

TRENDS

TOMORROW'S MENU

4. HEALTHY INSIDE-OUT | 8. NEW FOOD ADVENTURES | 11. CONSCIOUS LIVING

A TRENDS COMMENTARY
POWERED BY IMCD

.....
2020
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THIS IS THE FUTURE OF FOOD

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**OF CUSTOMER-FACING
EMPLOYEES ARE
QUALIFIED FOOD
TECHNOLOGISTS**

FOOD & NUTRITION TRENDS FOR 2021

POWERED BY IMCD

At IMCD, we dig deep into the trends that are shaping the global food & nutrition industry and use these insights to help craft innovative formulation solutions using our high-quality product portfolio of ingredients and flavours.

These respond directly to market needs, helping our customers rise to the challenge of meeting consumer expectations, even as they evolve.

Tomorrow's Menu

The year 2020 marks a shift in consumer thinking. The menu has changed, and for many of our customers it is now harder to anticipate consumer needs. Understanding how to respond to trends – and translating them into real-life solutions – requires the kind of perspective that can only be achieved through years of experience... watching the ebb and flow of cultural change and finding smart solutions along the way. About 25 years of experience, in fact!

25 Years of Value Creation

At IMCD Food & Nutrition, 90% of our customer-facing employees are qualified food technologists, so you can rest assured you're bringing your challenges to best-in-class experts. With the help of our extensive portfolio, in-depth local knowledge and global network, we have successfully co-created a wide range of smart solutions with our partners – and it all starts with understanding consumers and the manufacturing standards and requirements of our customers, in every corner of the world.





45% OF CONSUMERS GLOBALLY
ARE CHOOSING FOOD AND
BEVERAGE PRODUCTS THAT
BOOST THEIR IMMUNE SYSTEMS

HEALTHY INSIDE-OUT

Today's consumers are more health-conscious than ever, and they're doing the research to find solutions that work for them. For many, it's a challenge to maintain a healthy lifestyle while juggling work, family and social life.

The spotlight is on healthy – yet convenient – food and beverage products that are more convenient to prepare or consume, yet offer the right nutritional profile.

The product format makes all the difference here, and consumers are looking for more premium, sophisticated solutions that taste good and feel wholesome. And as consumers now know, nutritional needs vary from person to person, so solutions that offer tailored support for specific health goals are more likely to end up in shopping carts.

In the wake of COVID-19, 45% of consumers globally are choosing food and beverage products that boost their immune systems. Sleep is also a focus during these times of stress and anxiety. We've also seen significant growth in food and beverage launches with a "mood" claim linked to supporting emotional wellbeing.

From Local to Global

Priorities and preferences vary by demographic. The healthy inside-out trend is driven by Millennial and Gen Z consumers in search of on-the-go solutions.

CONSUMERS CONCERNED WITH SUGAR CONTENT

65%
GERMANY

72%
SPAIN

76%
BRAZIL





MILLENNIAL CONSUMERS

lead busy lives and have broad-ranging priorities. This generation is the most likely to have made changes to improve their health and wellness over the past year.

82% HAVE TAKEN PROACTIVE STEPS, COMPARED TO AN AVERAGE OF 74% ACROSS ALL AGES



GEN X AND BOOMERS, by contrast, tend to be motivated by a search for comforting food and drinks. Meanwhile, in the wake of COVID-19, people are eating at home more, and are looking for healthy, tasty meals they can rustle up after work. Across generations, there is a growing preference for premium twists on classic flavours, like fresh strawberry or Madagascan vanilla. Consumers are also globally aligned when it comes to macronutrient influences: 65% of consumers in Germany are concerned about sugar content, rising to 72% in Spain and 76% in Brazil.



EXPERT Q&A



2 IN 3

GLOBAL CONSUMERS WANT TO AVOID PRODUCTS WITH INGREDIENT LISTS THAT ARE DIFFICULT TO UNDERSTAND



Here at IMCD, our expert team has an in-depth knowledge of how consumer trends are impacting purchasing behaviours in all corners of the world. We spoke with Gilles Donneaud, Category Director of Nutrition for IMCD EMEA, to find out more:

What are the major health priorities for today's consumers?

As their awareness of the impact of food on health increases, consumers are striving to adopt a more balanced diet. 43% of global consumers have recently made changes to their diets as they take proactive steps to improve their wellbeing. That's why supporting gut health with higher dietary fibre intake is a hot topic right now – in the US, for example, 44% of consumers have increased their fibre consumption. The popularity of fibre is likely to accompany a resurging interest in carbohydrates – a nutrient category that has suffered from a loss of prestige during the last decade. Next gen carbohydrates include ancient and heritage wholegrains, of which fibre is a natural component.

Which factors influence purchasing decisions?

Good science, for one thing! Consumers want to have confidence that a product delivers the benefits it claims. Clean label credentials are also a big factor – as many as 2 in 3 global customers want to avoid products with ingredient lists that are difficult to understand. Creating 'clean label' meat and dairy alternatives also offers strong innovation opportunities for manufacturers.

What should manufacturers keep in mind?

Expert formulation is key. Our customers may request support with recipe development, premium end quality aspects or processing efficiency improvement. At IMCD, we're sending out an invitation: bring us your challenges, we can help!



READY TO GET HEALTHY?

Today's more educated consumer is constantly on the lookout for convenient ways to fit more optimal nutrition into a busy schedule.

Evening consumption is an often-overlooked opportunity to achieve the clinically suggested levels of key nutrients – conventional evening drinks, for example, have minimal nutritional value. At the same time, we are better educated and increasingly realise that achieving a balanced diet is more than a box ticking exercise. Instead, consumers want to know the quality and quantity of nutrients in a product – taking protein as an example, shoppers may look to the amino acid profile or the PDCAAS score of the protein source.

Want a solution? Our **Plug In** concept has been developed to provide quick, healthy evening refreshment and is high in both trending fibre and protein. Thanks to our formulation expertise, we were able to create a crisp, clear and refreshing solution in a market traditionally dominated by creamy, shake-like products.

INGREDIENTS TO WATCH

- Plant-based proteins
- Dietary fibre





AS MANY AS **87% OF PEOPLE IN INDIA** AND **77% IN CHINA** SAY THAT THEY LOVE TO EXPERIMENT WITH FOOD

NEW FOOD ADVENTURES

In the wake of COVID-19, food and eating rituals have taken on new meaning for many consumers.

As a result of distancing and isolation, we have more time to devote to cooking, eating and exploring new food concepts.

And as we spend less time in restaurants, many of us are striving to create special food moments and memories in our own kitchens instead. For inspiration, we turn to the internet: today's always-online consumers are switched on to every #foodstagram sensation, and take part by sharing their own creations on social media.

It's here they can strive to reclaim the sense of community which sharing food is all about.

For manufacturers, the opportunity is clear: let's appeal to this sense of fun!

REGIONAL FAVOURITES REINVENTED

Local culture has gone global: food trends increasingly demonstrate the way traditions merge and evolve to create hybrid concepts – from burritos made of cotton candy to pizzas topped with tapioca pearls. Whether it's the fusing of categories, mixing taste profiles such as sweet and salty, or blending ingredients, these viral hopefuls can attract the attention of consumers looking to add a whole new flavour dimension to the eating experience.

Asian consumers are especially open to trying new food concepts – as many as 87% of people in India and 77% in China say that they love to experiment. Meanwhile, notes such as sour, tangy, jammy or green are taking flavours like orange or apple to a new level.



EXPERT Q&A

3 OUT OF 4

**CONSUMERS THINK
THAT TEXTURE MAKES
FOOD AND DRINKS
MORE INDULGENT**



We asked Filip Ljungqvist, Category Director of Texture and BU Manager in the Nordics here at IMCD, to explain what makes food fun for consumers:

How do we make food more 'fun'? Isn't a great meal fun enough already?

Food should be enjoyable, but when food is really fun, it has the power to surprise and delight. It's about embracing the unexpected and unusual in everything from visual appeal, to flavour pairings and textures. Adventure and experimentation with food continues to be a mega-trend globally, and the excitement is dependent on variations in taste and texture, which is why texture modification can be critical to a product's success.

Texture? Can you tell us more about that?

Innovation in texture has been a standout theme for 2020. 3 out of 4 consumers think that texture makes food and drinks more indulgent, while 6 out of 10 say that texture claims on packaging influences their purchasing. For manufacturers, there are two key areas of focus. First, creating contrast: think chewy with crunchy, creamy with nutty. Second is reinvention: consumers want clean label and vegan versions of their favourites, but only if the texture mimics the original product. And don't forget, it should taste good too!

That's a lot to consider in one product...

It is a challenge, but that's what we relish here at IMCD. We love working with customers to bring their product wish list to life in a way that will resonate with consumers. We search out flavour and texture pairings that work well together, creating indulgent products that align with a brand's vision, while keeping regional preferences and micro-trends firmly in mind.





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LET'S HAVE FUN!

For today's consumers, 'fun' doesn't mean unsophisticated.

In fact, people want high-end, premium options with enticing, natural flavours and interesting texture profiles. Often a childhood favourite, desserts is a great example of a category that's grown up with its consumer. Manufacturers have an opportunity to play too, with trending ingredients such as seaweed-based texturisers.

Seeking inspiration?

To show how it can be done, we've developed a cappuccino flan as part of our **Wonder Three** concept. This non-dairy product is made with rice protein and mimics the texture of a regular flan. Our formulation and application experts can also tailor recipes to mirror local preferences, using technology to fine tune the solution. In desserts for example, a flan may resonate with a French consumer, while his or her Dutch counterpart may prefer a crème-like mouthfeel.

INGREDIENTS TO WATCH

- Seaweed-based texturisers
- Natural flavours and colours



TO WIN CONSUMER TRUST, BRANDS MUST DEMONSTRATE AN AUTHENTIC COMMITMENT TO PLANET-FRIENDLY PRACTICES

CONSCIOUS LIVING

Healthy living for consumers is not just about getting enough nutrients.

A healthy body is a wonderful goal, but so too is a healthy community, and a healthy planet. Today's consumers are increasingly aware of the social and environmental impact their purchases can have, and they are no longer willing to compromise: an ideal product should put sustainability first at every stage.

Making Sustainability a Priority

Consumer expectations are higher than ever, so talking the talk won't cut the mustard. For brands to win consumer trust, they must demonstrate an authentic commitment to planet-friendly practices, with concrete benefits. This extends well beyond the product itself, and must be reflected in a brand's stated values, and its demonstrated commitment to reducing food and plastic waste overall. Start today by defining what sustainability means for you. IMCD's Food & Nutrition experts are here to help!

Planet Plant-Based

For many ethical consumers, plant-based products tick a lot of boxes. As formulation advances now enable a look and feel that mimics traditional meat and dairy, what was once a trend has become a revolution. But not all plant-based alternatives are created equal: consumers understand the environmental impact of farming large quantities of anything, including plants, and have narrowed their search to the lowest-impact plant-based solutions.



EXPERT Q&A

WHEN MORE THAN

8 OUT
OF 10

PEOPLE HAVE THE SAME
PRIORITY, IT'S MORE OF A
MOVEMENT THAN A TREND



We spoke with Mary Lim, Technical Director, IMCD Food & Nutrition Americas, to see what's new for conscious consumers:

Sustainability has been on the agenda for a while now. Can we really say it's still trending?

Sustainability will never go out of fashion! Instead, what's trending now are the new ways in which consumers choose to live more consciously. In 2018, 65% of global consumers expected brands to invest in sustainability. In 2019, this rose to 87%. When over 8 out of 10 people have the same priority, it's more of a movement than a trend. The food revolution is most strongly evidenced by plant-based eating hitting the mainstream, as big-name brands take bold steps into the meat and dairy alternatives market.

So, which recent developments have you noticed around the globe?

Brands are narrowing their focus, choosing conscious goals that align more closely with their vision and values. Since 2014, the percentage of food and beverage launches with an overall ethical claim has doubled. That includes a 25% increase in product launches with an environmental benefit claim, with similar increases in animal rights claims (21%) and human rights claims (20%). At IMCD, we provide expertise to support our partners in reaching their unique goals – for example, by developing products with longer shelf life and stability, which mean less energy is needed for refrigeration and food waste is reduced.

What's motivating consumer interest in conscious living?

In a 24-hour news cycle, we're constantly absorbing headlines on deforestation, pollution, animal cruelty and human exploitation. Climate change and single-use plastic are common topics of conversation around the kitchen table. The COVID-19 pandemic has increased the spotlight on living consciously – as consumers face unprecedented times together, their instinct for solidarity only increases.





CONSCIOUS CONCEPTS

As flexitarian, vegetarian and vegan diets hit the mainstream, there is increased demand for great-tasting products that are aligned with consumer lifestyles. Plant-based ingredients are powering innovation in the food & nutrition industry, yet replacing staples like egg or sugar in a formulation is rarely straightforward. Sugar, for example, provides not only sweetness but also important functional attributes.

Got a free-from challenge?

Our **Smooth Moment** concept is an egg-free sponge cake that taps into both the vegan and plant-based trends. Its recipe overcomes a number of potential formulation hurdles to create a well-aerated product that remains stable and indulgent over time.

INGREDIENTS TO WATCH

- Dietary fibres
- Enzymes



WHAT'S NEXT?

At IMCD, we never stop asking, 'what's next?' – for us, for our partners, and for those who consume the products we help create. That's what drives our passion to uncover the trends that are shaping future communities – from the broadest global level to on the smallest local scale. We're excited to co-create with our partners to bring those trends to life – supported by 25 years of expertise, consumer insight and industry-leading technical capabilities, local application labs and pilot plant infrastructure.

If you're hungry for ideas, get in touch with us today! IMCD's formulation expertise and concept proposals offer a world of opportunity for developing innovative and delicious food & nutrition products.

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All data is provided by
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