



What are people eating?


10 Food Trends of 2014

October 2014

TRENDS
& FUTURES



WHAT'S IN THIS REPORT?



With insights from our Global Trends Survey and external sources, we take you on a whistle-stop tour of the 10 food trends that have affected and will continue to play a part in the food industry today.

5. Health and Wellbeing



Perceptions of Health

Health perceptions differ by country and with it, concepts of healthy eating are changing too.

In the USA, 76% believe they are in good health, yet their BMI is one of the highest in the world (29)

In Japan, only 47% feel that their health is good, but their BMI is low – 22.5.



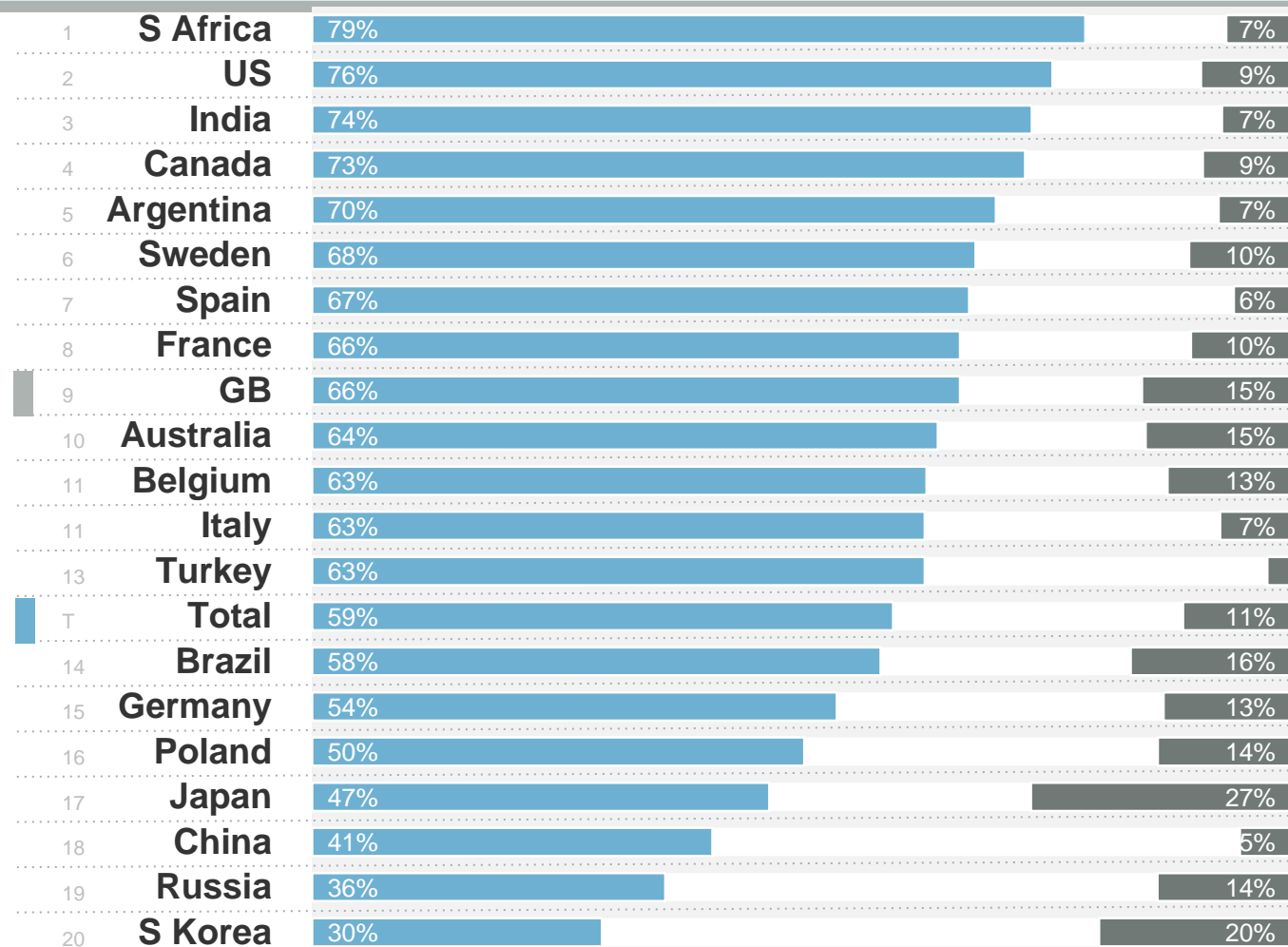
Between 2009 and 2013 in the United States, imports of Quinoa increased by over threefold

Most agree that they are in good health – but this differs from official figures

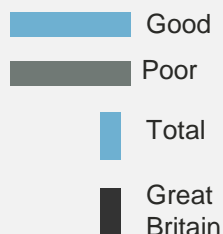
The Global Trends Survey



How is your health in general? Would you say it is...?



Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Health and Wellbeing

Clean eating is the new buzzword for eating healthily, which incorporates not only eating more vegetables but choosing whole grains, ancient foods such as quinoa, and superfoods like spinach and pomegranates.

59% of consumers feel that they are in 'good health', but the World Health Organisation has estimated that more than 1.4 billion adults were overweight.

Healthy eating isn't just about 5 fruit and veg a day, it's focusing on specific foods for specific needs – a holistic approach. For example, whole grains to regulate blood sugar and aid digestion.

The Whole Grains Council helps consumers find partly or 100% Wholegrain products with their easy to spot stamps



8. Taste without Compromise

Taste without Compromise

Despite the recession, consumers are willing to pay for foods and ingredients that stand up to scrutiny – not just in terms of taste but their health benefits as well

x2

Despite 1% of the UK population suffering from coeliac disease, the 'free from' market has doubled in the past 5 years.

M&S sales have risen by 100% in this area and they now have 150 different products

Foods 'Free From' are becoming increasingly popular and those with allergies can still enjoy food without any compromise on taste

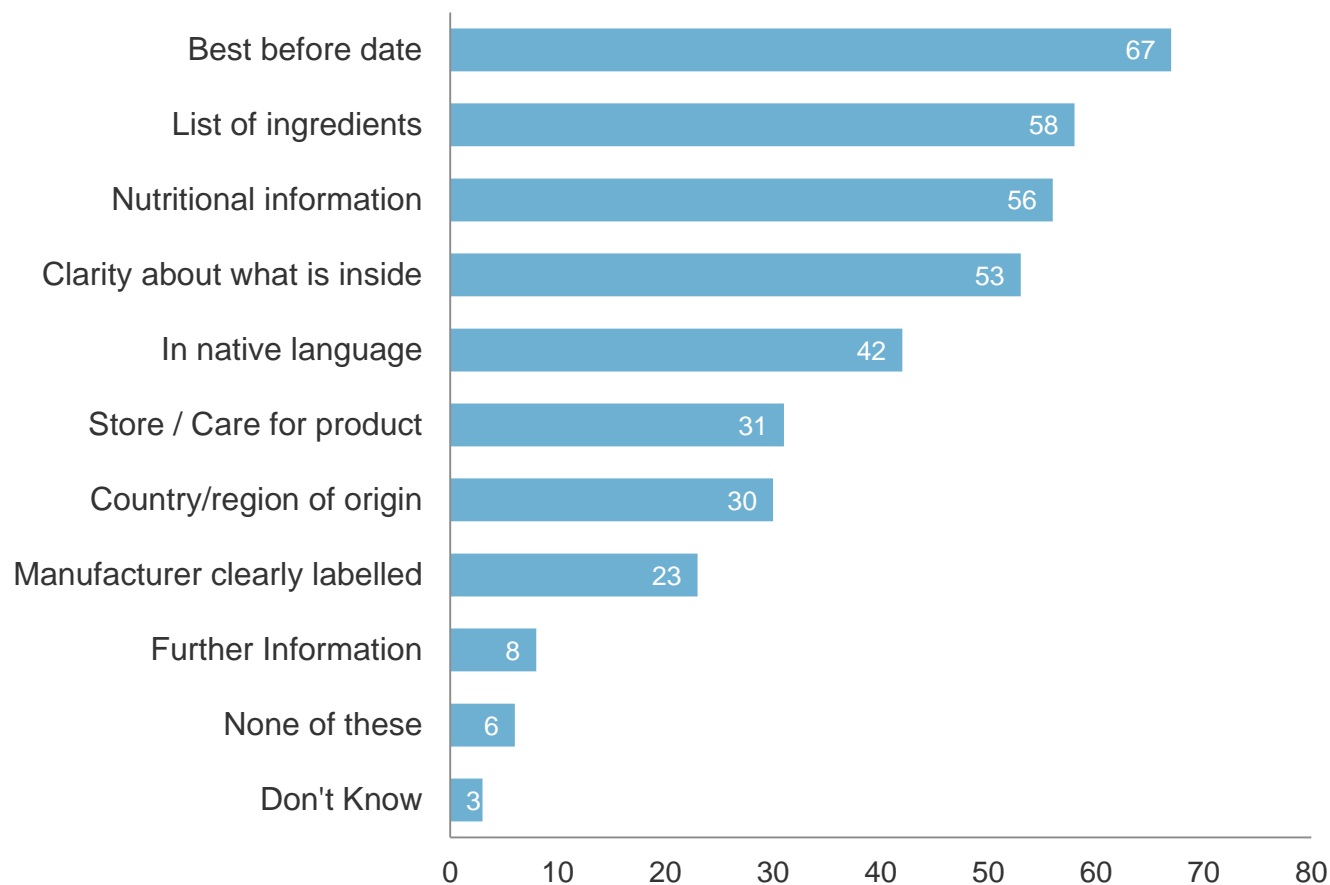


Ingredients and nutritional information remain top of mind when purchasing food products

The Global Trends Survey

Q:

When buying food or drink, what information on the packaging is most important to you? (Top 3)



Key

Important
(GB only)

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013



Report PREVIEW

Please register to download the full report



TRENDS & FUTURES

Want to find out how these trends are impacting your
business? Please contact:

Nathan.McNamara@ipsos.com

Head of Trends & Futures