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Spring 2021

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Spring into A NEW SEASON OF FLAVOUR AND TRENDS!



It's a new season of flavour and fresh trends! We're breaking down Top Food Trends of 2021 from Innova Market Insights. The comprehensive report equips manufacturers, retailers and brands with the latest insights to drive innovation and answer current consumer demands.



TRANSPARENCY TRIUMPHS

**FUN
FACT**

6 in 10 global consumers are interested in learning more about where foods come from. Transparency dominates consumer demand in 2021.

It's extremely important to consumers that increasing transparency to meet ethical, environmental and clean label consumer demands is crucial for success. Brands are adopting this by using new packaging technologies with authentic storytelling. This seems to be a huge win when implementing this technique. Other aspects include, human/animal welfare, supply chain transparency, plant-powered nutrition and sustainable sourcing.

Source: Innova Market Insights

TREND #1

TRANSPARENCY TRIUMPHS

a clear winner

3 in 5

...global consumers say that they are interested in "learning more about where their food comes from and how it is made"



3 in 4

...global consumers say that they expect companies to "invest in sustainability"

Plant-Forward

We've heard this one. It isn't new, but the 'plant-based' definition is ever-evolving, and you should be too.

Its expansion will move to different categories in 2021, including demand for new formats, plant proteins and more sophisticated alternatives. The Innova Consumer Survey 2020 indicated that the top four reasons for considering plant-based alternatives were health, diet variety, sustainability and taste.

Source: Innova Market Insights



TAILORED TO FIT **Gone are the days of a "one size fits all" approach.**

Personalization nutrition is at the forefront of the food industry, as consumers look for food and beverage options that fit their unique lifestyles. According to Innova Market Insights, consumers expect a tailored approach to eating, with breakthroughs, new launches and exciting sensorial experiences.

The Innova Consumer Survey 2020 showed that **64% of global consumers** have found more ways to tailor their life and products to their individual style, beliefs and needs.

Source: Innova Market Insights



NEW OMNICHANNEL EATING

Consumers are seeking convenience, richer experiences and accessible indulgence.

According to Innova Market Insights, "traditional hospitality is getting edged out, particularly with COVID-19 giving consumers more time to stay at home and sharpen their own culinary prowess". In fact, 46% of consumers believe restaurant-branded products are a convenient way to attain the restaurant experience and flavours at home.

Source: Innova Market Insights



IN TUNE WITH IMMUNE

With ever-changing times, consumers are prioritizing their immune health in 2021.

According to the Innova Consumer Survey 2020, **6 out of 10 global consumers** are increasingly looking for food and beverage products that support their immune health, with 1 in 3 saying that concerns about immune health increased in 2020 over 2019. Immunity-boosting ingredients will play a huge role this year.

Source: Innova Market Insights



NUTRITION HACKING

Having the ability to access just about anything we want as consumers, opens the door to addressing more ways we can use technology to enhance our overall health.

Consumers believe in progress in food and beverages through science. There is now a demand for products with enhanced nutritional value or sustainability or better ethical impact.

According to Innova Market Insights, active ingredients are key and consumers are willing to compromise naturalness for a product that fits their dietary needs.

Sources: Food Industry Executive and Innova Market Insights



Additional TRENDS

Mood: The Next Occasion

Product Mashups:
When Trends Collide

Modern Nostalgia

Age of the Influencer

To learn more about these trends:

<https://www.innovamarketinsights.com/innova-identifies-top-10-food-and-beverage-trends-to-accelerate-innovation-in-2021/>

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