



BEING ON TREND IN FOOD AND DRINK

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Innovation is incredibly important across the food and drink industry, whether that be line extensions, seasonal variants, new flavours or entirely new products. Much effort and money is invested into looking at what trends will be the 'next big thing' to capture the taste buds, minds and ultimately the wallets of the consumer.

Inspiration comes from many areas – stories of provenance, the promise of health benefits, flavours revived from a bygone era, inspiration from distant countries as well as cross-category innovation. There is also much value to be gained by looking to broader ("macro") societal trends and understanding how these can filter down to drive the trends we see in fast moving consumer goods (FMCG), and potentially pre-empt where fresh opportunities might lie.

This paper will look at how five macro trends – which are shaped by consumers' views on life and perceptions of the world that surrounds them – can be used as inspiration for innovation. How do consumers look to embrace the positive and counteract the negative consequences of the world and society we live in?



These trends are...



1. Digital detox

Seeking comfort in tradition and simplicity to escape the 'always on' digital age.



2. Healthification

Measuring, monitoring and tweaking lifestyles to project a healthier self



3. Discovery and connoisseurship

Enriching life through exploration when a job and material gains no longer provide the desired fulfillment



4. Personalisation and customisation

A frictionless life created by emerging technology is driving a more demanding consumer.



5. Premiumisation and indulgence

When the going gets tough, consumers are not always prepared to compromise



DIGITAL DETOX

Seeking comfort in tradition and simplicity to escape the 'always on' digital age

There is no denying that technology has revolutionised our personal and professional lives over the past two decades, and that it is becoming more difficult to get by without access to the internet. As individuals, our lives now revolve around our mobile phones, which give us the capability to order a cab, check our bank accounts, book a holiday, do the grocery shopping, and even find a potential partner, at the touch or swipe of a screen.

Spain Mobile Phone ownership now exceeds **95%** (Ipsos Global Trends 2017).



According to reports in the media (1), we check our phones at least **28 times a day** on average, which equates to more than once an hour. This adds up to more than **10,000 times a year**.

Our desire to constantly check our phones for emails, texts and messages is driven by what has been called the 'Dopamine Loop' (2). Seeking out information, and finding what we desire delivers an emotional reward in the form of endorphins ("feel-good" hormones).

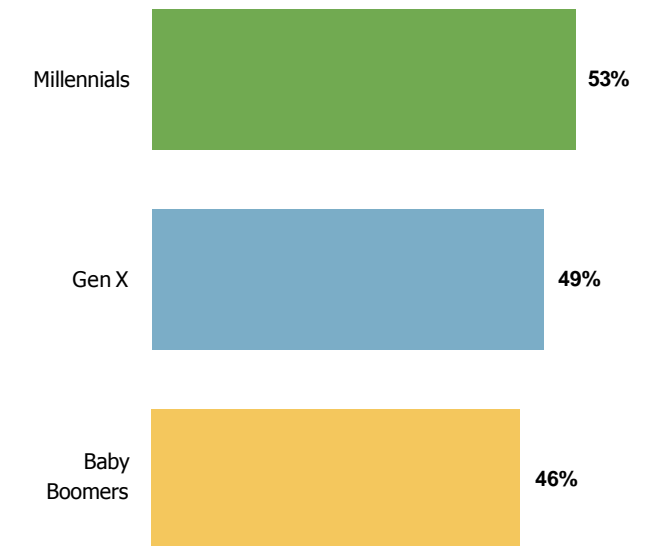
The brief and fast interaction delivered by mobile means that this loop can be repeated many times to deliver small, positive emotional spikes – in effect, creating a form of addiction. We already know that our phones are often the last things we look at each night and the first thing we look at when we wake up.

Smartphone technology has delivered incredible power to our fingertips, and improved our lives in many ways. But what of the negative consequences of this 'always-on' connected life? There is evidence that we often feel overwhelmed by the constant stream of information that demands our attention; unread emails, texts, social media messages, LinkedIn requests and more.

In the Ipsos Global Trends Survey (2017) we see that 50% of global citizens fear that technological progress is destroying our lives, especially those in the younger generations (Millennials 53% vs. Gen X 49% and Baby Boomers 46%). There is also an appreciation that we are spending too much time online, with 63% of people globally stating this.

Figure 1
% of people who fear that technical progress is destroying our lives

AND IT'S MILLENNIALS WHO FEAR MOST THAT TECHNICAL PROGRESS IS DESTROYING THEIR LIVES

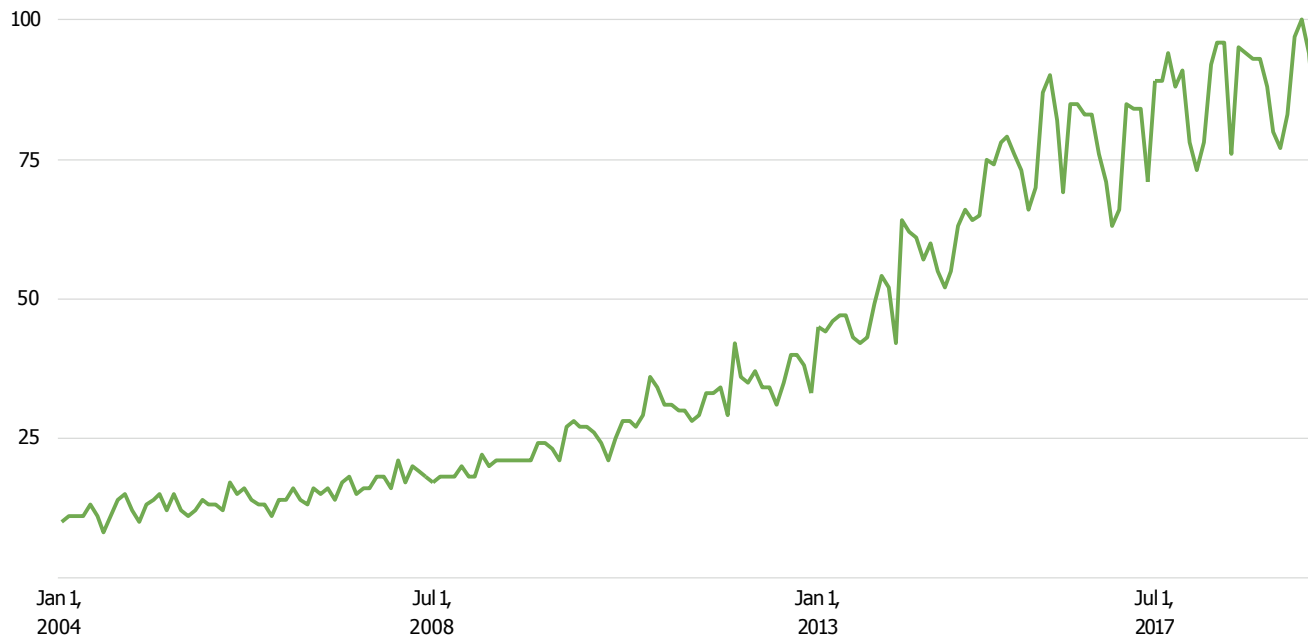


Source: Global Trends Survey 2017
Base: 18,180 adults across 23 countries, online, 12 Sep - 11 Oct 2016

Our over-reliance on technology, coupled with our increasing obsession with being constantly connected, is changing many aspects of our lives, most without us even realising. Academic research suggests that our connected lives may not be great for either our mental (3) or physical health. A realisation that our technology obsession may not be entirely good for us is causing some people to look for ways to counteract it, or at least create some non-digital balance in their lives.

In relation to this, mindfulness has very much become a buzzword with people striving to be present in the moment, evidenced by the increase in those people searching the term on Google across the globe (see Figure 2). This trend is fuelling an explosion of self-care apps. But one must question whether the very thing that causes us not to be mindful (i.e. our hyper-connected and digital world) can also really deliver an antidote when once more you are prompted with reminders of your status (4). In a lighter take on 'digital detox', Dolmio introduced their 'Pepper Hacker' which switches Wi-Fi off at the dining table to "reclaim family dinnertime" (5).

Figure 2.
GoogleTrends search for 'mindfulness' worldwide



Source: trends.google.com/trends/explore?date=all&q=mindfulness

Another manifestation of this need to escape the frenetic world we now live in, is a desire to ground ourselves in tradition.

80% OF GLOBAL CITIZENS SAY THAT TRADITIONS ARE AN IMPORTANT PART OF SOCIETY (IPSOS GLOBAL TRENDS SURVEY 2017)

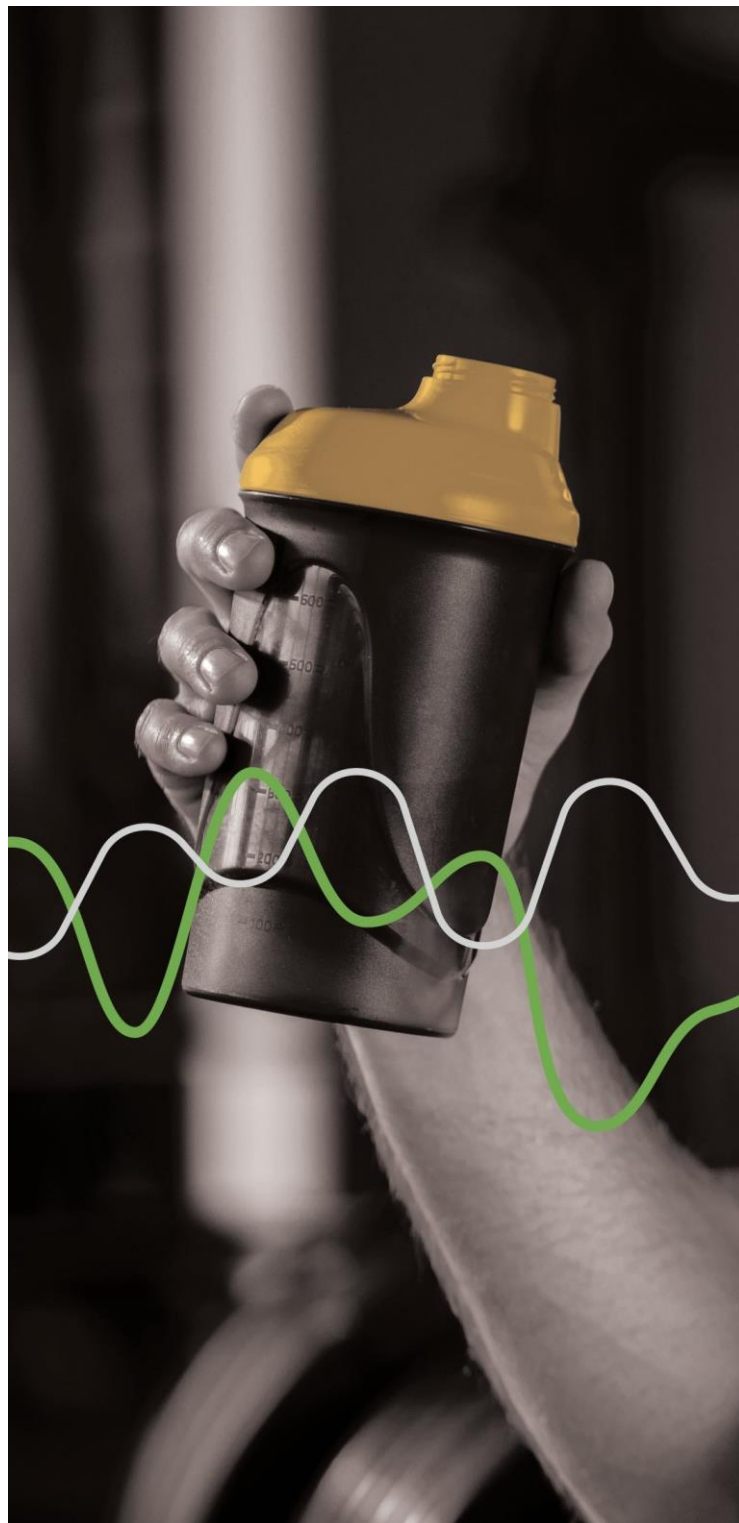
Linked to this is the knowledge that nostalgia (harking back to the past), particularly in advertising, is an effective motivator and comforter in times of political, social or economic crisis.

This is something that Coca-Cola has long been associated with, where every Christmas there is a good dose of memories in the form of 1930s Christmas imagery. In Spain, Loteria Nacional Campaigns have become a Christmas Classic, always exploiting an emotional dimension. <https://www.laloterianavidad.com/noticia/anuncio-loteria-navidad-2018-22-historia-hombre-gana-gordo-1113.html>

Nostalgia was also prominent in the food and drink sector in 2018, notably with McDonald's 50-year anniversary of the Big Mac. <youtu.bercc2ICDrjWA>. Fabada Litoral has exploited the nostalgia of our grandmothers' dishes, transforming the elderly Asturian lady who visits her grandchildren into a powerful Brand Asset https://www.youtube.com/watch?v=_j0uIwbAojk

Given the political and social turmoil that is currently being experienced in Spain, with the redefinition of nations concepts and the rise of new political formations, there is much opportunity in product innovation and communication to engage and build stronger bonds with consumers. Creating products and experiences which provide comfort in the known, familiar and provide a link to the traditions that give us a sense of belonging and membership will only become more important.





HEALTHIFICATION

Measuring, monitoring and tweaking lifestyles to project a healthier self

We know that 80% of the population already believe that 'eating right' is the most important thing to maintain good health (Ipsos Global Trends Survey 2017). And according to Google food trends, 'best foods for...' searches have grown by a factor of ten since 2005, followed by 'skin', 'energy', 'acid', 'reflux' and 'yourbrain'.

There is a strong desire to be physically healthier too, with 88% of the Spanish population saying they would like to be fitter (Ipsos Global Trends Survey 2017). Reflecting this, fitness wearables are a booming industry. Wearables have brought the importance of physical activity to the forefront, as the technology gives people the ability to count their steps, measure the distance they run, and even monitor their sleep patterns.

Apps such as 'Strava' connect people together (much like 'traditional' forms of social media such as Facebook and Twitter) adding a competitive edge to individual exercise and allowing you to compare times with others. Indeed, the word Strava is now used as a verb, as in 'I'm going to Strava this ride', and there is even a saying that 'if it isn't on Strava then it doesn't count'.

On the one hand Millennials are using fitness apps and wearable technology more than older age groups, although in part this is because they have grown up with technology, but they are also exercising more than Generation X at a similar age (Ipsos Millennial Myths & Realities 2017). The

Ipsos Millennials report also shows that they are drinking less alcohol and fewer are taking up smoking than previous generations. Unfortunately, despite being more active than Generation X at a similar age, Millennials are slightly less likely to have a healthy weight than the previous generation when they were the same age. One hypothesis for this weight gain among younger people could be that they are generally eating more, or have greater access to nutrient-dense foods.

The health and wellness macro trend is significant and creating noticeable market shifts in the food and drink sector, as consumers continue to want more transparency in what goes into products and evidence of authenticity – in summary 'clean labelling' (8). This has resulted in a proliferation of botanic extracts used as ingredients and flavourings. Botanic extracts offer natural flavours and the promise – if not always the delivery – of additional health-related benefits.

There is a prominence of innovation around more healthy beverages, possibly driven by the emerging adult cohort of Generation Z.

GENERATION Z ARE DRINKING LESS ALCOHOL AND REDUCING THEIR CONSUMPTION OF CARBONATED SOFT DRINKS (IPSOS BEYOND BINARY – THE LIVES AND CHOICES OF GEN Z 2018)

Companies like Austria Juice (www.austriajuce.com) are using different botanical flavours, from herbal waters with rosemary or tarragon, to adult lemonades infused with juniper berry.



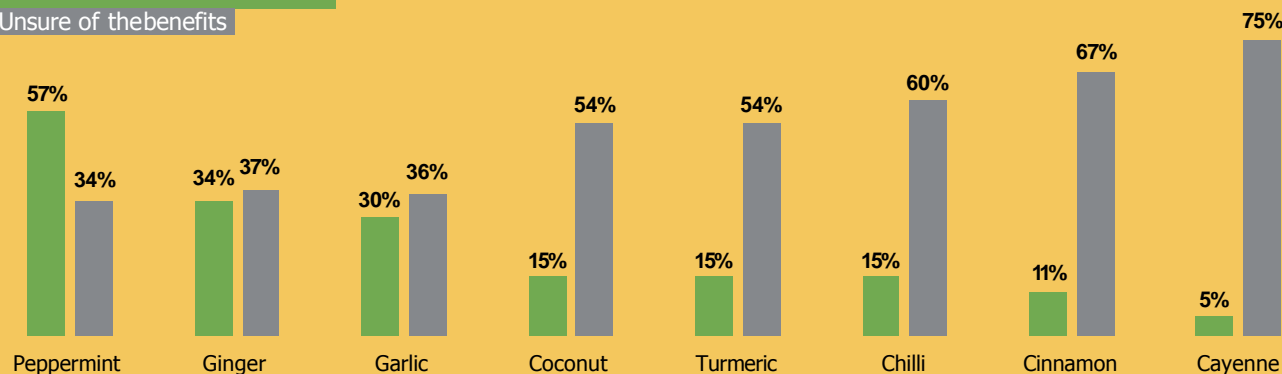
HEALTH

Health benefits associated with food & drink ingredients

A new Ipsos study (Aug 2018) (9) asked consumers to look at a selection of ingredients, and to pick out the three health benefits they would associate with each. Overall females, and those aged 16-24 were more likely to get the answers right and males were more likely to be unsure of the benefits.

More than 50% correctly identified 3 health benefits of Peppermint. This is in part due to the fact that Peppermint overall has more health benefits attributed to it (as can be seen in the table below). In contrast, only 5% of people could correctly identify three benefits associated with cayenne. This is interesting given that it has been a popular ingredient in soft drinks and juice shots over the past year.

Identified three correct benefits
Unsure of the benefits



Benefits most commonly attributed to ingredients in popular nutritional literature

	Peppermint	Ginger	Garlic	Coconut	Turmeric	Chilli	Cinnamon	Cayenne
Lowers blood sugar								
Improves memory								
Reduces nausea								
Anti-inflammatory								
Boosts immunity								
Improves heart health								
Improves skin health								
Reduces stress								
Energy-boosting								
Aids digestion								
Mood-boosting								

FLAVOUR

Perceived flavour trends

When asked spontaneously what individuals thought was the biggest current flavour trend seen in either food or drink, it was that coconut and turmeric were clearly the most frequently mentioned flavours. There was then a noticeable drop to less than 3% mentions for a long string of more than 50 flavours.

“WHAT DO YOU THINK IS THE BIGGEST CURRENT FLAVOUR TREND YOU HAVE SEEN EITHER IN FOOD OR DRINKS?”



23%

Coconut



16%

Turmeric



8%

Salted Caramel



7%

Chilli

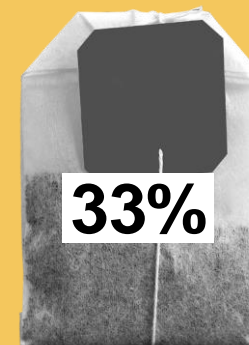


7%

Ginger

Growing flavour trends

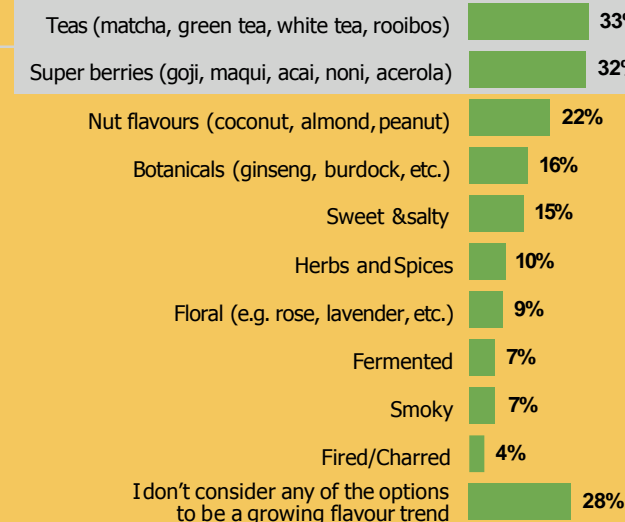
When individuals were asked which of a list of flavours they considered were a growing trend, two-thirds of individuals either selected teas (matcha, green, white, rooibos) or super berries (goji, maqui, acai, noni, acerola).



Teas
(matcha, green tea,
white tea, rooibos)



Super berries
(goji, maqui, acai,
noni, acerola)



The rise of charcoal products, which are promoted as being able to 'cleanse the system' (10) have also risen in popularity. The property of charcoal to absorb toxins has meant that the ingredient has also stretched beyond food and drink to the skin and oral care category.

Another trend in response to an increasingly health-conscious consumer is the demand for alternatives to dairy. Predictions suggest that the global dairy-free milk alternative market will grow at double-digit growth and be worth \$26 billion by 2024 (11). The growth has followed years of robust demand for yoghurts and non-meat sources of protein, which, like plant-based drinks, suit a modern urban lifestyle based around convenience and healthier meal replacements.

Key players in the drinks market are responding to this trend. Innocent drinks have entered the dairy-free alternatives market with its new range of non-dairy milk products. Coca-Cola have done so too, launching a 'super milk', boasting 50% more protein, 30% more calcium and 50% less sugar than regular milk – an attractive prospect for today's health-centric, clean-label consumers.

One interesting innovation off the back of this trend is PG Tips launch of a tea blend designed for drinking with non-dairy milk: 'Perfect with Dairy-Free' is the latest attempt by PG Tips' to return value to the tea category, as standard black tea continues to fall out of favour.

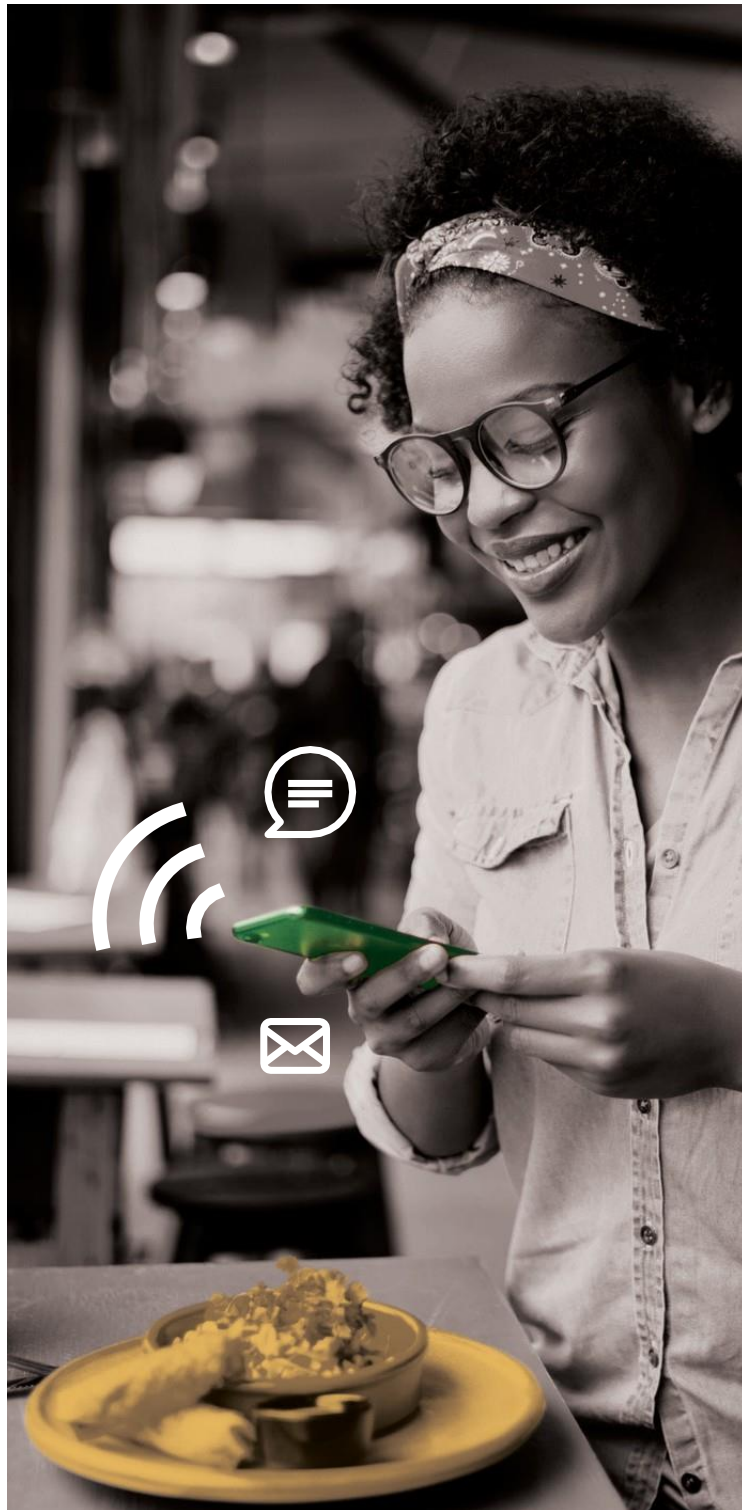
Consumers are also embracing a 'flexitarian' approach to their diet, with dairy-free alternatives now seen as a mainstream choice and no longer limited to vegans or those restricted by dietary sensitivities. This PG Tips launch is a highly innovative move by Unilever; flavour is notoriously one of the main challenges when consuming dairy-alternatives such as soy or almond milk, and the mixture with hot drinks such as tea and coffee can highlight its slightly unusual flavour profile.

Food descriptions such as 'natural', 'organic' and 'reduced sugar' have been used for years to convey a healthier image for products. Now shoppers are more informed and producers are moving towards more transparent labelling as consumers move towards healthier lifestyles. Manufacturers and retailers need to provide easy-to-understand and clear nutritional information to help consumers take control of their health, given the strength of consumers' desire.

As we have become ever more aware of diet-related dangers to our health, food and drink companies are innovating at lightning speed. As shifts in consumer demands towards healthier alternatives are observed, major players in the market will need to restructure their offerings to suit the health-conscious consumer.

CONSUMERS ARE ALSO
EMBRACING A 'FLEXITARIAN'
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NOW SEEN AS A
MAINSTREAM CHOICE





DISCOVERY AND CONNOISSEURSHIP

Enriching life through exploration when a job and material gains no longer provide the desired fulfillment

Millennials value experiences, and they are increasingly spending time and money on them; from concerts and social events, to athletic pursuits and cultural activities. Millennials grew up during the recession when families had to spend carefully. Factors such as the 2008 crash and the high youth unemployment means that the opportunity for home and car ownership in the short term are less realistic than for previous generations. Hence, Millennials are spending more in the growing 'enriching, sharing and experience' economy, and creating lifelong experiences. Essentially, they are investing in themselves instead of stocks and property (12).

We see young people especially satisfying their hunger for new experiences through travel and exploration. Sixty-nine percent of us believe it is or will be easier for us to travel abroad than our parents' generations, (Ipsos Global Trends Survey 2017) and we are revelling in that fact by saving to take long breaks, spanning multiple countries or even continents. Travel also builds a social profile, demonstrating to others that they are living a cultured and fulfilling life. In combination with this wanderlust, decades of globalisation in the trade of flavours and ingredients, as

well as the increasingly free movement of people, has allowed for nearly every global cuisine to become viably accessible in the developed economy. One only needs to look at the proliferation of cuisines and regional variants from across the globe that are available in the supermarkets to appreciate this.

THERE IS EVIDENCE OF MUCH CROSS-CATEGORY INNOVATION, FOR EXAMPLE, WITH ALCOHOLIC FLAVOURS SUCH AS GIN AND PROSECCO FINDING THEIR WAY INTO CRISPS

There is also a market for consumers seeking exciting twists from their everyday eats. In supermarkets, snack foods aisles are no longer exclusively made up of traditional favourites, for example we see evidence of much cross-category innovation with gourmet ingredients such as truffle finding their way into crisps. There is clearly a demand for novelty and excitement in food and drink.

Connoisseurship is arguably a by-product of our desire for discovery. Eighty-three percent of people agree that they have access to more information than their parents' generation (Ipsos Global Trends Survey 2017). Access to review sites allows people to have their opinions heard on a large scale. It also allows people to make informed choices in advance of purchasing products and services. Having access to information and embracing the diversification of choice, encourages the modern consumer to explore categories

more deeply. Each new exploration is assimilated into an educated knowledge of what drives preference in that category.

The use of speciality ingredients and progressive cooking techniques have trickled their way through cookbooks and word of mouth from highly regarded chefs. Furthermore, using the same techniques, ingredients and recipes at home becomes boring - consumers are demanding more and more from their eating experiences.

An example of an increased desire for discovery and connoisseurship is seen in craft beer. Ipsos spoke to a marketing manager of a pub operator, who believes Millennials seek craft beer for its limited supply and interesting packaging and artwork. Their liking of perceived limited supply - which plays into their desire for exploration - has caused pubs to leverage marketing tactics such as countdown boards which detail how many pints of a certain brand remain, adding to the perception of exclusivity and small batch production. Seen as breaking new ground and uncovering new experience, it is an exciting prospect for this generation, who are likely to share their discovery on Instagram too.

Brands who succeed will be the ones who leverage this thirst for discovery and connoisseurship in both online and offline worlds.



PERSONALISATION AND CUSTOMISATION

A frictionless life created by emerging technology is driving a more demanding consumer

Our Global Trends Survey found that over half (52%) of people often feel overwhelmed by the choices they have as a consumer. The number of choices consumers are currently presented with when shopping, either on or offline, are huge, and these choices are getting increasingly more extensive and complicated. However, consumers do not want their choice taken away from them. Three quarters (75%) of the population would rather make a purchasing decision themselves, as opposed to a company or expert choosing a product for them.

Herein lies a tension. Consumers are overwhelmed by choice, yet seek to be in control of their decisions. In turn, this explains why personalisation and customisation is becoming more important for consumers, and brands need to aid this process.

CONSUMERS WANT TO BE EMPOWERED, AND ARE OFTEN WILLING TO HAND OVER THEIR PERSONAL DATA IF IT REWARDS THEM WITH MORE RELEVANT AND TAILORED RESULTS IN RETURN (IPSOS GLOBAL TRENDS SURVEY 2017)

One size certainly no longer fits all, and all brands must look to create a meaningful connection with customers if they wish to remain competitive. Small players can be agile and connect quickly with customers via social media, and big brands need to adapt to this challenge. Consumers want to be empowered, and are often willing to hand over their personal data if it rewards them with more relevant and tailored results in return (Ipsos Global Trends Survey 2017).

Indeed, personalisation has risen in prominence alongside the advent of digital. Businesses no longer only have the capability to measure what each individual wants, but can also link their processes and resources to deliver it (13). Personalisation or customisation instantly makes products more relevant to the consumer, avoids information overload, and subsequently allows them to feel in control of their purchase.

One could argue that the technology company Spotify and other digital content services are currently leading the way in the personalisation and customisation sphere. In its 'Discover Weekly' service, Spotify looks at the curatorial actions of their users, as well as their personal music taste to develop individual playlists. Forty percent of Spotify users engage with this feature, with a fifth saving songs from the 'Discover Weekly' playlist into their own playlists (14). The 'Discover Weekly' function also seems largely invisible, it just appears. It proves that we don't need clunky interfaces or another email in our inbox. The customer experience should be as frictionless as possible.

Graze is a great example of a food company using data to customise offerings based on customer choices and purchase behaviours. The company uses data and analytics to curate boxes comprised of four to eight snack combinations as per customers' dietary specifications and tastes. Users give preferences and ratings of snacks from previous Graze boxes on the website, which ensures they

don't get something they don't like. The company also develops recipes based on customer inputs. The company is small, agile and innovative, meaning it can develop products at a truly personal level.

For larger and more established companies, it is more of a challenge to innovate as quickly and at scale. However, there has been evidence of clever personalisation in packaging from brands like Marmite and Nutella. Whether this is true personalisation, it is certainly interesting to see brands experimenting. Coca-Cola's 'Share a Coke' campaign, back in 2013, involved replacing their logo with a name. It sparked a sharing frenzy and became one of their most popular campaigns of all time. Cadbury and Magnum have also adopted the concept of personalisation and customisation, using a 'create your own' concept: you can personalise Cadbury's products with words and photographs, while Magnum have opened shops where you can flavour your ice cream and add your own toppings.

It is now possible to have products that are optimised for specific health benefits or nutritional requirements, where customers can choose options to meet their specialist dietary or health goals (15). DNA profiling is available to give the consumer the opportunity to personalise food and drink based on their genetic makeup. For example, 'Vinome' analyses DNA and taste preferences, and then matches the consumer with hard to find wines selected for their palate (16).

In an industry that's growing at an unprecedented rate, developments in personalisation are opening opportunities for food and drink brands to truly connect with consumers on a more personal level. Driven by data, it is helping to define our interactions, our purchase decisions and our loyalty (17).



PREMIUMISATION AND INDULGENCE

When the going gets tough, consumers are not always prepared to compromise

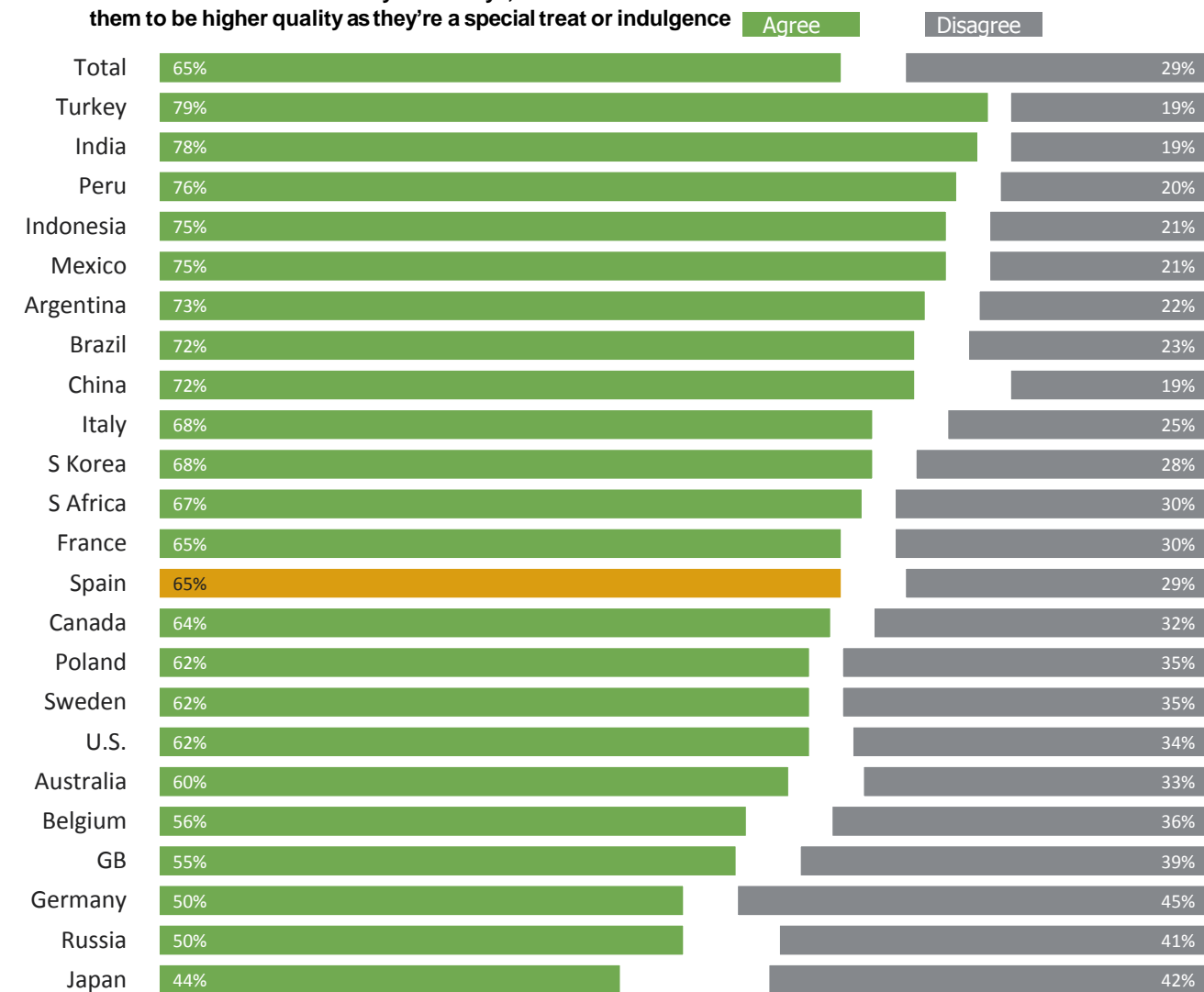
In the wake of the global financial crisis, and with lavish displays of wealth and spending somewhat out of fashion, we have become a nation of price-savvy value hunters, increasingly aware of the best deals and where to find them. Discount supermarkets Aldi and Lidl have seen a huge increase in market share over the past few years and the explosion of Amazon, Wish and others online markets demonstrates the consumer thirst for cut-price goods. Fifty-three percent of us buy food from the 'reduced' section (18) more often than we did. However, it does seem that we will not compromise on certain products.

GLOBALLY, MANY PEOPLE DECLARED THAT THEY EAT LESS SWEET TREATS NOWADAYS, BUT WHEN THEY DO THEY WANT THEM TO BE HIGHER QUALITY

According to the Waitrose Food and Drink Report (19), we won't compromise on meat, wine, chocolate, coffee and

lower quality. For example, the report found that while 30% of us eat less meat than we did five years ago, the same proportion of customers are more likely to buy good quality meat than we did back then.

Figure 3.
I eat less chocolate and candy these days, but when I do I want them to be higher quality as they're a special treat or indulgence



Base: 18,180 adults across 23 countries, online, 12th Sep - 11Oct 2016



ANOTHER EXAMPLE OF A PRODUCT PREMIUMISATION IS VERMUT: OFTEN SEEN AS A "OLD FASHIONED" ALTERNATIVE, IT IS NOW A GOURMET EXPERIENCE



Premiumisation is no longer just about price, it is about quality and experience; and this is fuelling the growth of 'unique' and 'special' products (20). In food and drink particularly, premiumisation is more transparent as consumers understand that there are grades of ingredient quality or preparation processes that should be better than average and therefore worth paying more for. An overwhelming majority of respondents in the Ipsos Global Trends Survey 2017 declared that they eat less chocolate and candy these days, but when they do, they want them to be higher quality as they're a special treat or indulgence – see figure 3 (on page 19).

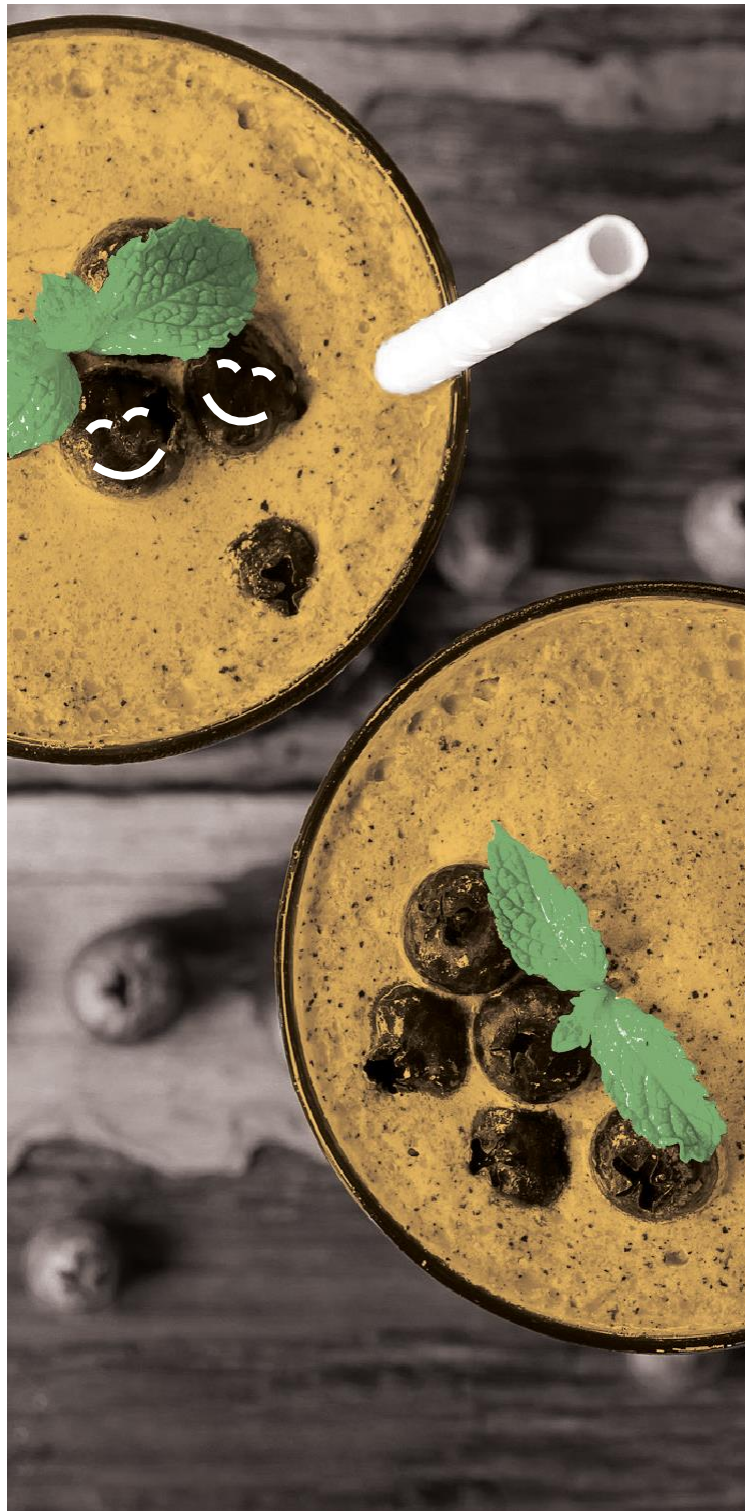
Our busy lifestyles are also contributing to the changes in the types of food and drink we are consuming. As we become more time-poor and our lives more frenetic, food and drink provides an accessible way of treating ourselves after a busy day at work.

Danone Light & Free is one example of a brand which has seen fast growth off the back of a demand for higher- end premium products. Their higher price point and premium packaging, as well as their convenience and taste makes them an obvious choice for time-poor consumers who crave a sweet treat after their evening meal. In comparison to other products in the dairy category, they offer a more special experience, making consumers feel that the indulgence is worth it.

In another key Spanish snacking sector, it is seen that standard crisp sales are declining, but the premium or hand-cooked crisp market is seeing growth, further suggesting that people are simply looking for alternatives to the norm to indulge themselves. New flavours such as "Agua de Mar", "Vemouth Italiano", "Vino Espumoso", "Berecho" or "Huevo frito con Trufa" demonstrate how big and little companies are trying to give consumers a more premium taste experience.

Products such as chocolate cannot compete with healthy food and snacks but for moments of indulgence, quality over quantity is likely to drive growth in many sectors including snacks, and premiumisation in chocolate provides plenty of opportunities for manufacturers to innovate. According to Euromonitor, per capita expenditure on chocolate is set to grow by 0.5%, which is above the negligible growth in volume terms (21). For consumers, it's quality not quantity, and brands must respond to this behaviour if they are going to continue to grow.





FINAL THOUGHTS

It has been observed in many sectors that the middle ground is getting eaten up and threatened, on one side by budget or value offers, and on the other side by premium. This is being witnessed in all sectors from the hotel market, to fashion retail, restaurants, air travel and grocery retail, and food and drink brands are no exception. In the food and drink category this shift is giving rise to many small and specialist players, meaning that it is more important than ever that big brands are quick to pick up and leverage the next new trend and run with it.

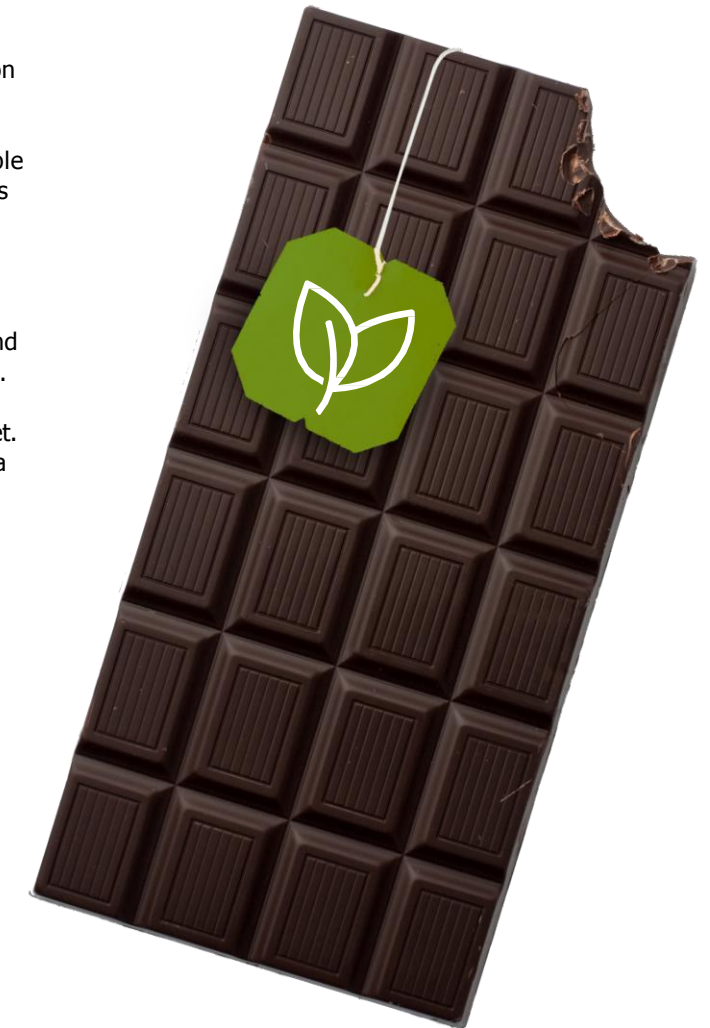
The five trends summarised in this paper, underpinned by true global trends around our lives, provide a base from which to ideate, whether that be in product innovation, packaging solutions, promotions or in advertising and communication.

Tuning in to at least one of these trends has the potential to create new opportunities to engage consumers with both product and brand. Leveraging more than one of these trends could potentially amplify this opportunity even further.

Healthification and premiumisation has seen the rise of non-alcoholic gin tonic, providing a small, quick dose of goodness to boost wellbeing. The continued rising popularity of dark chocolate, with its stronger health credentials over milk chocolate, is also playing into premiumisation and indulgence (22) – ticking two trend boxes. But this is further intensified by introducing an element of discovery with a greater appetite for unusual flavour combinations or cross-category flavour innovation (e.g. green tea and chocolate).

Special and seasonal editions for limited periods are perfect for playing into the desire for discovery and connoisseurship but also provide a strategy which de-risks innovation with a 'suck it and see' ethos. In launching products there have been great examples of how discovery has been amplified using highly engaging launch programmes. For example, the American sports clothing brand Outdoor Voice used Augmented Reality (AR) to launch a new clothing collection (23). Using the same principles of 'search and capture' as Pokemon Go, the new products were virtually put on different places on popular run trails in the US where people had to physically go to in order to purchase the products before they were available in the online store.

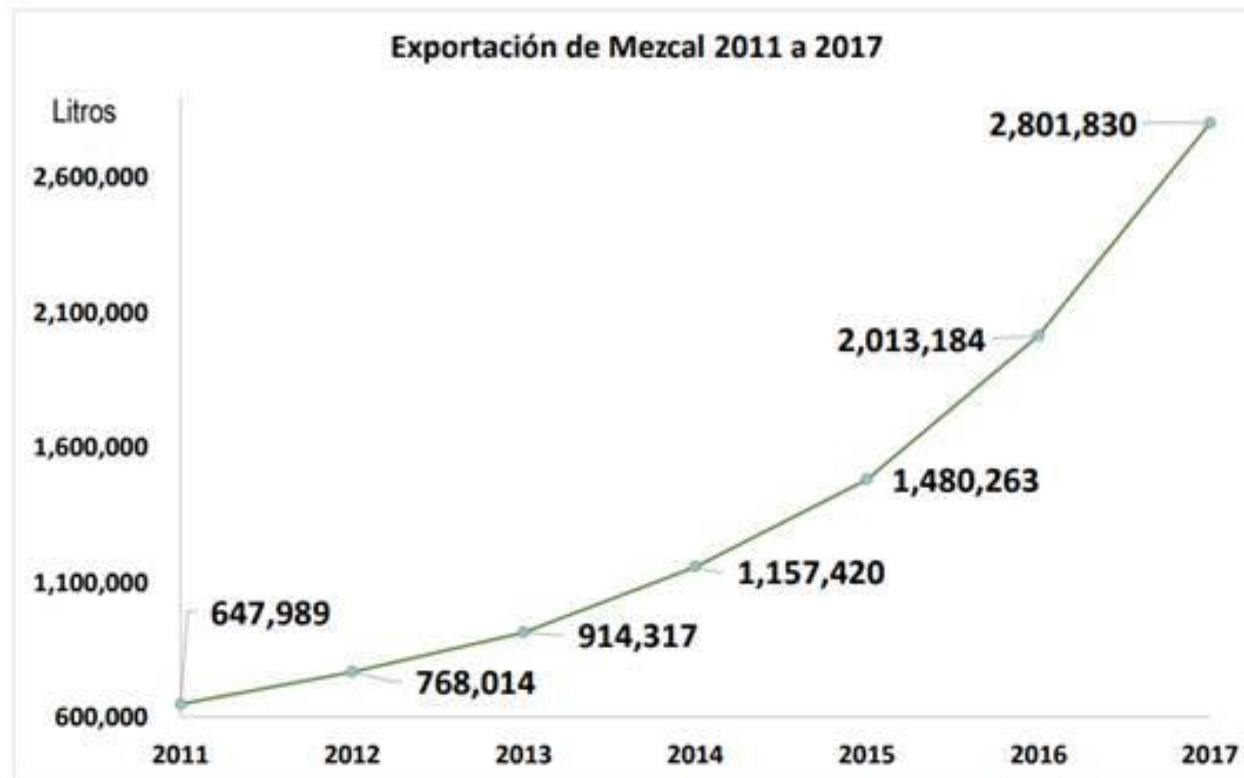
As mentioned earlier in the paper, on-the-go and convenience is an increasing trend and there is an appreciation that people tend to be less price-sensitive and more open to trying something new when on this mission. This provides a real opportunity to innovate and create new sensory experiences in products which fit this mindset. In a recent Ipsos survey it was seen that when choosing a flavour of drink, 4 out of 10 consumers (41%) said that flavour choice depended on what mood they are in. This figure is even higher amongst females (45%).



Bringing consumers into the creation process for new products and variant/flavour extensions has the power to deliver against the trend of personalisation and customisation as well as delivering much desired minor

celebrity status to brand-loving individuals. This process also feeds in to the trend of discovery. This hybrid of co-creation and discovery has been demonstrated perfectly by companies like Lego with their Lego Observatory (25).

Figure 4.
Mezcal could be the new Gin?



Source: "Consejo Regulador del Mezcal, Informe 2018"

THE POWER OF NOSTALGIA TO PROVIDE COMFORT IN TRADITION, IS A PERFECT OVERLAY FOR MUCH INNOVATION IN BOTH PACKAGING AND ADVERTISING AND HAS THE POWER TO PROVIDE A STRONG EMOTIVE BOND TO CONSUMERS.

Premiumisation and Indulgence is a trend that is filtering into every area of life and the untapped potential is significant. Thinking back to the most basic food and drink categories from childhood such as lemonade, ice-cream and chocolate creams; all have experienced a surge in more premium offerings.

The same has been seen in the alcoholic beverages market. The Gin obsession experienced in Spain over the past few years has led to the search for the next big blockbuster that continues growing the market and develop spin off (like all the highly premium tonic waters and mixers). Looking for the "new Gin", niche products like Mezcal (see figure 4) are receiving the attention of the big manufacturers and worldwide distributors.

REFRESH YOUR THINKING ...

This paper provides some inspiration for ideating and leveraging those more macro trends which touch everyone's lives. The competitive environment is tough, but there is evidence here that there are real and tangible opportunities to gain a competitive lead on the competition through clever innovation, packaging formats and communication.



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