

# TOP 10 FUTURE TRENDS 2030



Consumer Experts, Insight Driven

## A DECADE OF OPPORTUNITY – HOW COULD 2030 LOOK!

### 1. Generation Alpha



#### Five key traits that will be common amongst Generation Alpha:

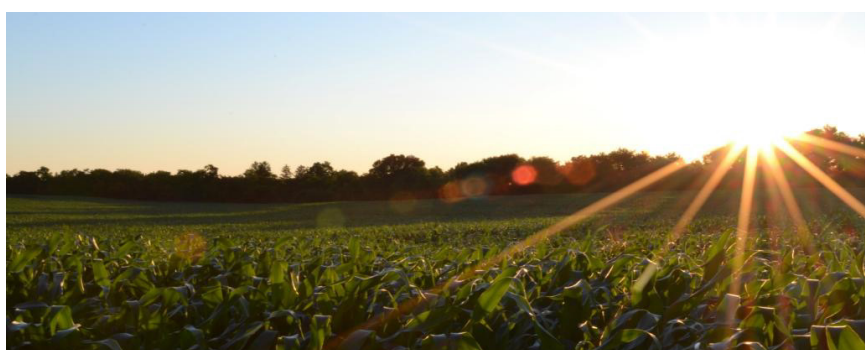
- More digitally-orientated and more informed than ever before
- Exposure to more products than ever before will make them less brand loyal
- These consumers will be more alert about mental wellbeing than ever before
- These consumers will make more informed decisions than ever before
- Disrupted lifecycle patterns will influence consumption habits

### 2. Resource Scarcity

Alternative food sources will become more common:

- Insects will be an acceptable food source
- Cultured meat will be used to help address food shortages
- Algae will be established as an alternative food supply

HEALTH | SUSTAINABILITY | CHEMICAL FREE



### 3. Personalized Nutrition & Disease Prevention

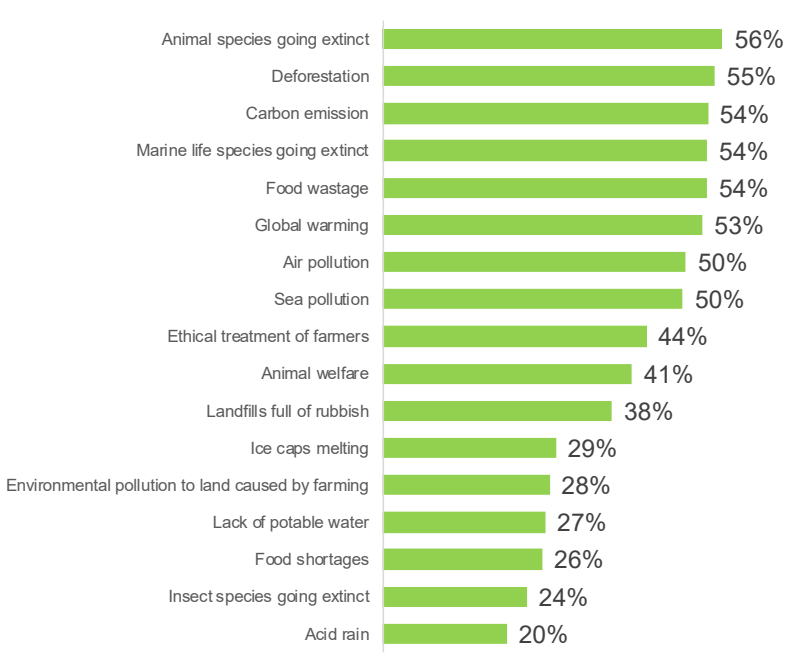
Consumers will turn to technology to monitor their health and reduce the threat of illness

- DNA testing on genetics to offer personalized nutrition benefits
- Smart-based diets to maximize nutritional intake

Ethics and credibility will be key when it comes to personalized nutrition

### 4. Accountability

Currently, global consumers have a number of concerns about the environment. These concerns will intensify in the future.



### 5. Smart Packaging

Consumers will want smart-based packaging to help them make informed and educated decisions that help with all aspects of their life.

- Simplify nutritional information – consumers will want more transparency than ever before when it comes to nutritional labelling.
- Reduce the risk of food waste – this will be a major concern for consumers linked to financial and sustainable reasons.
- Help an aging population with reduced senses – this will be important when it comes to food waste and basic food safety.



### 6. Future of Shopping

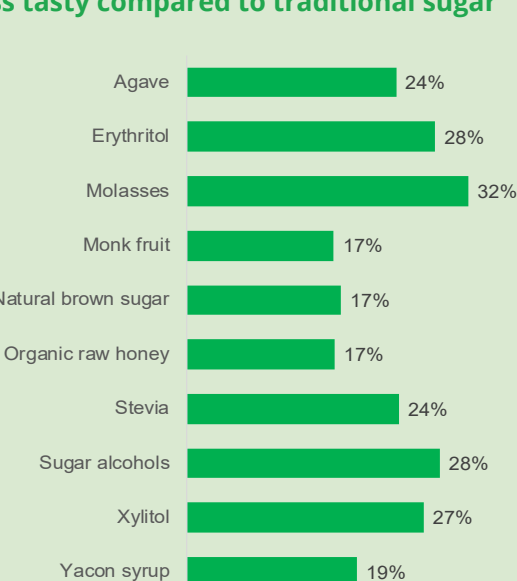


#### By 2030...

- Consumers will feel more time-scarce than ever before and will believe themselves to have a poor work-life balance.
- Consumers will want to spend less time on tasks that they do not deem enjoyable – such as going grocery shopping – in order to spend more time on tasks deemed more fun.

### 8. The Sugar Ban

Proportion of consumers who currently feel that the following natural sweeteners are less tasty compared to traditional sugar



### 7. Performance Products

#### Currently...

- 62% of global consumers say that they are interested in products that help improve sleep quality.
- 64% of global consumers say that they are interested in products that alleviate stress.

#### By 2030...

- Job security: This will be at an all time low, contributing to longer working hours, financial concerns and poorer work/life balances.
- Traditional working day: The concept of the traditional working day will have disappeared, with consumers working longer hours, and working more during designated time off.

### 9. At Home Farming

At-Home Farming will revolutionize perceptions towards natural food and drink products.

- At home farming will enable consumers to define natural formulation in a way that they have done so before.
- At home farming will also allow experimental consumers to demonstrate their abilities in the kitchen.

Farming will move in-doors as a result of technological advancements.

### 10. Customized Mood Food

Printed food will be seen as an integral way of addressing a number of health and sustainability issues.

PERSONALISED | SUSTAINABILITY | NOURISHMENT | SAFETY



For more information on our 'A Decade of Opportunity – How Could 2030 Look! - Global report: [Please click here!](#)



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