

Market Intelligence Digest

Volume 3 Issue No. 02 | January 2021



Highlights

- This is a three-part series for the 2021 Global Food & Drink Trends Report that discusses current shift of consumer behaviors due to the events that happened in 2020.
- The key opportunities for United by Food are “Offer moments of comfort and support”, “Enhance experiences and encourage healthy eating”, and “Provide proof and sync with technology”.
- Consumers will also reassess the their food, drink, and foodservice purchases.

2021 Global Food & Drink Trends (Part 1)

Food and drink companies will create mental and emotional wellbeing solutions, deliver on new value needs and use brands to celebrate people's identities.



2021 Global Food & Drink Trends are rooted in consumer behavior changes

The events of 2020 caused a fundamental reset in human behavior. Recognizing this transformation, the 2021 Global Food & Drink Trends were inspired by recent shifts in consumer purchases and attitudes across industries.

Through collaboration with consumer analysis and insights from Mintel Trends, a global team of food and drink experts have identified new opportunities in line with the Mintel Trend Drivers Wellbeing, Value, and Identity.

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Mintel's food and drink experts see new potential in three Trend Drivers

Wellbeing

The Mintel Trend Driver Wellbeing tracks the ways in which consumers seek physical and mental wellness. Wellbeing is undoubtedly a consideration for food, drink, and foodservice decisions. Yet, food and drink continues to gain new collaborators (and competitors) as people adopt holistic definitions of health that transcend categories.

Value

A stocked pantry provided an important sense of security during 2020's uncertainty. The continuous shifts in lifestyles and budgets as markets recover will cause

consumers to reassess how their food, drink and foodservice purchases offer tangible, measurable benefits, as encompassed by the Mintel Trend Driver Value.

Identity

The Mintel Trend Driver Identity covers the ways in which consumers understand and express themselves and their place in society. Food and drink can seize the opportunity to serve as indicators of passions and personalities at a time when there are restrictions on some identity markers, such as certain jobs, hobbies, or events.

Mintel's 2021 Global Food & Drink Trends



Feed the Mind

- Innovative food and drink formulations will be accepted as solutions for mental and emotional wellbeing, predicts the 2021 Global Food & Drink Trend Feed the Mind. New formulations will help people learn how diet can impact mental and emotional health, which will lead to new interest in psychology-based approaches to healthy eating.



Quality Redefined

- Food and drink brands will be challenged to respond to newly altered views of trust, quality and what is essential, observes the 2021 Global Food & Drink Trend Quality Redefined. As life gets busier and spending rebounds, companies will need to reinvent convenience, create safe retail experiences and deliver responsible budget items.



United by Food

- Food and drink brands can balance a person's need to feel unique and special with the desire to be part of a community of like-minded individuals, notes the 2021 Global Food & Drink Trend United By Food. Brands will explore how they can be used as indicators of identity, and eventually find ways to connect and mobilize their fans.

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Actions to take now and into the future

The 2021 Global Food & Drink Trends identify opportunities for food, drink, and foodservice industries worldwide to act upon starting in the next 12 months. Recognizing the fast pace of change today, the trends also make recommendations for actions to take as these predictions unfold throughout the next decade.

The future-looking timeline intersects with Mintel's previously published

2030 Global Food & Drink Trends. COVID-19 accelerated elements of each of the three 2030 trends and is causing some to evolve in new ways. The revised 10-year forecasts will be included in a multi-phase timetable that includes:

Now: 12 months

Next: 18-24 months

Future: 5 years+

Feed the mind

The pandemic has made consumers recognize that wellbeing is a vital concern, notes the 2021 Global Consumer Trend Health Undefined. The trend observes that the already rising attention on mental and emotional health has been multiplied by the pandemic and its far-reaching impacts. In the coming years, consumers will be looking for more products and services that offer mental and emotional health benefits.

Functional formulations and emotionally engaging multisensory products will help food, drink, and foodservice brands command a larger share among myriad mental and emotional health options. Mintel predicts that innovative food and drink formulations will help people learn how diet can impact mental and emotional health, which will lead to new interest in psychology-based approaches to healthy eating.

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Three key opportunities for Feed The Mind

Offer moments of comfort and support

Food and drink brands can offer stressed consumers escape, peace, and other emotional connections through product rituals.

In the next 12 months, functional food and drink that offer mental and emotional health benefits will expand to new categories and occasions.

Enhance experiences and encourage healthy eating

Multisensory and functional formulations will be created to complement or enhance stress relief activities, such as energizing snacks to eat while gaming or calming drinks for meditation.

As more people adopt psychological approaches to healthy eating, "mindful" and "nutrient dense" will become buzzwords.

Provide proof and sync with technology

Consumers will come to expect validation that mental and emotional health formulations will work as advertised. Companies can share proof from health experts or results from scientific research.

Consumers and public health entities will use technology to track, validate, and incentivize healthy eating.

What's happening now: offer moments of respite through product rituals

The need for calm and control also can be answered by rituals for preparation, presentation, or consumption.

New formats of coffee in Asia are making preparation into a moment to savor. In China, 77% of adults

agree having a sense of ritual in daily life helps lift mood. US premium chocolate brand Vosges offers five Ritual sets that pair specific types of chocolate with crystals and herbs for Joy, Prosperity, and more.



Premium chocolate brand Vosges' Ritual Collection for Prosperity (US)

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Now: use functional ingredients to address mental and emotional health needs

Consumers will be looking for more functional food and drink that claim to help people focus, relax, and relieve

(or ideally prevent) emotional health concerns.

Functional focus formula

Lizi's Super Muesli Focus Hazelnut, Pecan & Maca Cereal

A source of vitamin B6, which is said to help to normal psychological function, and zinc for normal cognitive function, boosting brains and keeping minds sharp (UK).



Versatile functional seasoning

Gewürzmühle Brecht Inner Calm Relaxing Seasoning Mix

Contains Ceylon cinnamon, cocoa, and ashwagandha. The calming blend can be added to porridge, desserts, yogurt, or juice. A Good Night Relaxing Seasoning Mix is also available (Germany).

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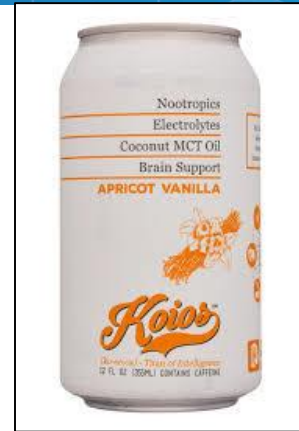
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Soda to 'supercharge your brain cells'

Koios Nootropic drinks

Described as "products that use natural ingredients, backed by science." It features a range of nootropic ingredients such as lion's mane mushroom, coconut MCT oil, and L-theanine (US).



What's next: formulations will enhance stress relief activities

In the coming years, multisensory and functional formulations will be created to enhance stress relief activities, such as watching TV, gaming, or meditating.

Certain sensory elements such as scent as well as functional ingredients

will be used to add an "in real life" experience to virtual events. Innovative concepts include energizing snacks to consume while playing an action-packed video game or calming scented drinks paired with a meditation tutorial.



E3 Brain Sports Drink is designed by and for gamers (Japan)



Hey Tea and bedding brand MANITO's tea-scented gift set (China)

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Next: mental and emotional health awareness will raise interest in mindful and intuitive eating

As the singular focus of avoiding COVID-19 fades, people will make more serious commitments to reduce the health risks associated with unhealthy eating. Malnutrition has been reported to increase the severity of COVID-19 cases and might also impact the efficacy of a vaccine.

Recent diet trends have favored fewer rules, which will increase the adoption of mindful or intuitive eating. Both concepts teach people to pay more attention to what they consume and

how it makes them feel, which builds nicely upon the rising awareness of mental and emotional health.

In the coming years, more brands will position themselves as mindful choices, for example, by facilitating reduction in alcohol consumption. Brands will also highlight nutrient density, a key concept of intuitive eating that focuses on food with a high ratio of beneficial nutrients compared to the number of calories.



Mindful Negroni Non-Alcoholic Cocktail has 30 calories (US)

Future forecast: technology will provide more proof and will be used to incentivize healthy habits

The widespread need for mental and emotional health solutions will lead to a boom of functional formulations across markets. Consumers will come to expect validation that mental and

emotional health ingredients, doses, or formulations will be effective, especially after buying products that did not work as advertised.

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Companies can share endorsements from health experts or the results of scientific research on pack and via QR codes. Consumers also will be able to personally monitor efficacy through wearable devices that track biological activity, as predicted by the 2030 Global Food & Drink Trend Smart Diets.

Meanwhile, health companies and public health officials will find potential in apps and wearable devices as tools to incentivize healthy eating. Organizations will encourage people to use technology and/or psychology to reduce their risks of diet-related health conditions.

The opportunities to take now and into the future (Feed the mind)

Now

Establish food and drink as mental and emotional health solutions through rituals, multisensory products, and functional formulations.

Next

Create products that are designed to heighten emotional reactions to stress relief activities. Explore how brands align with

psychology-based approaches to healthy eating.

Future

Respond to consumers' needs for proof with scientific and expert validation. Encourage people to use technology and psychology to reduce their risk of diet-related health conditions.



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Mintel Trends

Consumer Trends: Defined, Validated, Decoded.

With current observations of consumer behavior around the world, Mintel Trends helps you understand new markets and what influences consumers.

To find out more about Mintel and how to get started, reach out to **Gilyanne** at gblancaflor@mintel.com or through +63 917 509 7740.