

# 12 TRENDS WHICH ARE (RE)SHAPING THE FOOD & BEVERAGE MARKET

**Food for Thought**

Ipsos Knowledge Centre

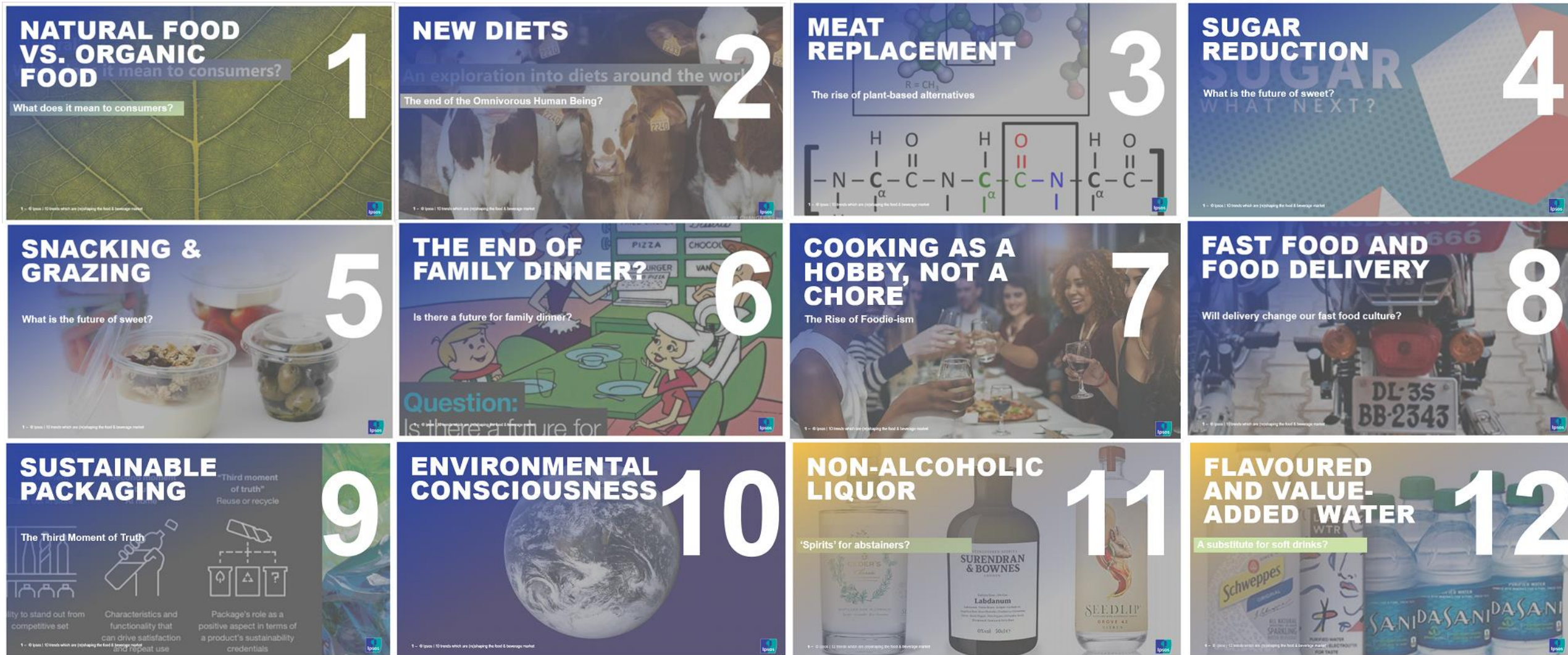
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GAME CHANGERS





# OUR TWELVE TRENDS





# NATURAL FOOD VS. ORGANIC FOOD

What does it mean to consumers?

# 1

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Meat-free diets (Vegetarianism and Veganism) are 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.

*Natural* is one of the leading trends in the Food and Drink industry. But our research shows that the word ‘natural’ can have many different meanings and overlaps many alternative recipes, from organic to unprocessed.

Beyond this almost universal consumer aspiration there is thus a very complex conundrum for all brands, as moving to organic can’t be the only response and isn’t always the most sustainable...

## NEW DIETS

An exploration into diets around the world

The end of the Omnivorous Human Being?

# 2

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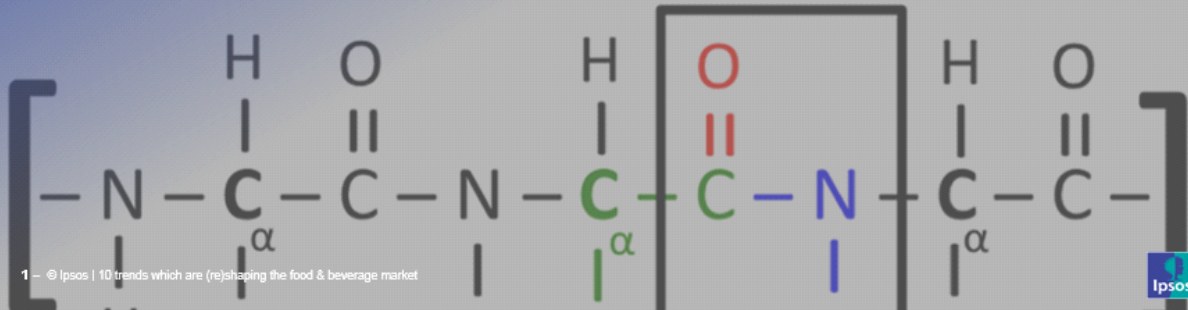


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# MEAT REPLACEMENT

The rise of plant-based alternatives

# 3



Reducing their intake of sugar is, according to consumers, one of their top priorities, 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.

Alternative sources of protein are increasingly looked for and a few plant-based substitute brands are already popular, like e.g. Beyond Burger and Impossible Foods.

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

# SUGAR REDUCTION

What is the future of sweet?

WHAT NEXT?

# 4



# SNACKING & GRAZING

What is the future of sweet?

# 5

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Snacking threatens the Western institution of family dinner but, in households with more than just one adult, tradition resists: even in the United States, **most eat with their family at least 3 times a week** (84%, incl. 33% everyday).

That said, 43% of American consumers still wish their family spent more time eating together at home. 76% acknowledge that eating together means that family members communicate better with each other and that everyone eats a more well-balanced meal.

Snack sales are booming in all continents. Ipsos data shows that it remains a powerful trend in North America where the key to success in the snacking universe is acknowledging that consumers no longer characterize snacking solely according to a pre-defined universe of treat-oriented indulgences.

Today, any food or beverage product can be consumed as a snack, from a slice of pizza to a smoothie. **Consumers are blurring the lines between what's a snack and what's a meal.** The type of food matters less now; it's the timing the counts.

# THE END OF FAMILY DINNER?

Is there a future for family dinner?

# 6

Question:

Is there a future for

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# COOKING AS A HOBBY, NOT A CHORE

The Rise of Foodie-ism

# 7

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Food delivery is a fast growing industry, because it is increasingly convenient.

More telecommuting, the expansion of in-home entertainment with Netflix and the like, less casual home cooking (vs. connoisseur home cooking) all mean that **delivery will play an increasingly important role** in the food service industry.

Conventional wisdom says convenience drives supertime decisions for today's American families. But new research reveals other factors are at play, from people's confidence in their cooking skills to the expense and quality of meal kits compared to their own cooking, to the ease and control of shopping at grocery stores themselves.

More and more “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.

# FAST FOOD AND FOOD DELIVERY

Will delivery change our fast food culture?

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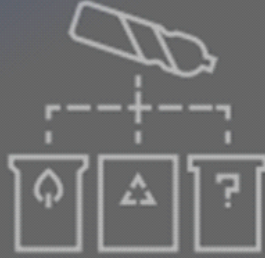




# SUSTAINABLE PACKAGING

# 9

## The Third Moment of Truth



Ability to stand out from competitive set

Characteristics and functionality that can drive satisfaction and repeat use

Package's role as a positive aspect in terms of a product's sustainability credentials

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Consumers say that they're willing to pay more for products that use ingredients that do not harm the environment.

But consumer behaviour is more price sensitive and less environment-friendly than their statements make it appear; **sustainability is not always a deep driver of choice.**

This means that, more than ever, the pressure is on for manufacturers to balance the aspiration to meet growing consumer expectations with the ability to provide ongoing value - from the shelf to the recycling bin.

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 to 3 challenges.

# ENVIRONMENTAL CONSCIOUSNESS

# 10



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# NON-ALCOHOLIC LIQUOR

# 11

'Spirits' for abstainers?



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The flavoured water market is seeing growth due to consumers' interest in healthier and more functional products.

While bottled water may fundamentally be the simplest of beverages, the category is evolving with an **explosion of flavours, fortification and functionality**, in order to offer something more to today's consumers.

The emergence of non-alcoholic liquor brands is accompanied by the increase in the number of non-alcoholic bars whose success stems from **millennials' willingness to drink less (or no) alcohol**.

To surf the “teetotalling wave”, major drink manufacturers are acquiring non-alcoholic liquor brands.

# FLAVOURED AND VALUE-ADDED WATER

# 12

A substitute for soft drinks?



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# THANK YOU

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