

2019 Food Trends

A view from the market.
Resvey Research Services



What are the Global Trends?

Consumers set the trends with three Overarching themes:

Manufacturers will be under more pressure to keep things sustainable, while retailers and packagers will fill in the role of educating the Consumer

Plastic waste is seen to be a major driver as 47% of UK consumers identify plastic pollution as important

Evidenced by consumers pushing for a more circular economy - Mintel refers to this as “Evergreen consumption”



Consumers are fully interested in the entire product lifecycle from Farm to Fork and through the supply Chain

The recent report in the Lancet in January sees the focus on the whole food system for sustainable solutions – food production and consumer diet/health

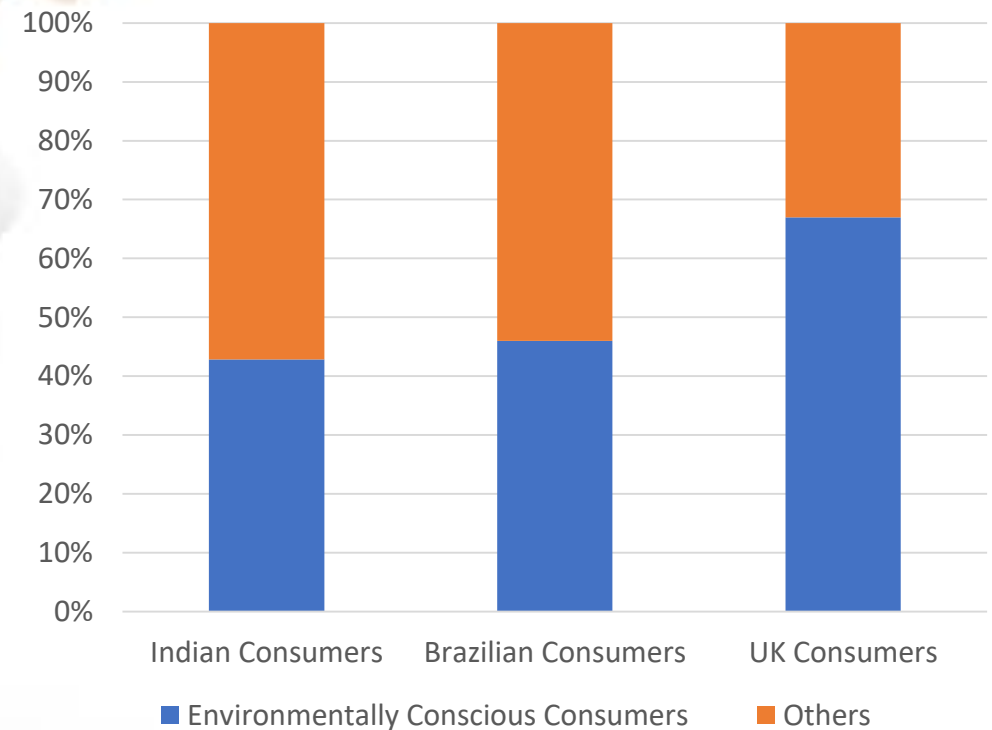
Companies, retailers, and consumers are beginning to embrace these trends from sustainable sourcing, through production up to disposal of food products

1. Sustainability

What are the Global Trends?

Globally consumers would like to have a personal reward in order to help the food industry become more sustainable. This is evidenced by 43% of Indian consumers who are particular about health pollution, 46% of Brazilian consumers who would exchange plastics for discounts and 67% of UK consumers who agree its more appealing to act in environmentally friendly ways when they can see the results of their actions

Consumers seeking personal rewards for acting eco-friendly





Overall, in 2019, support for circular economy and coalitions between government and private sector to improve sustainability of packaging materials is set to increase

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In 2019, Food Companies and brands can draw on emerging nutrition research in these areas, traditional medicine and natural foods to develop products and even reposition products

Companies and brands are urged to address the different health states of consumers aged Over 55 as more people are poised to live longer

These different health states can be addressed through food and drink for medical purposes



2. Healthy Ageing

Consumers are beginning to see healthy living as an ongoing trend as self-care continues to increase in 2019

Just like the beauty industry, consumers are beginning to prepare for this process, watching what they consume

The trend cuts across all ages and demographics and the food industry is poised to take cues from the beauty industry regarding anti-ageing products

What are the Global Trends?

In 2018, Polish dairy company Bakoma rolled out a senior-friendly line of yogurt and yogurt drinks that are lactose-free and enriched with calcium and vitamin D to help maintain healthy bones and support muscle and immune system functioning

Bakoma

US company Fairlife relaunched its 2% Reduced Fat Ultra-Filtered Milk with DHA Omega-3 in 2018



Geovita Nutrition- Good Life Mix links goji berries and paprika with anti-ageing benefits



What are the Global Trends?

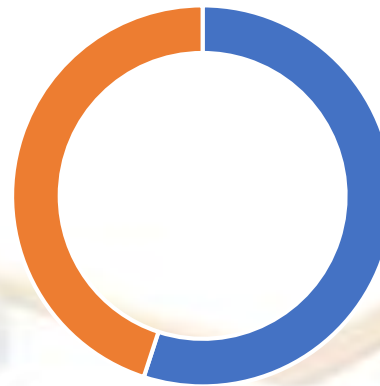
UK Consumers



■ UK Consumers above 55 ■ others

56% of UK Consumers aged 55+ are concerned about developing dementia

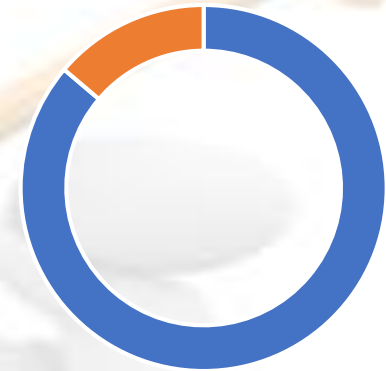
Polish Consumers



■ Polish Consumer above 55 ■ others

55 % of Polish consumers over 55years use functional food and drink to maintain a healthy heart.

US Consumers



■ US consumers above 65 ■ Others

20% of US consumers aged 65+ currently use a supplement for joint health

What are the Global Trends?

Consumers set the trends with three Overarching themes:

This trend cuts across all demographic as Parents look to feed their children healthy meals, young urbanites crave healthy food, working class families need more time and seniors begin to cook less

Technology apps that facilitate Ordering continue to improve the quest for convenience eating



3. Redefined Convenience

With the increase in Consumers who eat on the Go, convenience as we know is it beginning to take a new shape due to the rise in healthy eating, personalization and speedy delivery services

Basically, Consumers want more natural, nutritious, and customizable products would help save time without sacrificing on health goals and/or taste

What are the Global Trends?

Bloomberg reports that Nestlé Japan is using Artificial Intelligence, DNA testing and Social Media to create personalized diets for consumers, providing lifestyle change recommendations and specially formulated supplements in return



In the second half of 2018, Quaker introduced their Morning Go-Kit in the US for consumers looking for convenience and nutrition without spending time on breakfast preparation

UK Food Trends

Consumers, Retailers and
more...



UK Food Trends

Free-from also shows itself in the drinks sector as alcohol-free beverages are on the rise. According to the Office for National Statistics, one in five UK adults is now teetotal, and among 16-24 year olds, it is now one in four individuals

This rise in these trends has manifested itself in the quest for businesses, including restaurants and manufacturers to seek alternative sources of Proteins



Consumers lead the trend space in 2019 with rising “free from” trend

Veganism is seen to be driven by the rise in the “free-from” Industry - A 2016 Ipsos Mori survey for the Vegan Society found that Britain’s vegan population had increased from 150,000 to 542,000 in just 10 years and a recent survey by comparethemarket.com in 2018 puts the figure at 3.5million

Health concerns over meat consumption have resulted in lifestyle trends of flexitarianism, and concerns over the environment has given rise to reducitarianism, which helps animal welfare

These have increased the appeal of vegetarian and vegan foods among meat eaters. 41% of free from buyers agree free-from food helps the environment

UK Food Trends

In London, vegan fast-food restaurants Temple of Seitan and Wulf and Lamb offer fried “chicken” sandwiches in which the “chicken” is vegan, made from wheat gluten, herbs, spices and tofu. Wulf & Lamb’s “fiercely kind” menu is 1000% plant-based and is made specifically to satisfy comfort food cravings



Expansion in the drinks sector saw London-based Seedlip and vegan, sugar-free, wheat-free and alcohol-free redemption bar expand their non-alcoholic ranges and sites. Redemption bar exceeded its £300,000 crowdfunding target in 2018 to finance two more sites across London. Also in London, September 2018 saw the launch of pop-up bar the Ministry of International Specialty Concoctions (MISC), which served globally inspired non-alcoholic drinks

UK Food Trends

Older consumers are deeply concerned about heart health, while younger consumers are more interested in muscle mass and energy

Increasingly intelligent consumers are pushing for more evidence on health claims



Health Concerns are also Manifested in the trends

For consumers, low fat content comes behind sugar content, as sugar content is now the most important factor in choosing healthy food

The water Industry is not left out as companies are rebranding to keep up with the health demand from wellness consumers

With the health craze, however, different demographics have different health needs and demands

UK Food Trends

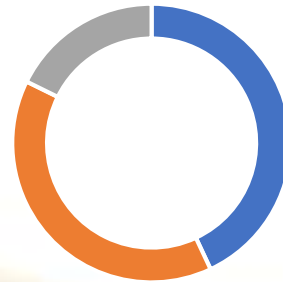
British Population



■ Healthy eaters ■ Others

Despite being the sixth fattest nation according to the OECD, with over 60% of adult Britons classed as obese, the majority still claim to try to eat healthily!

British Consumers



■ Nutritional Labelling
■ Traffic light Labelling
■ Others(Including allergens)

34% of buyers claim nutritional labelling to be more important than other forms of labelling

British Consumers



■ Easy to Identify Allergens
■ Difficult to Identify Allergens

However, only 37% of UK adults agree that it is easy to identify allergens in a product just by its label

UK Food Trends

Supermarkets are continuously expanding their health food brands, and they are making it more difficult for more tailored specialists to compete, moving them to stock products that are not found elsewhere, including training staff to be experts on these products

Changes to Coeliac prescriptions will push up supermarket sales as coeliacs can now get gluten-free products from supermarkets



Retail Space

2019 is set to see an increase in retail of packaged functional and fortified foods with the UK sitting as the 7th largest market for functional foods

In terms of store retailing for packaged foods, there is expected to be a decline in store based retailing, especially for grocery retailers, supermarkets and independent small grocers – with online growing in importance

However some growth is expected in the health and beauty specialists, convenience stores and discounters

UK Food Trends

In nutrition, sports brands have continued expanding their vegan ranges and high protein trends are highly evident in the food and drink sector as more products continue to make claims of high protein

Sustainability and improved waste management continues to be an overarching trend as the government has pledged to tackle these issues within 25 years

With the decline in recycling habits and an increase in consumption on the go, re-sealable packaging seems to gain momentum in the packaging space among manufacturers



With the sugar-reduction drive, Brexit offers even more reason for “Shrinkflation” to gain momentum among manufacturers. Manufacturers choose reduced portion sizes over reformulation to achieve Sugar reduction

Manufacturers are increasingly looking to leverage on plant-based options as protein sources. Snacks and dairy products continue to lead the high protein charge with more manufacturers launching new products and repositioning old products

Manufacturers

Big Brands and Trends

The research says many of the large corporations are more focused on small scale Incremental innovations with product design and development within their core brands

Rather than make changes, the large brands have remained defensive and instead acquired smaller niche companies that have been able to make changes

This however puts these large companies at risk as these major demands will eventually sweep through the Industry



Big Brands

While some of the trends are focused on product innovation, The demand intelligent consumers are making especially with sustainability will require systematic changes in Business Model

A food navigator article on research carried out By CDP on the largest food brands says these brands are not ready for some of these transformative innovations especially with carbon foot print

Thank you

Information retrieved from

- Mintel Global food Trends
- The Future 100:
- Trends to watch in 2019
- J Walter Thompson Intelligence
- Independent.co.uk
- Food Navigator.co.uk
- Business Insider
- EAT-Lancet commission summary report