](#)



The rise of different food bags delivered to your house and Take-away deliveries via various apps are predicted to still increase. Many new launches with new types of food, personalized food bags, flexible delivery etc.

FRANCE: EATING OUT & ORDERING IN – RISING CONVERSATIONS FROM 13TH OF MARCH ONWARDS



Source: [Synthesio](#)

SIGNALS ON NEW HOME DELIVERY SERVICES



FOOD FOR THE FAMILY

Family style take out. The whole family eats the same thing, just like you cooked it yourself but delivered to your door. Better value than ordering a la carte and feels more like home cooked

<https://clarkdeals.com/food-drink/family-meals/>



GHOST/VIRTUAL RESTAURANTS

Casper is a dark kitchen concept that launched its first location in Gent. A Quality Label brought by friendly ghost kitchen(s) creating quality food designed especially for delivery.

A delivery and pick-up only concept, you unfortunately cannot come eat at our place but will take great pleasure in coming to you.

<https://www.eatcasper.com/how-it-works/>



HEALTHY FOOD BAGS

Food Bags suited for all different kinds of diets.

Diet plans boxes delivery veggies based. Supporting the consumer to a healthier life.

<https://foodmaker.be/v2/>

EATING AND DRINKING OOH

And the effect by Covid-19

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HORECA - IN TRANSFORMATION

OOH is accounting for a third of food & drink business in the most affluent markets (Ipsos HoReCa report).

The two occasions which most account for this share are snacking and having drinks: coffee and tea shops were the fastest growing OOH outlets, posting a 5.1% growth rate in 2017-2019. It is also to be noted that the OOH channel accounts for a larger share of revenue than of volume in all drink categories, which means that profit margins are higher than in supermarkets and grocery channels in general.

But a major transformation of the foodservice business was already under way before the coronavirus outbreak with the fast growth of food delivery.

Ipsos data suggests that consumers are unlikely to immediately return to pre-outbreak levels of HoReCa and on-the-go consumption as restrictions are lifted since less than a majority would feel comfortable eating in a restaurant in 2020 (36% globally in our Essentials tracker's May Report).

Sources: [Ipsos HoReCa report](#), [Ipsos Essentials](#)

Safety first as a result of Covid -19

As the economy and businesses reopen, brands must take steps to ensure consumers feel safe when shopping at their locations. This will particularly affect HoReCa businesses.

The stakes for getting this right are huge — with consumer tensions at an all-time high, organizations might only get one chance. Failure to deliver an experience that meets consumer standards and complies with local and state regulations will be costly and result in eroded trust, closed locations, and long-term damage to brand's reputation.

SPEED, CLARITY AND SAFETY

The Walmart example

“We’ve always known customers want to get in and out of a Walmart as quickly as they can. Not in a bad way. You don’t want to waste time,” says Janey Whiteside, EVP and chief customer officer at Walmart, who adds that this desire has only increased during the pandemic as people want to feel safe. Speed and clarity become a lot more important than what retail had been championing before: experience. There will still be areas to experience products—these special spots will be dubbed “beacons” and allow you to test strollers or gadgets. But it’s hardly the [experiential approach to retail](#) pioneered by companies such as Apple and even Walmart’s big-box competitor, Target.

COVID-19 has changed the way we shop. Even with much of the U.S. back open for business, online sales were still up [40%](#) in August versus the year prior. And Americans have spent [\\$107 billion more](#) online than they had last year by this point.

Source: [Fastcompany](#)

The days of lazily strolling through store aisles are over, at least for a while. And nowhere is this trend more clear than in Walmart’s new store design, which the company is unveiling for the first time today. The design will come to 200 stores around the U.S. by the end of 2020, and 800 more by the end of 2021.



SAFETY TRANSFORMING THE RESTAURANT BUSINESS



APPS AS AN ENABLER

Restaurants using apps to shift to a To Go experience are exploding, enabling a low touch experience. Ordering, paying via the app.



FOOD TAKE-OUT

As states and cities around the country announce new restrictions on restaurants and bars as part of their [efforts to contain the spread of COVID-19](#), many are effectively axing the business of dining out, at least for now.



FOOD DELIVERY

Farmer's Fridge. Chicago based Farmer's Fridge was already an innovator, bringing consumers healthy and fresh food through high tech vending machines at major traffic areas like airports and office buildings. Practically overnight, as demand in traditional venues slowed dramatically, the company shifted to catering and home delivery.

BEING FLEXIBLE AND AGILE – CRUCIAL FOR SUCCESS

Channel Agnostic

Being flexible and being able to change your business model quickly to be more convenient for the consumers will grow in importance. Whatever we think we know about the future, it will inevitably change. Being able to flex, quickly, is paramount

Being channel agnostic is a must have requirement for the future. For restaurants, this means lessening the reliance on any one channel (in-store dining, pick-up, delivery) and being able to build a flexible platform for consumer demand. For supermarkets, handling the surge in e-commerce requires a different type of fulfilment mode.

Example:

The Seattle institution went from [fine dining restaurant](#) to creating a makeshift drive-thru, a bagel stand, and delivery of family meals.



FOOD EXPERIENCE IN RETAIL WILL CONTINUE TO GROW

Even though Covid-19 is demanding Covid-safe experiences

Retail CEO:s agree on the importance of experience when visiting retail locations. It is one of the hot topics on the list of Key Themes expressed in the annual NRF Conference in 2020. Creating emotional connections and experiences that reflect the brand promise has grown in importance and is expected to continue to increase. Although some types are on “pause”, the prediction is still for a more experience driven future.

This is also emphasized by customer experience futurist and author Blake Morgan:

“The most important feature for grocery stores of the future is an experience or point of view,” [Morgan wrote for Forbes](#). “Why do customers want to step inside your store? What makes them feel special when they shop? How can the store offer an experience that teaches and enriches customers?”

Initiatives include:

*Unexpected combinations
Reinventing Food halls and Food Fairs
Hyper Local
Entertainment
Fun on the go
Consumer product building
Extreme Health
Using Technology in creative ways
Personalisation*

Signals on the above themes on the following slides:

SIGNALS ON EXPERIENCE – UNEXPECTED COMBINATIONS



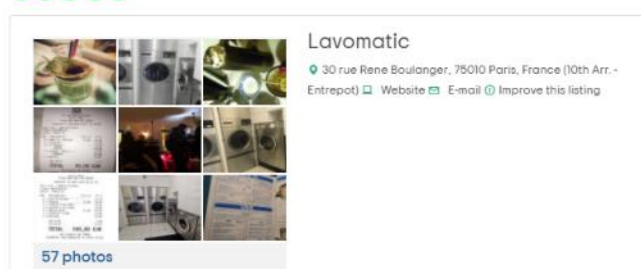
UNEXPECTED COMBINATIONS

Nordstrom cocktail bar in the shoe department, creating a whole new vibe

Source: [Eater](#)

“Secret” entrance through a laundromat

Review of Lavomatic



UNEXPECTED COMBINATIONS 2

Entrance through Laundromat to cool bar in Paris



UNEXPECTED COMBINATIONS 3

Guests can enter the cafe, order at the counter, and grab a seat at one of the tables in the rear of the restaurant or on the sidewalk. Glossier products are displayed throughout, available for testing and for purchase; food will be served during limited hours. And, all food will be served in compostable to-go packaging designed specifically for the collaboration.

SIGNALS ON EXPERIENCE – FOOD HALLS/MARKETS



REINVENTING FOODHALLS

Gone are the days when “food hall” conjured notions of the high school cafeteria or the military mess hall. Today, food halls are popping up in cities across the world as upscale venues featuring high-end cuisine in innovative environments, often featuring live entertainment on nights and weekends.



REINVENTING FOODHALLS 2

Plant City is the world's first Plant Based Food Hall, based in Providence. Each Concept is designed to reimagine the way guests experience food. The motto: Culinary art and nutrition go hand in hand.

<https://www.matthewkenneycuisine.com/plant-city-pvd>



FOOD MARKETS – FRESH AND LOCAL

Farmers markets are exploding with Fresh and local food produce – safe to visit and consume. <https://bostonpublicmarket.org/>

"BRIDGE – MEET FOOD" EXAMPLE FROM SWITZERLAND



Urban Food Retail Concept

Migros – a large Swiss retailer – announced to launch a new concept “Bridge – Meet Food” in spring 2021. It should include a market, gastronomy, events and pop-up stores. It will be located close to the main train station in Zurich.

Although at this stage not a lot of details are revealed yet, the concept is planned to cover a variety of different urban food trends



Sources: [Bridge](#) & [Luzerner Zeitung](#)

SIGNALS ON EXPERIENCE



HYPERLOCAL

Some restaurants have a long history of offering local produce and techniques, and restaurants in the Nordic Countries such as Noma and Fäviken have been early with this. Now the local trend grows both internationally and to wider audiences. The next step is that restaurants acquire farms to get the produce exactly as they want them, like Blue Hill at Stone Barns did earlier.



HYPERLOCAL 2

Foodies love restaurants, and foodie travelers are always looking for the hottest (or most under-the-radar spots in town). They can make a direct connection with a local chef, by spending time within a real home, away from tourist attractions. It's part of the need for authenticity and humanity. In Sweden, one example is David @Home. David a famous chef is opening his home to customers once a week.



FUN ON THE GO

A major trend is making food portable, we increase our eating on the go. This benefits both restaurants and retail, who don't have to offer seats to everybody. One example of how this can be done is to roll it up! This can be seen done to Shepard's Pies in England, the O'Taco in France, the omelet in Uganda (calling it a Rolex), and with pizza in Sweden. Good to go! (Source Food and Friends Trendspotting)

SIGNALS ON EXPERIENCE - PERSONALISED



BUILD YOUR OWN PRODUCT

Enabling your customers to “build” their products can be a fascinating experience. People love the concept of personalizing an item and making it their own, so if it makes sense for your business, consider letting them do just that.

Birchbox, which lets customers build their own boxes. Shoppers can browse through a wide selection of beauty samples then pick five products.



EXTREME HEALTH

The health trend can come to extreme measures, for example IV Therapy where you are promised benefits like renewed energy, eternal (?) youth, better hair and greater potency, but not in a smoothie this time. Instead you step into what looks like a café and get a jab in your arm. For just £30-50 your weekend levels up!



PERSONALISATION

This step into personalized nutrition is already being reflected in dietary preferences, shopping behaviors, food preparation skills and techniques and most of all, consumption. At the Ritter flagship store in Berlin, you can create your own Ritter Sport bar by choosing your favourite kind of chocolate and toppings. You can pick it up within 30 minutes. <https://medium.com/@BobWheatley/emerging-trend-the-personalization-of-food-94c8621a66da>

SIGNALS ON EXPERIENCE – DIGITAL



ENTERTAINMENT

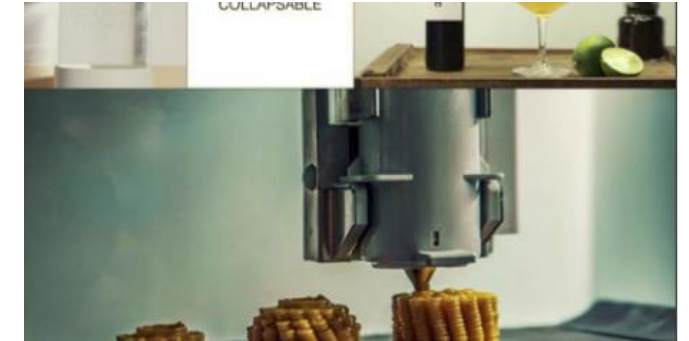
Walmart is creating unique experiences for shoppers with its virtual summer camps and parking lot [drive-in movie series](https://www.smartbrief.com/original/2020/08/creating-experience-food-retail-rapidly-evolving). Celebrities including Neil Patrick Harris, LeBron James, Drew Barrymore and Idina Menzel acted as camp counsellors and offered videos covering everything from family-bonding activities to arts and crafts.

<https://www.smartbrief.com/original/2020/08/creating-experience-food-retail-rapidly-evolving>



ROBOTS/AI

Tech-forward experiences include Heinen's [salad-making robot](#) named Sally, which was created by San Francisco-based Chowbotics and can make salads with up to 22 ingredients, as well as Michigan grocer the Produce Station's rollout of [autonomous delivery robots](#) created by Refraction AI.



3D PRINTING

The pursuit of reducing packaging materials continues, and the sales of bottled water has peaked in USA. Soda Stream promotes itself as the sensible alternative to bottled water. Examples on how this concept can be widened is tonic water that is sold as concentrate, like a syrup. The 3D food printing technique is now starting to enter restaurants with Natural Machines.

IPSOS PUBLICATION GUIDE

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IPSOS PUBLICATION GUIDE

Some of the key Ipsos research and reports on food trends

- **Global Views on Food.** A global study by Ipsos on people's food habits, carried out online among adults across 29 countries.

- [See the report](#)



- **What the Future - Food.** Fourth installment of Ipsos our What the Future series.

- [See this issue](#)



- **Global Trends 2020.** This report outlines some of the headlines from more than 370 questions asked across 33 countries, and updates previous editions from 2013 and 2016.

- [Find out more](#)



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- **5 Ways COVID-19 Has Impacted MENA's Food Habits.** A quant and qual survey of consumers in Morocco, Tunisia, Algeria, Egypt, KSA and UAE.
 - [See the report](#)
- **‘Natural’. What does it mean to consumers?** A global study by Ipsos on people’s understanding of the mention ‘natural’, carried out online among adults across 28 countries.
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- **Sugar. What next?** A paper released by Ipsos in 2017 and dealing with the global challenges of sugar reduction.
 - [See the report](#)
- **The third moment of truth.** A paper released by Ipsos in 2019 and dealing with the importance of packaging innovation in FMCG categories.
 - [See the report](#)



PUBLICATION GUIDE

Some of the key Ipsos research and reports on food trends

- **The Horeca Challenge.** This paper presents CMOs and CMOs with a summary of what Ipsos learned about the impact of Covid on Out-Of-Home (OOH) occasions and the scenarios which they deem likely to shape their future.

– [See the white paper](#)

- **Essentials – Understanding consumers and citizens in a COVID-19 era.** Largest and most precise study done on critical attitudinal and behavioural change resulting from the COVID-19 crisis.

– [See the white paper](#)

- **What the future: WASTE.** Our latest “What the future publication is all about these possibilities and how, ahem, not to waste them.

– [See the white paper](#)



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