

TOP TEN TRENDS *for* 2024



Consumer Experts, Insight Driven

TREND DIGEST



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Introducing our Top Ten Trends for 2024

As we step into the ever-evolving world of the global food, drink, and supplement markets, it is crucial for brands to anticipate and stay ahead of the key trends shaping consumer behaviors and attitudes in 2024. The markets have been shaped by a prevailing theme of uncertainty and worry, as consumers face challenges such as war, the pandemic, price inflation, and growing pressures on food systems. As a result, consumers have accepted the inevitability of uncertainty and have adopted a day-to-day focus, striving to protect their physical and emotional wellness.



Our Top Ten Trends for 2024 encompass a vast range of topics. By exploring each trend and analyzing their influence on consumer attitudes and behaviors, we provide actionable recommendations and insights for brands operating in the food, beverage, and supplement markets in 2024 and beyond.

1 Maximize My Value

Age of Affordability | Cost Me In |
Happy at Home | Day 2 Day Focus



Maximize My Value

The cost of living crisis continues, but consumers are not looking for the lowest prices, they are looking for good value for money and maximum efficacy.

The Sub Trends

Age of Affordability

The rising prices of essential goods and services is making it increasingly difficult for consumers to afford everyday necessities.

Cost Me In

Price is more important now than ever. Consumers are looking to stay ahead of their spending and promotions will be of high appeal.

Happy at Home

Home cooking and dinner parties are becoming more popular. Consumers are seeking more premium foods for at-home occasions with family and friends.

Day to Day Focus

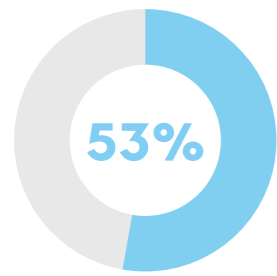
Consumers are looking to maximize their health for the everyday, looking for energy boosting products to prepare them for the day ahead.



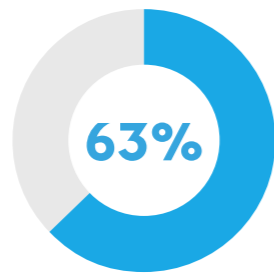
Price Inflation Means Consumers are Making Changes to Their Shopping Habits

Many consumers are feeling the impact of price inflation and actively looking to reduce their spending on food and drink. Rising prices are expected due to factors like crude oil prices, population growth, climate change, and disruptions to global supply chains. As consumers adopt recessionary-style spending habits, brand loyalty decreases, and they become more willing to shop around and engage in high/low consumerism.

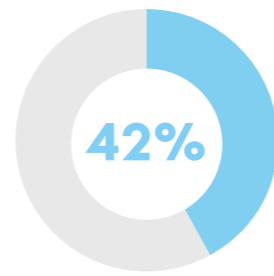
However, consumers also have a high sense of entitlement and aim to minimize compromise. They will seek resourceful ways to minimize the risk of going without, including reducing food waste and taking advantage of promotional offers. Brands and retailers should respond by offering packaging innovations that extend shelf-life and personalized promotional offers tailored to individual needs.



53% of global consumers are actively looking to reduce spending on food and drink. 2023 (COL186)



63% of global consumers are concerned that rising prices will impact their health. 2023 (COL828)



42% of global consumers take greater advantage of promotional offerings. 2023 (COL893)



Promote Value, Not the Lowest Cost

As consumers strive for greater financial confidence, they are making significant changes to their spending habits, particularly within the food service channel. Non-essential and convenience-driven occasions are likely to experience spending reductions. However, consumers still desire daily treats and rewards without feeling like they are sacrificing.

77%

of global consumers have cut back spending in restaurants and cafés over the last six months. 2023 (COL987)

To compensate for reducing out-of-home spending, many individuals now seek more premium treats through retail channels. It is crucial that these indulgences are affordable for shoppers and do not lead to feelings of guilt after consumption. There is a growing demand for premium treats within the retail sector, with people seeking to recreate restaurant-quality experiences at home or enjoying small indulgences for moments of escapism or socializing with loved ones at home.

46%

of consumers who have cut back on spending in restaurants and cafés, almost half have sought out more premium treats at home. 2023 (COL198)



2 Green Horizon

Eco-Fatigue | Path to Restore |
Reduce to Produce | Recycle, Repurpose



Green Horizon

An increased focus on minimizing the impact of the food and drink industry on the environment by reducing waste, conserving resources, promoting ethical sourcing and production, and ensuring transparency in supply chains.

The Sub Trends

Eco-Fatigue

Consumers have become overwhelmed by sustainability messages and initiatives, resulting in reduced engagement or skepticism towards eco-friendly products.

Path to Restore

Revitalizing ecosystems and minimizing waste through practices such as conserving natural resources, promoting responsible sourcing, and implementing circular economy principles.

Reduce to Produce

A growing trend of reducing waste and producing sustainably to minimize environmental impact and meet the consumer demand for ethical products.

Recycle, Repurpose

The rise of upcycling and finding new uses for products. Transforming waste into valuable resources to minimize environmental impact and promote sustainability.

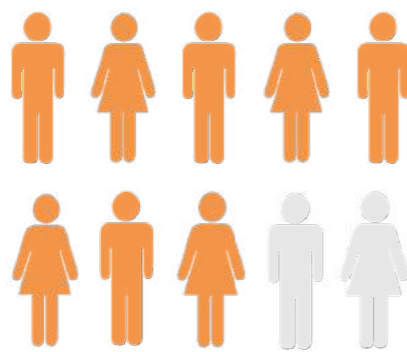
As the Climate Crisis is More of an Emergency than Ever Before, Consumers Value Smart Production

Consumers are increasingly aware of the impact of climate change on food production chains. They understand the interconnected nature of this issue, where agriculture itself is seen as a significant contributor to climate change. As consumers become more conscious of global warming and food shortages, they expect all producers, regardless of size, to adopt resourceful and environmentally friendly practices that safeguard biodiversity and natural resources. It is not just large multinational corporations that face scrutiny, but also small-scale and local producers.



8 in 10

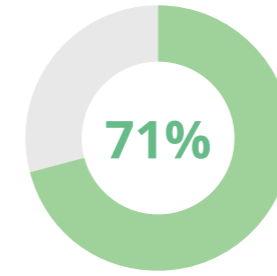
global consumers would trust a company more if they were using regenerative farming. 2023 (CN814)



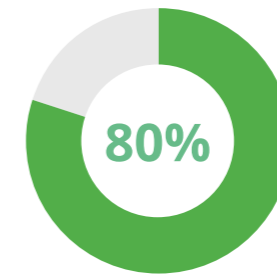
72% of these consumers would trust this more because it is better for the environment. 2023 (CN864)



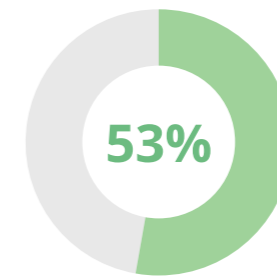
Upcycling & Price Pressures



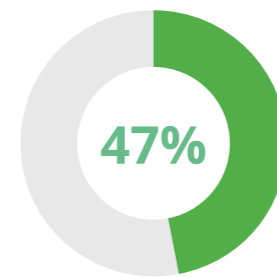
71% of global consumers find upcycled ingredients appealing. (AN408) Global



80% of consumers who find upcycling appealing believe this could help address food waste. 2023 (AN510)



53% of global consumers believe environmentally-friendly products are too expensive. 2022 (SU025)



47% of global consumers are skeptical about environmental claims made by brands and manufacturers. 2022 (SU025)

In the upcoming years, consumers will increasingly prioritize resourcefulness in their shopping habits and strive to minimize food waste. It is therefore not surprising that there is an increased appeal of upcycled ingredients.

The appeal of upcycled ingredients is due to their ability to address the pressing issue of food waste. Brands must demonstrate resourcefulness throughout the supply chain to align with consumer values. Furthermore, if brands can pass on any cost savings to the end-users, it will further enhance the appeal of these ingredients.

While consumers acknowledge the urgency of the climate crisis, it is essential not to overestimate the influence of sustainability claims on purchasing decisions. Many consumers feel overwhelmed by environmental messages, especially during uncertain times and the association of these products with a higher price point.

In reality, shopping habits are not solely driven by altruistic motives. Therefore, brands should promote value in environmental products, through additional benefits, such as improved health, quality, and enhanced safety.



3 My Plate, My Profile

DNA Approved | My Body, My Needs |
Fit & Functional | Tailored Temptations

My Plate, My Profile

Leveraging technology to create tailored dietary solutions that meet the unique nutritional needs and preferences of consumers.

The Sub Trends

DNA Approved

Innovations around DNA include using DNA testing technologies for product authenticity and traceability, as well as developing personalized products based on genetic information.

My Body, My Needs

Personalized nutrition through the development of tailored food and drink to cater to individual nutritional needs, based on factors such as genetics, health goals, and allergies.

Fit & Functional

A focus on functional products to enhance performance or support overall well-being. A growing focus on fitness-related offerings to meet consumer demand of health-consciousness.

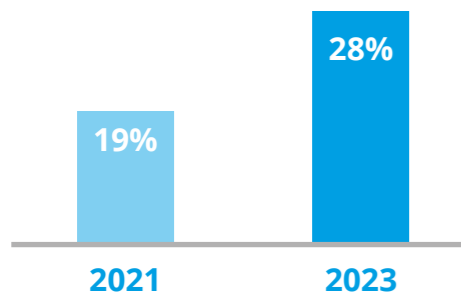
Tailored Temptations

Personalized, tailored, and customized. Offering products and experiences uniquely tailored to individual preferences, needs, and lifestyles.

Brands Should Incorporate Personalized Solutions to Meet Nutritional Needs and Tailored Preferences

Consumers who say they have made greater efforts to use apps to monitor their diet and lifestyle closely.

2023 (AN358)

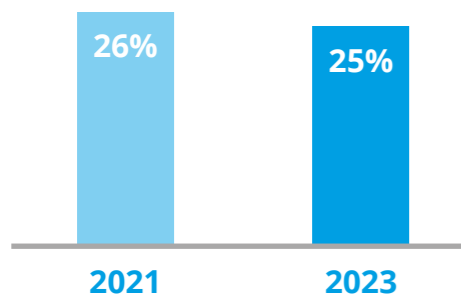


Consumers encounter various challenges when looking to improve their health, including the perception that there is a lack of suitable products on the market to address specific needs. As consumers have become more thoughtful in their spending habits, they are increasingly questioning the value of products.

The popularity of health monitoring apps is continually growing, as individuals recognize the influence of their DNA and unique genetic makeup on their well-being. This trend sets the stage for the next wave of innovation in the health and wellness market: customization based on genetic sampling. This is particularly relevant as more information emerges about the impact of a healthy gut microbiome. While there may be questions regarding the accuracy and ethical implications of such personalization, consumers will expect technological advances to facilitate real-time health monitoring and offer more tailored solutions that cater to their specific needs and goals.

Consumers who say there is a lack of products available that meet their nutritional requirements.

2023 (AN314)



Are Health & Wellness a Priority?

Consumers are increasingly adopting a proactive approach to health, focusing on prevention rather than waiting for the need for a cure. This shift is driven by the desire to maintain fitness and vitality throughout their lives while minimizing the risk of diseases and illnesses.

Consequently, consumers are identifying ingredients that can provide health benefits beyond basic nutrition. This presents an opportunity to educate different demographics about their specific nutritional needs and requirements.

As price inflation continues, consumers are faced with the challenge of stretching their budget further. Over a third of consumers have indicated that spending on health and wellness is less of a priority. However, this does not imply that they will completely refrain from spending in this category. Instead, they will be more cautious in their health-related purchases, questioning the essentiality and value of products.

45%

of global consumers say they have taken a greater interest in health-boosting ingredients in the last two years. 2023 (AN358)

35%

of global consumers say health and wellness products will be less of a priority compared to the last twelve months. 2023 (COL271)

67%

of global consumers say price is a product attribute that will shape perceptions of value when purchasing health products. 2023 (HAW196)



4 Strive for Happiness

Less is More | Self-Care Forward |
Mindful Moderation | Positive Palettes

Strive for Happiness

Prioritizing happiness by seeking products that enhance well-being, provide enjoyable experiences, and evoke emotions of comfort and escapism.

The Sub Trends

Less is More

A shift towards simplicity through streamlined product formulations, and a back to basics approach to nutrition to meet consumer preferences for transparency and health.

Self-Care Forward

The trend of self-care in the food and drink industry focuses on promoting products and lifestyles that prioritize and support consumers' physical, mental, and emotional well-being.

Mindful Moderation

Consumers consciously seek out products that promote balance, moderation, and the avoidance of ingredients or practices perceived as harmful or unhealthy.

Positive Palettes

Positive nutrition and the development of products that are not only nutritious but also support specific health benefits and well-being, aligning with consumer demands for healthier and more functional food options.



Emotional Wellness is a Priority for Consumers

Over the past few years, there has been a significant impact on consumers' emotional well-being due to rising prices and the fast-paced nature of our post-pandemic world. As a result, a considerable number of consumers are actively seeking ways to enhance their mood and improve their mental well-being. When asked about their definition of good mental well-being, consumers prioritize the fundamental aspect of happiness. They are inclined to step back from the pressures of daily life and re-evaluate their priorities. This has resulted in consumers prioritizing their sleep hygiene and healthier eating patterns.

Moreover, consumers are actively seeking out products that can improve their mood and happiness. They are interested in products that help maximize social relationships, provide a form of escapism, and incorporate ingredients that enhance mood. By focusing on these aspects, consumers aim to elevate their mental well-being and experience a greater sense of happiness and contentment in their lives.

57%

of global consumers say they have looked to improve their mental well-being over the last year.

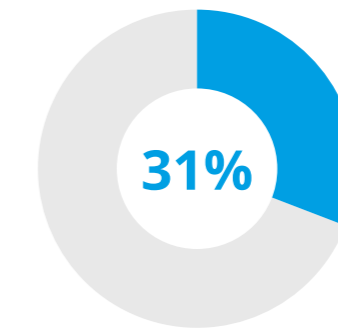
2023 (AN634)

52%

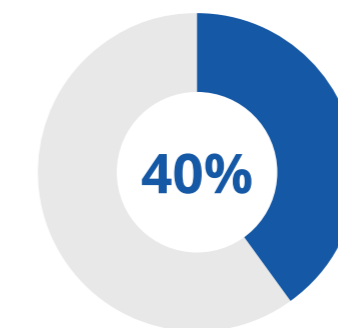
of global consumers find mood-enhancing claims on food and drink appealing.

2023 (HAW394)

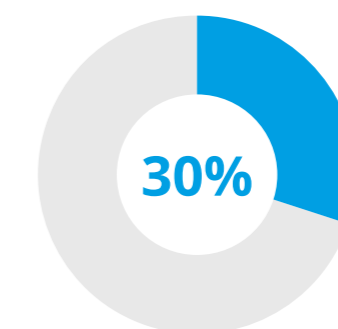
Promote Affordable & Nutritious Indulgence



of global consumers enjoy small indulgences and treats on a weekly basis. 2023 (COL668)



of global consumers have sought out products and flavors that remind them of past and simpler times over the last year. 2023 (COL468)



of global consumers have encouraged their family to sit down and eat the same meal together over the last year. 2023 (COL468)

Affordable indulgence will be of great importance to consumers in the coming year. This trend is fuelled by a broader desire for moments of daily escapism that can help alleviate stress and boost feelings of happiness. Consumers will employ various strategies to enjoy these moments of escape.

One approach consumers will take is seeking out premium treats to compensate for reduced spending on more expensive items. Additionally, consumers will express interest in nostalgic products that evoke a sense of the past and simpler times. They will also prioritize maximizing quality time spent with loved ones, actively encouraging their families to make a greater effort to gather and dine together.



5 Natural Harmony

Traceable Pathways | Balance & Vitality |
Ingredient Integrity | Embracing Locality

Natural Harmony

There is a growing demand for products that are free-from artificial additives, preservatives, and chemicals. Many consumers perceive naturalness as healthier.

The Sub Trends

Traceable Pathways

Transparency and traceability focuses on providing clear and accurate information about the origin, sourcing, production methods, and environmental impact of products.

Balance & Vitality

The use of natural ingredients and products to enhance overall well-being. Offering holistic and sustainable options for maintaining a healthy, balanced, and energized lifestyle.

Ingredient Integrity

A growing focus on ingredient transparency, where consumers are increasingly attentive to product labels and seeking healthy, clean, and recognizable ingredients.

Embracing Locality

An increasing preference for locally sourced products, supporting local economies, reducing carbon footprint, and creating local communities.

Realness, Authenticity & Transparency



Consumers are attentive to the ingredients used in the formulation of products and want to make more informed decisions about the nutritional profile of a product in a matter of seconds. Importantly, consumers can accept that a product is not the healthiest, but they are less accepting if they feel a brand has misled them over the nutritional profile of a product. This is why it is crucial that nutritional labelling is deemed as simple and transparent as possible, and that shoppers do not feel that brands have made it deliberately complex to disguise certain ingredients in the product (such as hidden sugar).



A high level of emphasis is placed on realness and authenticity, which means that consumers want products they deem to be natural, something they equate with being better for them, and the environment. This is something that is driving demand for free-from claims and streamlined ingredient lists (although it is crucial that any streamlining is not misinterpreted as a cost cutting exercise).

The Avoidance & Moderation of 'Dietary Evils'

Consumers place a high level of attention on ingredient listings. This focus is partly driven by a desire to minimize risk and prioritize safety. However, it's also influenced by broader concerns related to health and value. Consumers seek reassurance that care has been taken in formulating the products they purchase.

Of the sixty percent of consumers who regularly check nutritional labelling, there is a greater emphasis on monitoring the intake of "bad" ingredients rather than maximizing the intake of ingredients with optimal health benefits. This indicates a primary focus on reducing feelings of guilt associated with certain products, managing their weight, and moderating their consumption of sugar, calories, and other perceived dietary drawbacks.

In 2024, a prominent theme among consumers will be their pursuit of happiness. This includes a desire to feel good not only by improving their own well-being but also by making responsible and ethical choices. Consumers will actively seek out food products that are both nutritious and produced in a fair and accountable manner throughout the entire supply chain. This trend will be reinforced by an increased focus on home cooking, driven by health and financial considerations.

59%

of global consumers say they have become more attentive to ingredient listings over the last year. 2023 (CN892)

54%

of these consumers have done so they want to reduce their intake of 'bad' ingredients. 2023 (CN892)

52%

of these consumers have done so as they want to maximize their intake of 'good' ingredients. 2023 (CN892)



6 Breaking Barriers

Storytelling For All | Uniquely United | Inclusive Future |
Tomorrow's Generation

Breaking Barriers

Promoting open conversations and breaking stigmas. Developing products and marketing strategies that embrace diversity, and promote inclusivity in terms of gender, ethnicity, age, body type, and other demographics.

The Sub Trends

Storytelling For All

Using diverse narratives and representations to create engaging and relatable brand experiences that resonate with consumers from different backgrounds. Offering a sense of belonging and connection.

Uniquely United

Fostering a sense of belonging and connection among consumers through shared values, collaborative initiatives, and local communities.

Inclusive Future

Progression towards a more inclusive future that embraces and celebrates the unique needs and identities of all consumers.

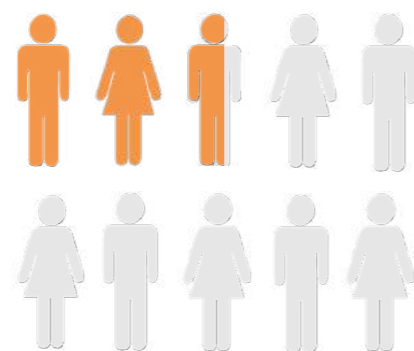
Tomorrow's Generation

The future of Generation Alpha. An increased focus on personalized and sustainable products, leveraging technology and digital platforms to cater to evolving needs and preferences.

Consumers Value Products that Align with their Ethical Beliefs & Self-Expression

almost
3 in 10

global consumers say they have boycotted a product/brand due to ethical credentials in the last two years. 2022 (SU001)



77%

of Generation Z (18-22) say food, drink, and supplement brands should be doing more to protect the planet. 2022 (SU601)

Consumer self-expression is a key factor when it comes to brand preferences. Consumers seek brands that align with their attitudes and perspectives on life. This is important in the age of social media, where consumers can learn more about brands and use these platforms to showcase their identity to others. This behavior directly influences purchasing decisions, with more than a quarter of consumers stating they have boycotted brands due to perceived ethical shortcomings.



In an environment where consumers often perceive food and drink advertising as stereotypical and outdated, it is crucial that brands showcase progressive values, champion social movements, and exhibit qualities such as kindness, empathy, and understanding. This approach resonates with consumers and supports their desire for self-expression.

Brands must strike a delicate balance between targeting new and progressive shoppers while also maintaining a connection with their existing consumer base.

The Future for Generation Alpha & Senior Consumers

Generation Alpha, raised in the social media era, will challenge societal norms and value self-expression. This highly educated generation faces challenges like housing affordability and changes in the job market. Brands must understand their attitudes, avoid being seen as outdated, and actively support social causes. Generation Alpha expects accountability, kindness, inclusivity, and progressive thinking from food and drink brands. They prioritize brand transparency and believe brands should play a role in protecting society.

86%

of perimenopausal/menopausal/post-menopausal women find it important that brands engage in positive marketing. 2023



The elderly population is steadily increasing. However, the aging process is not necessarily characterized by good health. Despite individuals aged 55+ taking a more proactive approach to their health compared to society as a whole, there are several factors contributing to this issue. Women of senior age face specific challenges related to the menstrual cycle, and older consumers are generally more susceptible to diseases and illnesses. Additionally, older consumers may feel that there is a lack of products on the market catering to their specific needs. As a result, brands must show an understanding of the unique needs of older consumers.



7 Tech Meets Taste

AI Appetite | Indulgent Hybrids |
Flavor Evolution | Eat to Explore

Tech Meets Taste

The integration of technology to optimize, innovate, and enhance customer experiences, and drive efficiency across supply chains.

The Sub Trends

AI Appetite

Artificial intelligence technologies and data analytics to enhance customer personalization, and decision-making for improved product development and supply chain management.

Indulgent Hybrids

The convergence of product categories and blending of traditional and innovative approaches to meet evolving consumer demands and create unique experiences.

Flavor Evolution

Innovation and exploration of new flavors, ingredients, culinary techniques, and limited-edition products to create exciting and unique flavor experiences.

Eat to Explore

Exploring and gaining inspiration from flavors and textures around the world, offering new and culturally diverse culinary experiences.

The Role of Artificial Intelligence in Supply Chains

The growth of Artificial Intelligence (AI) has received significant attention. The food and drink industry must recognize and explore the potential benefits AI can offer by optimizing agricultural supply chains. Climate change has made crop production more unpredictable, highlighting the importance of addressing waste. To achieve maximum efficiency, farming processes can leverage AI to monitor and predict weather patterns, identifying optimal production times. AI can also measure carbon emissions and food waste, facilitating quality control and streamlining adherence to criteria throughout the supply chain.



While there are numerous advantages to implementing AI in agriculture, one concern is the potential replacement of humans with machines and its implications for quality standards and fair treatment of farmers and producers, particularly in a recessionary environment.

While ensuring ethical treatment of humans throughout the food and drink supply chain is crucial, it is important to recognize that consumers heavily rely on technology in their everyday lives. This makes them more receptive to tech-based innovations in the food market, particularly if these innovations provide benefits such as enhanced convenience, improved quality, or cost-savings through reduced labor expenses.

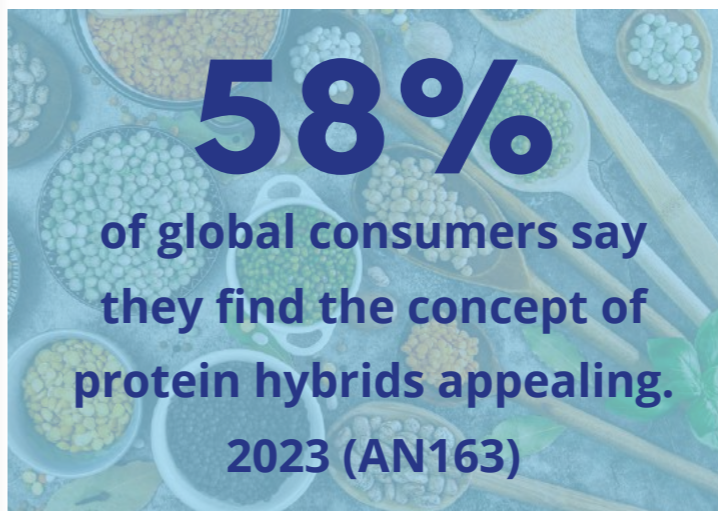
37%
Of these consumers say they find robot-operated kitchens appealing.
2022 (FS160)

It's worth noting that there has been an increase in consumers who are interested in robot-operated kitchens. Given consumers' openness to technological advancements, there is an opportunity to introduce innovation in kitchens, especially within the food service sector. This can offer unique experimentation to the food and drink industry, targeting progressive and adventurous consumers.

Consumers are Open to Protein Hybrids

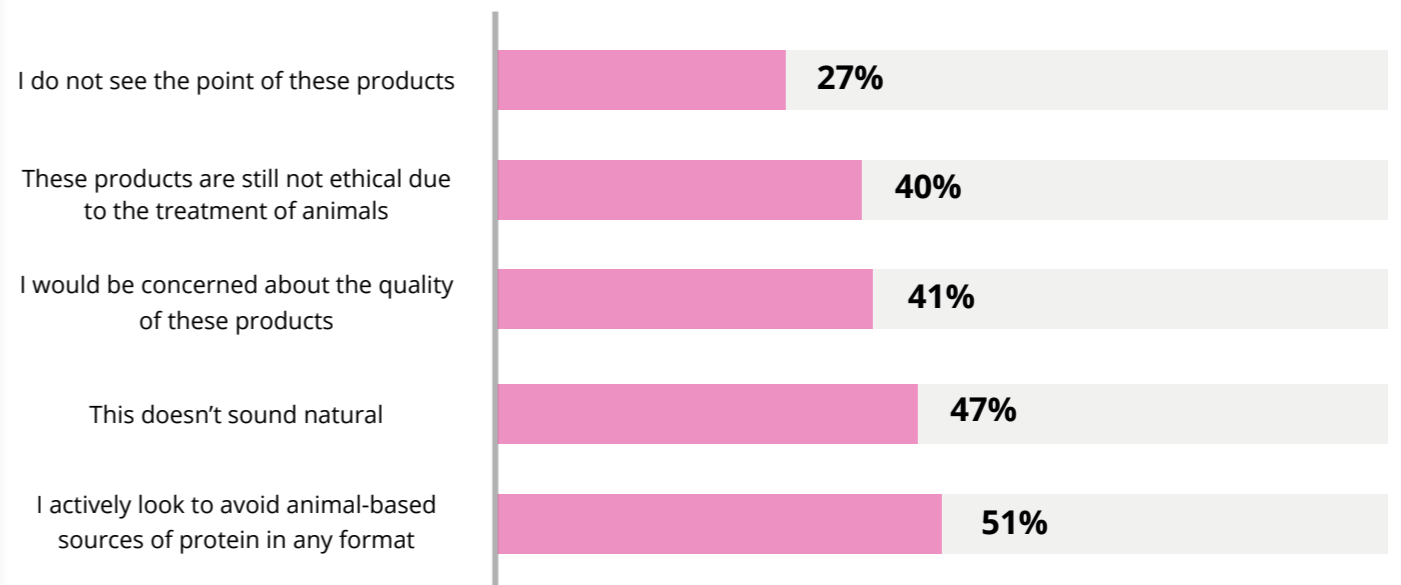
The escalating threat of food shortages highlights the shortcomings of current supply chains. Plant-based alternatives are often suggested as a solution, but some consumers are hesitant to modify their diets. Additionally, the plant-based market faces criticism from a health and sustainability standpoint, just when its role is most crucial. To address these challenges, the plant-based market must find new ways to target late adopters, emphasizing that these dietary choices are not merely trends, but necessary to address food shortages.


To overcome concerns regarding taste, nutritional profiles, and the perceived lack of certain nutrients in plant-based products, protein hybrids are being explored as a potential solution.



These hybrids aim to reduce dependence on animal-based protein while addressing the aforementioned concerns. While six out of ten consumers find the concept of protein hybrids appealing, there may still be reservations among consumers, particularly those strictly adhering to animal product-free diets, who may question the purpose of these products.

You state that you do not find protein hybrids appealing. Why is this? 2023 (AN33)





For Today, Better Tomorrow

Fortified Mindset | Routine into Ritual |
Future is Now | Stronger Together

For Today, Better Tomorrow

Acting for today from a health-conscious and environmentally-conscious perspective. Consumers want health-boosting and ethical products to improve their health on a day-to-day basis.

The Sub Trends

Fortified Mindset

Fortified foods and beverages, with enhanced nutritional value to meet the consumer demand for functional and health-boosting options.

Routine into Ritual

Health-conscious routines and lifestyles have become consumers day-to-day in today's post pandemic world.

Future is Now

An urgency to address health concerns and environmental issues through the development and promotion of proactive practices and initiatives.

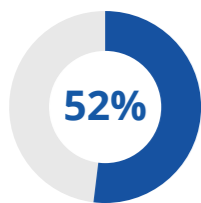
Stronger Together

Family, community, and friends emphasizes the importance of strong social connections and relationships, leading to the development of products and experiences that encourage shared moments and inclusivity.

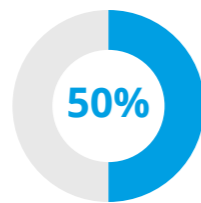




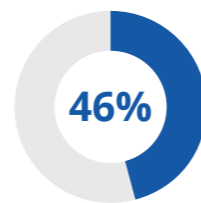
Consumers Want to Address Multiple Aspects of Health Over the Next Year



of global consumers find mood enhancing and overall well-being claims appealing. 2023 (HAW394)



of global consumers deem maintenance of normal intestinal/digestive function/gut health claims appealing. 2023 (HAW394)



of global consumers find reduction of tiredness and fatigue claims appealing. 2023 (HAW394)

Consumers are looking to address all aspects of well-being, even if they are not currently experiencing symptoms. This approach is driving consumers to embrace the concept of holistic health. The emphasis on holistic health is underscored by the fact that sleep health and immunity are the two primary areas of well-being that consumers are eager to improve in 2024. As a result, there will be an increased demand for functional products that offer more than just basic nutrition. Consumers will seek out products with various health claims, perceiving them as providing maximum effectiveness, convenience, and value.

This proactive approach to health is driving the demand for functional products, with a preference for food and drink formats over nutritional supplements. Food and drink options are associated with sensory appeal, convenience, and affordability, which makes them more appealing to consumers. In contrast, consumers may have concerns about certain ingredients in nutritional supplements and experiencing side effects. Recognizing these concerns, the industry is working to address them, which has contributed to the rising popularity of functional gummies in recent years. Despite sometimes offering lower dosages, these products are seen as blurring the line between food and supplements.



33%

of global consumers believe they have gained weight in the last twelve months. 2023 (WM925)

59%

of global consumers measure good health based on how fit and active they are. 2023 (HAW388)

38%

of global consumers measure good health based on their physical appearance. 2023 (HAW388)

A Day to Day Focus

One notable trend emerging in our post-pandemic society is an increased focus on day-to-day health attributes and self-evaluation based on personal well-being and appearance. This trend aligns with consumers prioritizing their day-to-day amidst a period of uncertainty. It is also driven by the perception that many individuals have gained weight in recent years due to a tendency to engage in comfort eating and drinking as a means of escapism, often neglecting nutritional intake during these moments.

This heightened focus on day-to-day health will generate demand for functional products that address specific benefits, such as promoting cognitive focus and helping manage waistlines. Claims related to boosting energy levels will also be highly appealing to consumers seeking to feel fit, active, and reinvigorated, as many individuals struggle with fatigue and find it challenging to make it through the day. In recent years, consumer attitudes towards energy-boosting products have evolved, with a preference for products that offer a "clean" energy boost and additional nutritional benefits. These products continue to gain popularity in the market.



9 Pursuing Simplicity

Streamline Me | Roots Rediscovered |
Effortless Convenience | Simple & Safe

Pursuing Simplicity

A shift towards back-to-basics nutrition, through streamlined ingredients, adaptogens, safety credentials, and convenient, on-the-go products to meet the needs of consumers seeking clean and convenient options.

The Sub Trends

Streamline Me

Consumers are looking for simplified product formulations which contain fewer, more natural and recognizable ingredients, meeting consumer preferences for transparency, purity, and healthier choices.

Quick & Easy

E-commerce platforms and online grocery delivery services offer quick and easy shopping for consumers. There has been a rise in subscription-based services. This provides regular, hassle-free deliveries.

Effortless Convenience

Food and drink products catered to busy lifestyles, including ready-to-eat, on-the-go, and time-efficient products that offer convenience without compromising on quality or nutrition.

Simple & Safe

Consumers want reassurance about the quality and safety of food and drink products through safety credentials and transparent sourcing practices to ensure the safety and integrity of products.

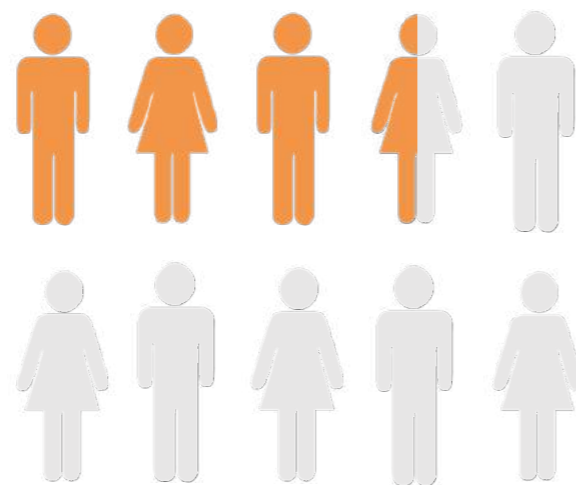


Busy & Fast-Paced Lifestyles are Impacting Health

While consumers strive to adopt a proactive approach to health, they acknowledge numerous challenges that hinder their efforts. Many consumers feel a scarcity of time, significantly impacting their dietary habits. Skipping meals has become a common practice, and at-home consumption occasions are being replaced by on-the-go alternatives, although price sensitivity may influence this shift. As a result of these habits, consumers often feel they lack sufficient time in the kitchen and rely on convenient products, making it more challenging to monitor their nutritional intake and increasing the likelihood of weight gain.

**almost
4 in 10**

**global consumers turn to
convenience food due to time
scarcity. 2023 (AN314)**



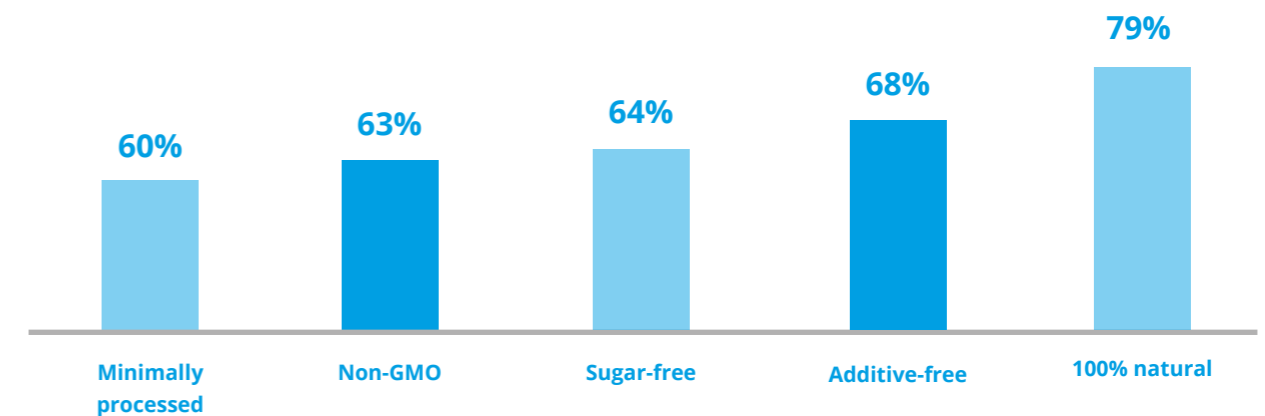
As consumers resume their busy lifestyles, there will be an increased demand for simple and convenient product formats that offer both taste and nutrition. These products should also deliver broader benefits, such as enhancing satiety and boosting energy, without compromising on quality.

Make Shopping Effortless and Convenient

In the past decade, there has been a noticeable increase in meal-time fragmentation, with consumers opting to skip meals and replacing them with snacks or food service options. However, the current rising prices may reverse this behavior, causing consumers to cut back on out-of-home spending and prioritize eating at home. This shift is particularly evident in the morning, with breakfast being the most commonly skipped meal.

Additionally, consumers continue to feel time-constrained, and not everyone enjoys or wants to spend a significant amount of time preparing food in the kitchen. This presents an opportunity to focus on providing convenient at-home meal options that strike the right balance between quality and convenience.

What types of claims do you like to see on product packaging? 2023 (CN701)



Transparency is of utmost importance for consumers, particularly as trust in nutritional labeling wavers and suspicions arise around intentionally confusing information to conceal certain ingredients, like hidden sugars. Therefore, it is crucial for nutritional labelling to be clear and straightforward.

Furthermore, consumers embrace the philosophy of “the fewer, the better” when it comes to ingredients, as they aspire towards wholesomeness, purity, and simplicity. Natural claims hold immense significance, emphasizing the importance of authenticity and realness. Shoppers also seek a wide array of free-from claims, with a preference for products that contain only well-established and trusted ingredients. While the appeal of fewer ingredients is undeniable, it is essential that any efforts to streamline formulations do not compromise the taste or healthiness of the products.

10 Revive & Thrive

Health Magnified | Balance My Biome | Wellness on My Terms |
Food for Healing



Revive & Thrive

Prioritizing various areas of health and wellness through clean, health-boosting, natural ingredients.

The Sub Trends

Health Magnified

Consumers are focusing on their holistic health and are seeking products that will cater to their physical, mental, and emotional well-being.

Balance My Biome

Awareness around the importance of gut health and the gut microbiome as consumers seek products that support digestive wellness and promote a healthy balance of gut bacteria.

Wellness On My Terms

The trend of wellness and growing demand for products that prioritize holistic health, clean ingredients, and functional benefits to improve and maintain overall well-being.

Food for Healing

A back-to-basics approach to nutrition, consuming fruit and veg, and other simple and familiar ingredients to enhance multiple areas of health and wellness.





52%

of global consumers measure good sleep health by how deep their sleep is. 2023

15%

of global consumers say they have heard of the gut microbiome. 2022 (PRE288)

44%

of global consumers say they are satisfied with their energy levels. 2023 (AN449)

Increased Awareness Around the Importance of Sleep Health, Digestive Health, and Overall Wellness

With the ongoing pressures in daily life, consumers are finding it difficult to disconnect and relax. This has a significant impact on the quality of their sleep. Aware of the negative implications this has on their overall health, consumers are actively seeking products to improve their sleep hygiene and bedtime habits. Consumers tend to prefer natural options that they are familiar with and trust, often turning to remedies they have relied on since childhood.

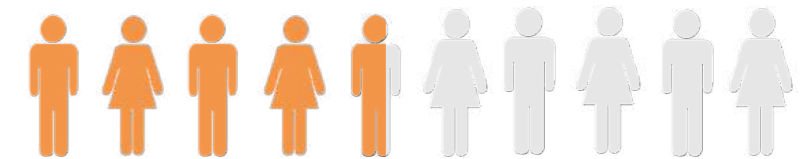
Also, consumers place a high value on energy, seeking products that can provide physical and cognitive revitalization. They look for ingredient and benefit claims that can support and enhance their energy levels, enabling them to feel refreshed and perform their best in the morning.

Additionally, the trend of maintaining digestive health to improve overall well-being is gaining momentum as more knowledge emerges about the far-reaching impacts of the gut microbiome. Many people already recognize the link between a healthy gut, strong immunity, and the importance of beneficial bacteria in the digestive system. Brands should continue to educate consumers about the significance of the gut and provide guidance on how to optimize wellness.



Feeling Good by Doing Good

Consumers prioritize wellness and healing, placing great importance on self-care and optimizing their emotional well-being. As part of this mindset, people are increasingly aware that their surrounding environment significantly impacts their wellness. There is a growing belief that health and "green" behavior are interconnected. Consequently, consumers are taking two key actions to align with these values. Firstly, they actively support local communities, recognizing the positive impact it has on their own well-being. Secondly, they modify their dietary habits to adopt a more sustainable approach. Often, these two traits are intertwined, as consumers strive to act fairly and consume only what they truly need.



**almost
5 in 10**

global consumers say they have made changes to their diets and lifestyles in the last year to behave in a more sustainable manner. 2022 (SU860)

A notable example is that approximately one in two consumers have made changes to their dietary habits in recent years to align with sustainability principles. The most common actions include reducing food waste and opting for locally sourced products. This demonstrates consumers' desire to not only feel happy and healthy personally but also to contribute to the protection of the planet and support their local communities. Once again, it highlights the underlying theme of resourcefulness that is shaping consumer behavior.



Next Steps for 2024 & Beyond

Step #1

Brands must offer products which promote health and wellness. Consumers are proactive with various areas of health and well-being. There is a focus on natural, back-to-basics nutrition. Many consumers recognise how health and sustainability are interlinked. Brands should position products as healthy and ethical, without compromising on taste.

Step #2

As the cost of living crisis continues, consumers are looking for products with the best value for money. Brands must be aware that consumers are not seeking the lowest cost. Instead, they are looking for maximum efficacy, quality, and convenience. As a result, multifunctional claims on products will be of high appeal during the next twelve months.

Step #3

Offer personalized, tailored, and customized products. With the magnification of health and the rapid evolution of technology, there is an opportunity for brands to cater to consumers' individual nutritional needs and preferences. Some opportunities could involve DNA testing and applications to assist specific health goals based on genetics, dietary restrictions, allergies, and more.

Step #4

Prioritize at-home occasions and happiness. Fostering social connections with family, friends, and local communities will be key over the next twelve months. Consumers are striving for happiness and deem social interaction highly valuable. This trend is leading to increased at-home occasions, in which consumers are seeking more premium foods and beverages to eat in the home.

Step #5

Inclusivity and storytelling are valuable. Brands should use their digital platforms and advertising to promote open conversations and help break stigmas. Offer storytelling, marketing strategies, and develop products that embrace diversity and offer a sense of belonging and connection.

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