

Culinary, health & wellbeing trends

An overview of the macro trends for 2021 & beyond

EXECUTIVE SUMMARY





Global Trends

Mintel's 2030 Global Food and Drink Trends are designed to help companies prepare for, participate in, and prosper from the evolution in consumer behaviours and attitudes over the next decade.

Trends identify three key opportunities for the global food, drink, and foodservice industries to act upon in the next 10 years . . .

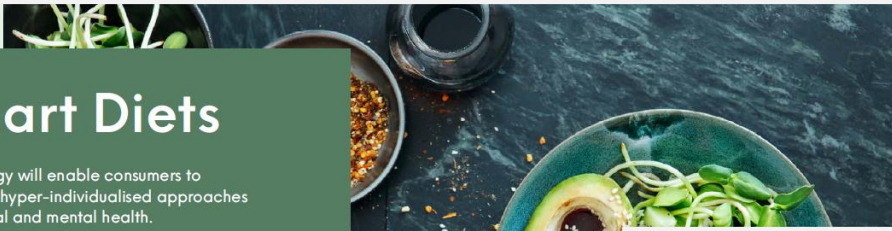
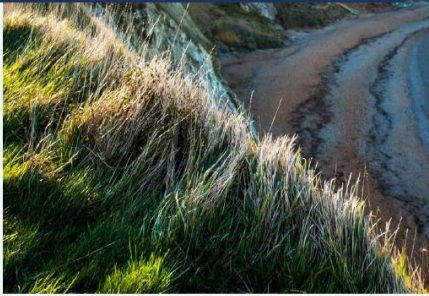
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Successful companies will be those that improve the health of the planet and its population.



Smart Diets

Technology will enable consumers to construct hyper-individualised approaches to physical and mental health.



High-tech Harvests

Consumer trust in food science and technology will strengthen as these become vital tools to save our food supply.





Our Health & Wellbeing trends leverage the trends' analysis of New Nutrition Business.

These trends are based on rigorous evaluation of everything from consumer needs to changes in nutrition science. They consider :

- Strategies companies are following to connect to trends
- Shifts in consumer beliefs and what they mean
- Scientific changes that are driving market changes



The Arnott's Culinary Trends report uses methodology that taps into a wealth of research and professional sources to help identify the year's most inspiring Australian and New Zealand trends in food.

Trends are mapped against distinct trend stages to determine how widespread they are becoming and are a way to anticipate what customers and consumers want as tastes shift.



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Global Trends

Health & Wellbeing Trends

Culinary & Food Trends



Eating for the planet

Awareness is growing of the impact the whole food cycle has on the planet & consumers are seeking to do their part by supporting companies that use sustainable practices

To watch:

- Sustainable sourcing
- Food waste initiatives
- Plant-based food & drinks
- Sustainable meat / animal welfare



Provenance & authenticity

Local & artisanal increasingly preferred to global & anonymous. Perceived as unique, better quality & helping smaller producers; provenance often signifies sustainable & simple which cues healthier

To watch:

- Local sourcing
- Indigenous ingredients
- Open & transparent comms
- Made “here” in the style of “there”



Omnichannel eating

Traditional hospitality is changing with COVID-19. Increased home cooking combined with growing restaurant delivery, is creating more options . . . ”cook it yourself or we’ll do it for you”

To watch:

- Meal kits & starters
- Bake at home +/- more sophisticated ingredients
- Cooking classes & recipe clubs
- World cuisine – virtual travel on a plate

Smart Diets

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Digestive health

One of the biggest consumer motivations, as science links gut to immunity & mental wellbeing. Once dominated by gluten/dairy free, now includes fibre, pre- & probiotics, fermentation, A2 milk

To watch:

- Alternative flours / fibre & wholegrains
- Pre- & probiotics
- Low FODMAP
- Fermentation



Protein

Protein with a halo of naturalness & health, has never been labelled “bad”. It’s link to healthy weight is highly appealing for consumers. Interest in protein from plant-sources will continue to gain momentum

To watch:

- Protein claims to cue BFY
- Plant-based protein
- Natural sources of protein



Sugar

Fear of sugar is now mainstream. Consumers can forgive high-sugar brands that are honestly indulgent, but are more demanding about products that are marketed as healthy

To watch:

- Reduce, replace, remove
- Natural sweeteners
- Less sweet / more savoury
- Honest indulgence



Plant-based

Plant-based foods continue to grow as consumers seek to reduce intake of animal products. Great taste is important, but the need for sustainable, natural & healthy food must also be met

To watch:

- Rise of meat alternatives
- Veg replace starchy carbs
- Plant-based snacks
- Alternatives to dairy



High-tech harvests



Alternative flours

Technology & milling improvements has led to rise in alternative flours. Partly driven by gluten-free, but also linked to consumer desire for “better carbs”, more fibre & whole grains. There is a sustainability aspect here too with re- & upcycling grains.

To watch:

- Fruit & veg flours
- Flours from nuts, seeds & legumes
- Gluten free / wheat free / grain free
- Products made from spent grains



Reverse fear of food processing

“Processed” food increasingly seen as bad. In reality it ranges from basic technologies to additives for shelf life, palatability & nutrition. Growing pressure on food supply (population growth, climate change etc.) will mean increased reliance on food processing

To watch:

- Synbio – lab grown food/drink
- New agricultural models
- Food safety
- Consumer education



Personalised benefits

As technology helps consumers understand their own health, they will be looking for personalised food & beverage solutions that deliver functional benefits to improve physical health & mental wellbeing & protection future illness & disease

To watch:

- Superfoods & adaptogens
- Food as medicine & immune health
- Fortification
- Hyper-individualized products

Key takeaways

For a copy of the full report, please email
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Start planning now for 2030

Facilitate conscious consumption	➔	<ul style="list-style-type: none">• Be holistic in pursuit of good stewardship – sourcing, clean label, packaging all integrated & communicated• Look for ways to adopt food waste reduction initiatives
The right bite (for me)	➔	<ul style="list-style-type: none">• Prioritise plants, but don't ignore meat . . . deliver a “better meat” story• Create practical solutions towards mental wellbeing & relaxation, gut health & boosting immunity
Join the personalisation revolution (& sync with technology)	➔	<ul style="list-style-type: none">• Collaborate with food and ingredient suppliers and tech companies to process data on consumers' habits & adapt product offerings to reflect this• Offer real-time personalised (snacking) advice for physical, mental & emotional health
Support the home cooks	➔	<ul style="list-style-type: none">• Prioritise products that make home cooking pleasurable, fast & easy whilst bring variety• Use technology to provide digital offerings & labour-saving solutions• Lean on the power of partnerships by bringing brands & chef-inspired ideas into retail
In science we trust	➔	<ul style="list-style-type: none">• Elevate the role of nature & humans, in storytelling of new, modern solutions – debunk stigma for consumers around science & processing• Explore new agricultural models & incorporate them into the supply chain• Explore the grain landscape for opportunities for more protein / fibre in formulations & proprietary blends using whole grains