



MINTEL

# GLOBAL FOOD & DRINK TRENDS 2018

# EDITOR'S NOTE



*Jenny Zegler*

**Jenny Zegler**

Global Food & Drink Analyst

Mintel's 2018 Global Food & Drink Trends are the result of collaboration between 60 of Mintel's expert analysts in more than a dozen countries around the world. These global conversations have led to the identification of five key trends that reflect overarching 2018 consumer themes including trust, self-care, stress, individuality, and sustainability. Each of the trends has been chosen because it will have an impact on consumers, manufacturers, and retailers across Europe, the Middle East, Africa, Asia Pacific, and the Americas in 2018.

The concepts are current but also incorporate elements that are evolutions of Mintel's 2016 and 2017 Global Food & Drink Trend predictions, which continue to be significant influences in many categories and countries. To showcase the relevance of the five future-looking trends, our analyst insights have been supported by evidence gathered from Mintel's proprietary consumer research, innovative developments observed by Mintel's expert team of trend spotters, and international food and drink products collected in Mintel Global New Products Database (GNPD).

We look forward to engaging in meaningful conversations to help you explore the potential these trends present for your business.

**Best wishes for the year ahead.**

# CONTENTS

2  
Full Disclosure

9  
Self-Fulfilling Practices

18  
New Sensations

26  
Preferential Treatment

33  
Science Fare

# FULL DISCLOSURE

In our new post-truth reality, consumers require complete and total transparency from food and drink companies.

## What's Happening in 2018?

Many consumers around the world lack trust in regulatory systems, manufacturers, and even their fellow humans. This compounds a pre-existing wariness about food and drink because of product recalls,

scandals, and suspicion about large companies. The convergence of skepticism extends and enhances the existing consumer interest in the origins of food and drink that has been present (in some markets) for the past decade.

French milk brand C'est qui le patron?! (which translates to "Who's the boss?") surveyed 6,850 consumers online about half a dozen criteria from farm gate price to packaging in order to develop its product.





Betterwith "Honest" ice creams are claimed to be the first farm-fresh traceable premium ice cream in Canada.

The need for reassurance about the safety and trustworthiness of food and drink has led to increased use of natural, as well as ethical and environmental, claims in global food and drink launches. According to Mintel Global New Products Database (GNPD), natural product claims (which include

no additives/preservatives, organic and GMO-free) appeared on 29% of global food and drink launches from September 2016 to August 2017, which is an increase from 17% of global food and drink launches that used natural claims from September 2006 to August 2007. Similarly, ethical and

environmental claims, such as environmentally friendly packaging as well as animal and human welfare claims, have risen to 22% of global food and drink introductions between September 2016 and August 2017 from just 1% in the same period from 2006-07.

Widespread distrust has increased the need for food and drink manufacturers to be forthcoming about their ingredients, production processes, and supply chains.

As shown by the growth in natural, ethical, and environmental claims, widespread distrust has increased the need for food and drink manufacturers to be forthcoming about their ingredients, production processes, and supply chains. This places pressure on manufacturers to offer thorough and honest disclosures about how, where, when, and by whom food and drink is grown, harvested, made, and/or sold. Food and drink transparency can take many different directions, but the various claims serve a singular purpose: to help consumers feel more confident about the safety and purity of the food and drink that they purchase.



Namyang Agiggoya Mom's Cooking baby food from South Korea is said to be scientifically designed by the company's baby expert and made with selected ingredients, such as Korean rice or beef and pesticide-free vegetables.

# Why Consumers Will Buy Into This

Clarity is required because distrust is rampant. A mere one in five Canadian adults trust the health claims on food and/or beverage packaging. Nearly half (45%) of Chinese grocery buyers aged 20-49 rank food safety

as a top three concern when choosing a specific supermarket, hypermarket or online retailer. A lack of honesty can also damage trust because 65% of Thai, 64% of Australian, and 61% of Indonesian adults in major metropolitan areas feel cheated when a company is not clear about the high sugar content of its products, according to Mintel research.

Transparency takes many forms, with some consumers simply interested in knowing

where a product was made. Indeed, 70% of Italian, 66% of French, 58% of Spanish, 56% of German, and 55% of Polish consumers aged 16+ are more likely to trust a company if it manufactures products within their own country. At the same time, ethical claims can be an expectation in certain categories as shown by the 57% of UK adults who use and buy milk, milk drinks or cream and are more likely to buy the products from a brand and/or supermarket that spells out on pack how it supports its farmers. Brands also can be built around origin as shown by Nescafé's Artesano line launched in Colombia that celebrates the heritage and farmers of

Nescafé Artesano Santuario Risalda was launched in Colombia in 2017 and is supported by Nescafé Plan, which aims to improve the livelihoods of farmers and their communities and assist with the sustainable management of landscapes. (Source: [www.facebook.com/NESCAFE.CO](http://www.facebook.com/NESCAFE.CO))

Santuario and other domestic coffee-growing regions.

More brands can follow Nescafé's lead and link to local or domestic supply or production as a way to reassure patriotic shoppers, while other brands can appeal to consumers who are more focused on buying products that are perceived to have the most trustworthy or purist origins. Technology also can be used to reassure

consumers as shown by a Vietnamese mobile application, Te-Food, that allows consumers to scan barcodes or QR codes on packages of pork to learn more about the environment and treatment of the pigs. Meanwhile, other consumers might need to see actual proof, such as the 22% of US vegetable buyers who would like to see more fresh vegetables grown on store premises.

One in five Canadians trust the health claims on food and/or beverage packaging.



Natural and ethical claims on global new food and drink product launches are on the rise



Source: Mintel Global New Products Database (GNPD)





Budweiser has launched new packaging that identifies the 12 US states where the beer is brewed.

# SELF-FULFILLING PRACTICES

As more consumers find modern life to be hectic and stressful, flexible and balanced diets will become integral elements of self-care routines.



## Where Next?

In addition to disclosing more specific transparency details, the next wave of clean label challenges manufacturers and retailers to democratise transparency and traceability so that products are accessible to all consumers regardless of household income. Making

transparency attainable to all consumers reflects the principles of Mintel's 2017 Global Food & Drink Trend 'Balancing the Scales: Health for Everyone,' which noted that healthy food and drink are not to be considered luxuries. Similarly, transparency will soon be expected as a claim that will be affordable and accessible to more consumers. The market is moving in that direction as e-commerce

giant Amazon's acquisition of premium grocer Whole Foods Market has the goal of making "high-quality, natural and organic food affordable for everyone," according to the company. Retailers also have an opportunity to share more information, which could appeal to the one quarter of Brazilian grocery retail shoppers who would like to know more about how private label products are made.

# What's Happening in 2018?

The frantic pace of modern life, constant connectivity, pervasive distrust, and contentious tones in politics and the media have caused many consumers to look for ways to escape negativity in their lives. Many people who feel overwhelmed are focusing on "self-care," or prioritising time and efforts dedicated to themselves. Approaches to personal well-being vary by individual, but are increasingly marked

Aversion to specific ingredients is being heightened as more cities, states, and countries implement mandates in order to raise awareness about the potential health impacts of sugar, salt, and fat.

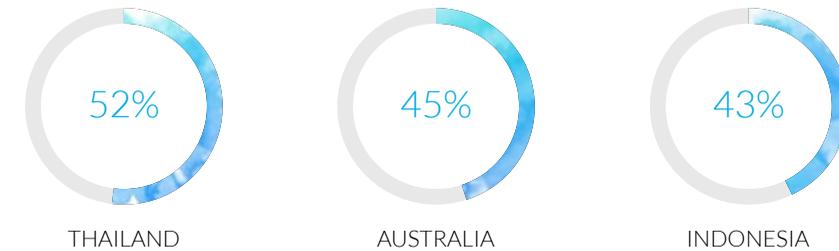
by consumers developing their own unique definitions of healthy diets and lifestyles that often include following balanced diets and allotting time for relaxation.

The challenge of determining the elements of a healthy diet can contribute to negativity and stress because consumers are bombarded with potentially conflicting reports as to which ingredients are recommended and which ones should be avoided.

Verival Organic Pumpkin & Tomato Porridge is a savoury alternative to traditional sweet porridge available in Germany that is high in protein and made with whole vegetable pieces, herbs and spices.



Consumers agree managing/releasing stress properly is an important factor for a healthy lifestyle



Base: internet users aged 18+ in major metropolitan areas (1,301 in Thailand, 1,407 in Australia, and 1,192 in Indonesia)  
Source: APAC Metro Consumer Study 2017

For example, French, Italian, and Spanish consumers are as likely to be actively reducing their consumption of or avoiding fatty foods as they are to be reducing or avoiding sugary foods. Aversion to specific ingredients is being heightened as more cities, states, and countries implement taxes, labelling, and other mandates in order to raise awareness about the potential health impacts of sugar, salt, fat, or other avoidable ingredients.



Austria's Tranquini expanded its line of relaxation beverages with a non-carbonated flavoured water that contains extracts of green tea, lemon balm, chamomile, and lavender.



Nature Dent Sugar Free Chewing Gum from Iran is made with a 100% natural gum base and includes natural herbal extract for a formulation that is said to relieve stress.

The often contradictory advice on what to avoid finds many consumers more interested in what food and drink offers instead of what it lacks. This affirmational approach maintains the importance of formulating with the natural and often nutritional ingredients of fruits, vegetables, grains, seeds, herbs, spices, botanicals, and other

plant-based ingredients as noted in 'Power to the Plants,' one of Mintel's 2017 Global Food & Drink Trends. Plants are just one component of balanced diets, with many consumers creating personalised diets that also prioritise consuming sufficient protein, staying hydrated, and allowing themselves the occasional treat.

Permission to enjoy treats or satisfy cravings is an integral aspect of self-care that particularly addresses the widespread need for stress relief. For example, Mintel research reveals that 52% of Thai, 45% of Australian, and 43% of Indonesian adult metropolitan consumers say managing or releasing stress properly is an important factor for a healthy lifestyle.

Consumers seeking more routine relief from stress will change the definition of "permissible indulgence" from the rare feast to habitual better-for-you treats.

Consumers who are seeking more routine relief from stress will continue to change the definition of "permissible indulgence" from the rare over-the-top feast to more habitual better-for-you and flavourful treats that are indispensable elements of physically and emotionally balanced lifestyles.

Innocent Raspberry, Cherry & Apple Morning Juice from France is made with goji berries and added vitamins B1, B2, B5, B6, a combination that is said to reduce fatigue and stress to help consumers get a boost in the morning.





Häagen-Dazs Minis variety pack from Singapore contains three Green Tea & Almond and two Mango & Raspberry 40ml ice cream bars for portion-controlled treats.



## Why Consumers Will Buy Into This

Balance-minded consumers often are willing to write their own definitions of “healthy” based on occasion and need-state. Two-thirds of Canadians who eat sweet baked goods agree that it is acceptable to occasionally indulge regardless of nutrition. Similarly, 41% of UK snacking consumers agree that unhealthy snacks

such as those high in sugar or salt are fine as part of a balanced diet. Chinese consumers, meanwhile, are open to either option when it comes to dessert because better-for-you ice cream interests 85% of Chinese ice cream consumers, while 76% are interested in indulgent offerings.

When it comes to stress relief, ‘Power to the Plants’ is once again relevant because herbs, spices and botanicals can be leveraged for their traditional connections with relaxation. Chamomile, lavender and lemon balm are the leading herbs and spices used in global food and drink with relaxation properties

launched from September 2016-August 2017. Plant-based ingredients also can be consumed as treats unto themselves as shown by the 57% of US fruit consumers who eat fruit to satisfy cravings.

Available in Japan, Meiji White Café GABA Coffee contains 28mg of the neurotransmitter GABA, which is often claimed to provide mental balance and relaxation.

57% of US fruit consumers eat fruit to satisfy cravings.



# You've paid for it. Is it happening?



Dr. Oetker has extended their globally successful mug cake line in Brazil to include savoury mug snacks that provide consumers with snack-sized portions of popular indulgent recipes.

## Where Next?

In 2018, individual definitions of self-care and balance will reinforce the need for a variety of food and drink products that present consumers with positive solutions that can be incorporated into their customised and flexible definitions of health and wellness. This creates

openings in the market for a variety of formats, formulations, and portion sizes of food and drink that provide consumers with options that can fit their individual diet plan and their current—or aspirational—mood. Indeed, self-care-focussed consumers will be looking for ingredients, products, and combinations that address nutritional, physical, or emotional benefits.



Sargento Sweet Balanced Breaks is a line of snacks available in various sweet-and-savoury combinations that offer protein and portion-controlled calories.

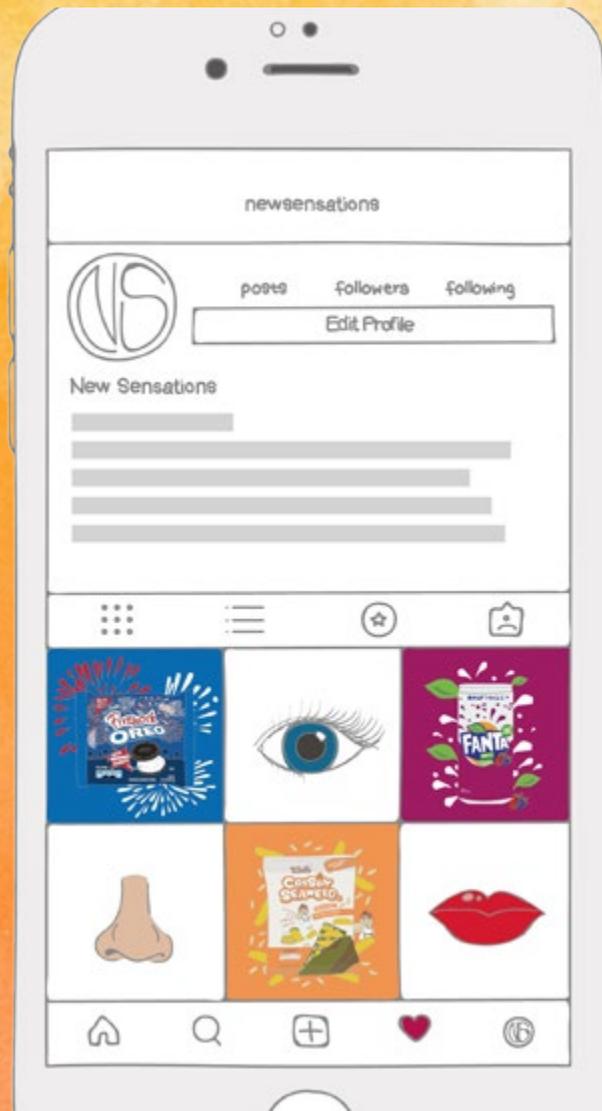


## MINTEL FIELD SERVICES:

The difference between thinking you know and being sure.



# NEW SENSATIONS



Texture is the latest tool to engage the senses and deliver share-worthy experiences.

## What's Happening in 2018?

Encounters that appeal to multiple senses can provide consumers with escapes from the routine and stress of their lives, opportunities to make memories, or generate "like-worthy" social media

posts. Mintel's 2016 Global Food & Drink Trend 'Eat With Your Eyes' observed the potential for food and drink to involve more of the senses through colour, shape, fragrance, and other formulation elements. In 2018, the sound, feel, and satisfaction that texture provides will become more important to companies and consumers alike.

Of the various sensory-engaging properties identified in 'Eat With Your Eyes,' texture has a particular opportunity to follow the lead of colour, which has become a popular feature in formulations that aim to allure more of the senses. Food and drink products have used a variety of ingredients, such as turmeric, matcha, and activated charcoal, to

In 2018, the sound, feel, and satisfaction that texture provides will become more important to companies and consumers alike.



Nabisco Oreo honored US Independence Day celebrations with a limited-edition chocolate Oreo with red and blue popping candy inside the cream.

create vibrantly hued drinks, snacks, and other food that attracts attention, especially on Instagram, Pinterest, and other image-centric media. Colour will continue to be important, but texture is the next facet of formulation that can be leveraged to provide consumers with interactive—and documentation-worthy—experiences.

From chewy beverages to complex formulations such as creamy ice cream with crispy chunks, texture can make products more captivating for consumers

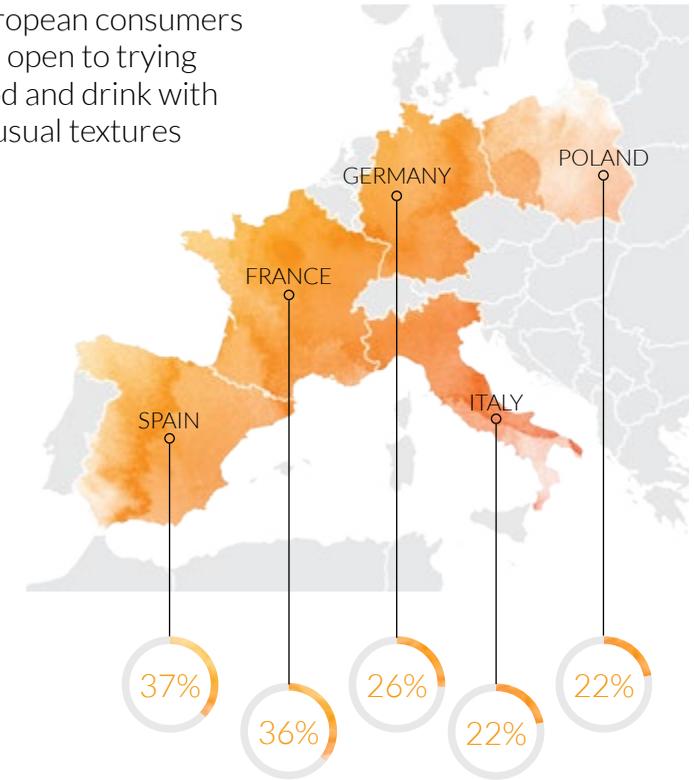
who continue to seek food and drink that is perceived as fresh, functional, filling, or simply fun. To align with this trend, brands can emphasise the qualities of existing products as evidenced by a South Korean ad for Ritz Crackers that showcased the noises made when opening and eating the crispy cracker. Texture also can be a key element for introductions such as the May 2017 limited-edition Firework Oreo in the US that contained popping candy inside the cream of the iconic sandwich cookie.

Texture is the next facet of formulation that can be leveraged to provide consumers with interactive—and documentation-worthy—experiences.

## Why Consumers Will Buy Into This

Asia is a model for the potential of unexpected applications of texture in food and drink because the region hosts a range of beverages with pulp, tapioca pearls, and extra carbonation along with food that also boasts innovative textures that might be unheard of in other parts of the world. These innovations likely influence the fact that many Chinese consumers are open to a range of textures across categories. Just over half of Chinese consumers aged 20-49 who eat biscuits or crackers identify layers of coating or filling as an important quality of an indulgent biscuit. In addition, 43% of Chinese 20-49-year-old ready-to-drink (RTD) tea consumers are interested in RTD options with fruit bits

European consumers are open to trying food and drink with unusual textures



Base: 2,000 internet users aged 16+  
Source: Mintel Reports 2017

and one third of Chinese 20-49 year olds say their ideal yogurt would have cereal, grains, or seeds.

43% of Chinese 20-49-year-old RTD tea consumers are interested in options with fruit bits.



The Boba Room was a pop-up exhibition in New York City in 2017 that provided multiple photogenic rooms designed to provide visitors with the feeling that they were walking through cups of bubble tea, a beverage that is emerging in popularity in the US.

Although Asia is home to many unexpected texture-enhanced innovations, Europe has the largest share of global food and drink launches with descriptions of texture since January 2016, according to Mintel. These detailed product descriptions

could be inspiring some of the 37% of Spanish, 36% of Polish, 26% of French, and 22% of German and Italian consumers who are open to trying food and drink with unusual textures. Meanwhile, a quarter of UK consumers would be interested in

carbonated soft drinks with added texture such as pulp.

In the Americas, three in 10 Canadian adults who eat sweet baked goods are interested in cookie and chip hybrids and 11% of juice-drinking Brazilians say juices

mixed with seeds/grains, including linseed or chia, are an important factor when choosing juices. Companies also are developing textured innovations, such as Yoplait Disfruta, a range of yogurt drinks with natural fruit chunks introduced in Mexico

that are packaged in see-through bottles to allow consumers to “see the flavours.”

Europe has the largest share of global food and drink launches with descriptions of texture since January 2016.



Taberu Mango Flavoured Crispy Seaweed Snack from Thailand is said to be a healthy snack made with seaweed and crisped rice for additional crunch.

## Where Next?

In 2018, more products can be developed with combinations of textures that surprise and delight consumers. As with colour, more companies have the opportunity to add texture via natural ingredients, such as the pulp of fruit or vegetables, the tingle of spicy peppers, or carbonation resulting from fermentation as with kombucha. Production processes also can be



Fanta Sour Tingle Berry Flavour Drink was launched in Australia in 2017 and is said "to be bursting with extreme sourness."

utilised to enhance or innovate around texture, such as freeze-drying fruit for snacking or twice-baking salty snacks.

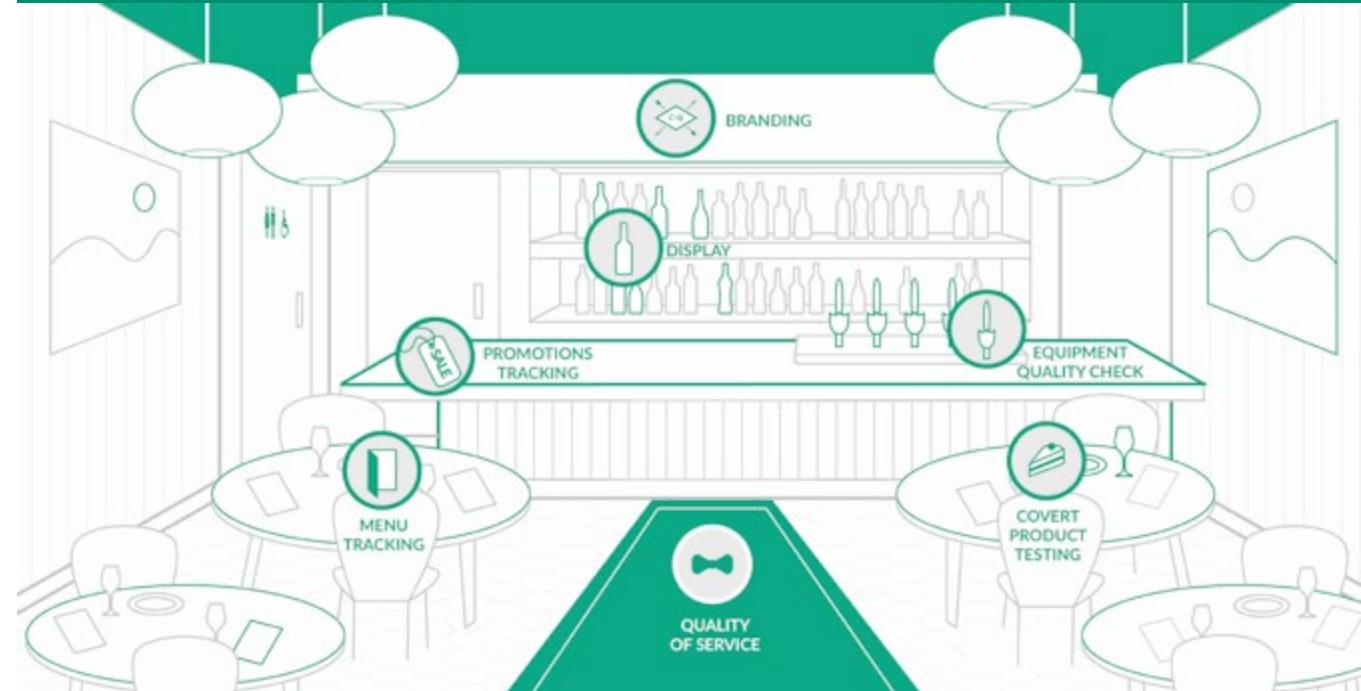
In particular, food and drink designed with additional textures has the potential to engage younger iGeneration consumers who are hungry for experiences. These teens and young adults (ranging in age from 10 to 27 in 2018, depending on the region), have grown up with technology, which has made interactivity and documentation indispensable parts of everyday life. Teens were the target for the Australian launch of Coca-Cola's carbonated soft drinks Fanta Jelly that instructed consumers to "shake the can; wake the wobble" and Fanta Sour Tingle, which promises to awaken taste buds with its tangy flavour. The quest for experiences provides opportunities for



Pepsi Strong 5.0 GV Cola Drink was relaunched in Japan with rich flavour, the highest carbonation to provide a strong and refreshing sensation and high levels of caffeine.

multisensory food and drink that uses unexpected texture to provide the iGeneration—as well as consumers of all ages—with tangible connections to the real world as well as moments worth sharing either in-person or online.

# The entire success of your product is down to in-store delivery and it's the one thing that's out of your control.



**MINTEL FIELD SERVICES:**  
Point-of-purchase  
measurement and analysis



# PREFERENTIAL TREATMENT

A new era in personalisation is dawning due to the expansion of online and mobile food shopping.



35% of UK online grocery shoppers say the ability to add products to their grocery order through voice command technology is appealing.

## What's Happening in 2018?

Motivated by the potential to save time and ideally money, consumers are sampling a variety of channels and technologies when shopping for food and drink. The latest evolutions in shopping offer consumers prompt and affordable delivery, a curated adventure courtesy of subscription services, ease of automatic replenishment, and simplicity of synchronisation with smart home devices. Busy consumers are drawn to e-commerce sites, mobile apps, voice control, and other online and mobile options because they are advantageous to their busy schedules and potentially their budgets. For example, 65% of Chinese consumers

aged 20-49 now use their mobile phone more than a desktop or laptop for online grocery shopping, which is significant given that 77% have shopped at online grocers for home delivery.

Amazon launched a range of private label products in 2017 under the Happy Belly and Wickedly Prime brands, offering exclusive brands for online grocery shoppers.





The adoption of voice-enabled smart home accessories, such as Amazon Echo, makes it easier to add items to shopping lists.

technology to establish new levels of efficiency, such as customised recommendations, cross-category pairings, and resourceful solutions that save consumers time, effort, and energy.

Beyond convenience, technology will offer new possibilities for personalised recommendations of products and individually targetted promotions. For example, The Coca-Cola Company has developed a smart vending machine that enables personalised offers and mobile purchases. Chinese e-commerce company Alibaba introduced

As technology helps to make shopping as effortless as possible, an era of targetted promotions and products is emerging. The adoption of voice-enabled smart home accessories, such as Amazon Echo or Google Home, will make it easier to add items to shopping lists,

a feature of interest to the 35% of UK online grocery shoppers who, according to Mintel, agree the ability to add products to their grocery order through voice command technology is appealing. On the supplier side, brands, companies, and retailers can leverage

As technology helps to make shopping as effortless as possible, an era of targeted promotions and products is emerging.



Click-and-collect services, such as Walmart pick-up, are advantageous to consumers' busy schedules and potentially their budgets.

physical Hema markets where shoppers must use a mobile app that provides efficient and personalised shopping experiences. Meanwhile, e-commerce giant Amazon's acquisition of Whole Foods Market and a partnership between Walmart and Google will likely provide consumers with targetted promotions, suggestions, and innovations that capitalise

on online, as well as offline, shopping behaviours. By combining consumer insights on purchases, as well as other online activities, companies and retailers can target individuals based on their habits and preferences both in the store and online.

Walmart announced a partnership with Google to offer hundreds of thousands of items for voice shopping via Google Assistant.



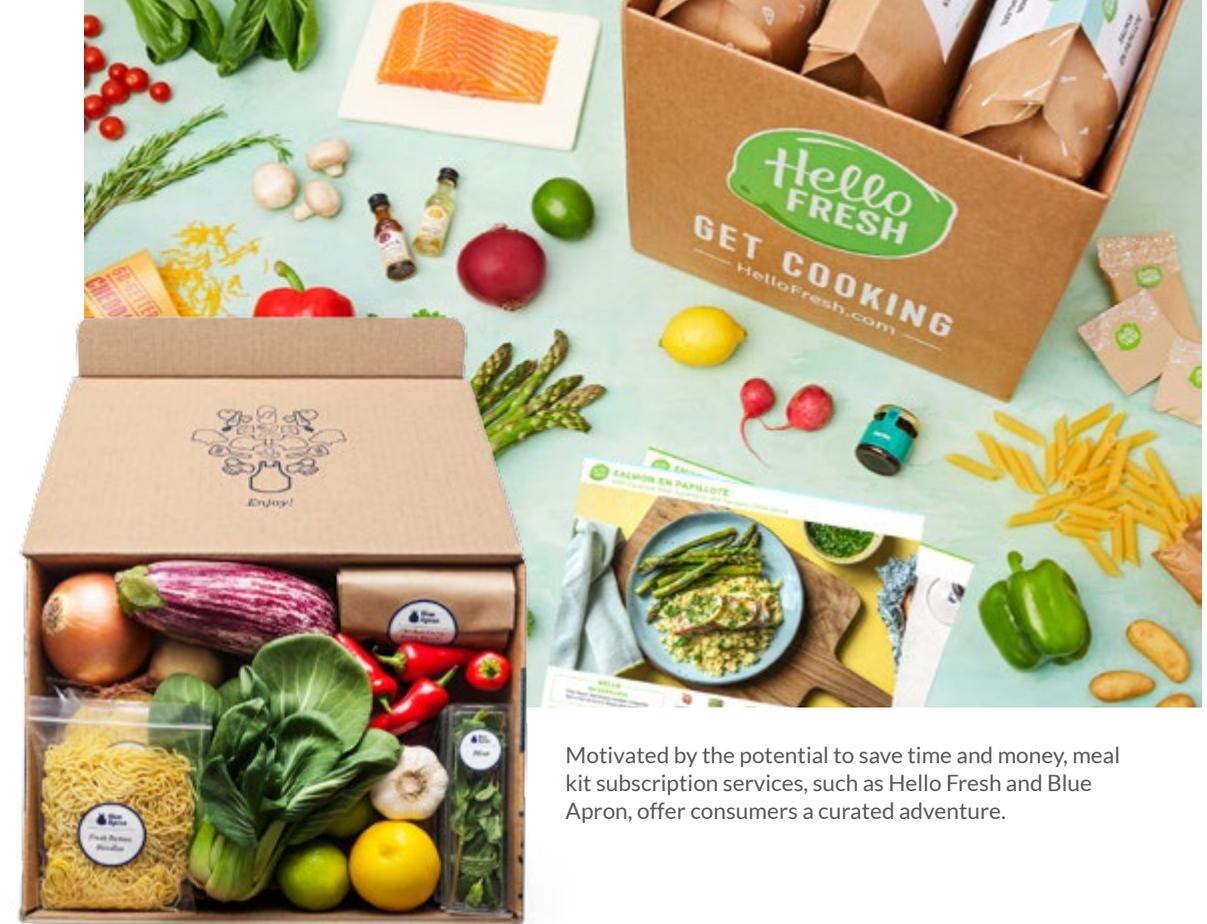
# Why Consumers Will Buy Into This

The personalisation made possible by new technologies could draw in more consumers. In particular, three in 10 Brazilians agree that loyalty programmes that give personalised rewards based on their interests are appealing. Brazilian supermarket chain Grupo Pão de Açúcar has launched

an app called Meu Desconto (“My Discount”) that provides customised promotions from brands for members of the store’s loyalty programme. The retailer has plans to upgrade the app to include store maps and virtual queues that allow consumers to schedule a time to go to the cashier.



Supermarket chain Grupo Pao de Acucar has launched a new app called Meu Desconto (or “My Discount”) that offers loyalty programme members customised promotions based on their shopping habits. (Source: iTunes App Store)



Motivated by the potential to save time and money, meal kit subscription services, such as Hello Fresh and Blue Apron, offer consumers a curated adventure.

Retailer apps could be used to improve in-store selection and displays for more efficient shopping experiences. Leveraging such insights could appeal to the 39% of Canadian grocery shoppers who agree that supermarkets should organise food by meal occasion. Retailers and brands can also target

consumers with recipe suggestions that complement shopping lists, a quality that could appeal to the 36% of US consumers who say planning meals and eating occasions consumes more of their time and energy than they would prefer.

36% of Americans say planning meals consumes more time and energy than they would prefer.

## Where Next?

The rapid expansion in the variety of food and drink retail channels will fuel the opportunity for recommendations, promotions, and product innovations based on actual consumer behaviour patterns. While this offers opportunity, it also could compromise brand discovery and endanger brand loyalty because custom offers might prioritise benefit, such as convenience, value, or time, over brand. This presents a challenge to well-known brands while also creating an opening for upstarts, such as US e-commerce site Brandless, which offers a range of private label food, drink, and household goods for a universal price of \$3 each. Companies also could tempt consumers by creating products, suggesting combinations of goods and other options across consumer categories that align with online and offline



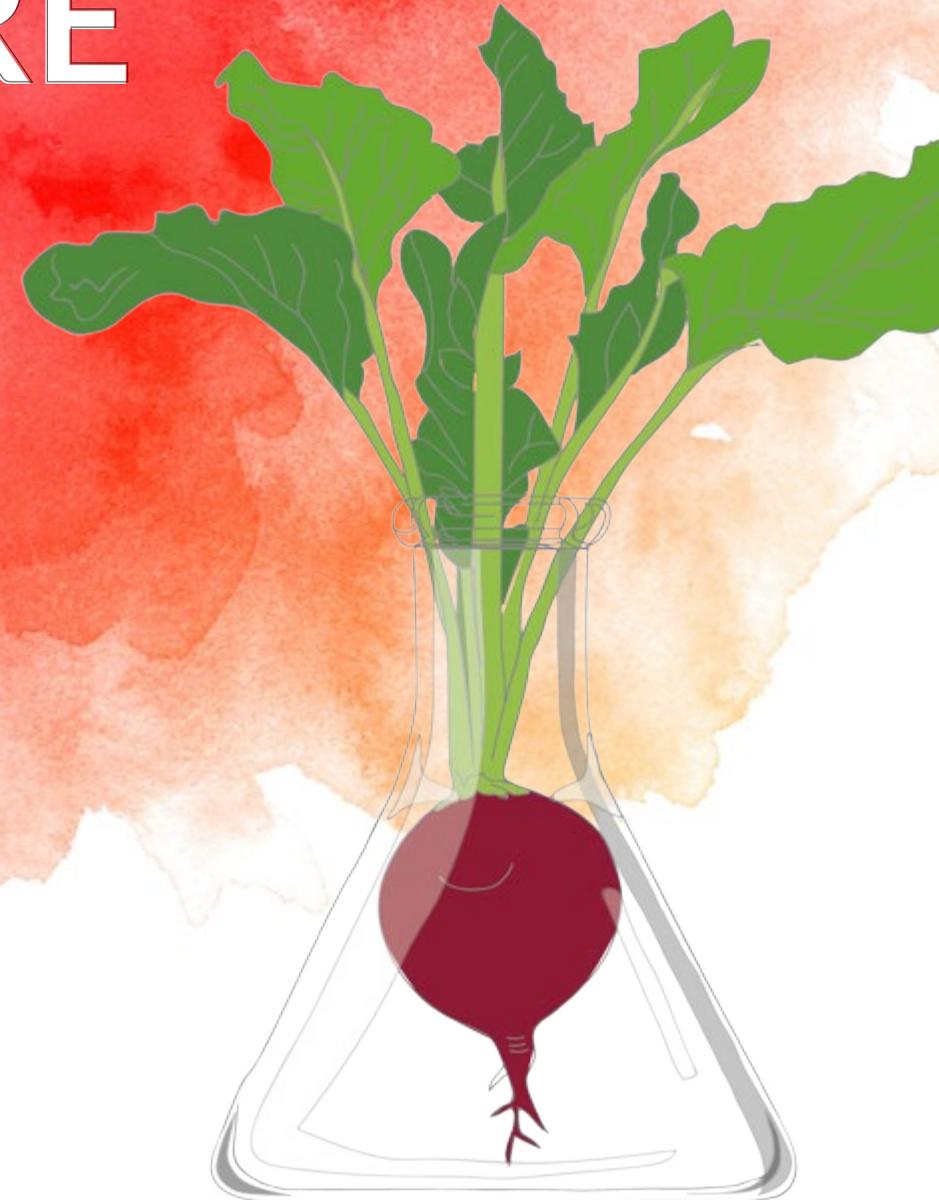
Brandless is an online-only grocery store in the US that provides high-quality food and products priced at \$3 each.

behaviours. This new era of plentiful places to shop will pressure all brands to be more relevant, efficient and/or affordable in order to retain customers.

Three in 10 Brazilians are interested in loyalty programmes that give personalised rewards based on interests.



# SCIENCE FARE



# Technology is being used to engineer solutions for our stretched global food supply.

## What's Happening in 2018?

A technological revolution is playing out in manufacturing as some forward-looking companies are developing

solutions to replace traditional farms and factories with scientifically engineered ingredients and finished products. Enterprising companies are building on advancements in technology, including stem cell cultures and 3D printing, to replicate nature in controlled environments.

Developments that engineer food and drink staples such as laboratory-grown meat and animal-free dairy have grabbed headlines in the last five years, but the resulting products are often expensive and some are still years away from widespread commercial availability. However, investments, such



Based in the US, Memphis Meats has created lab-grown meatballs as well as cultured chicken and duck prototypes grown from stem cells, with an aim to launch in 2021.



as those made by General Mills, Tyson, Cargill, Unilever, and tech billionaire Bill Gates, have hastened the pace of development and



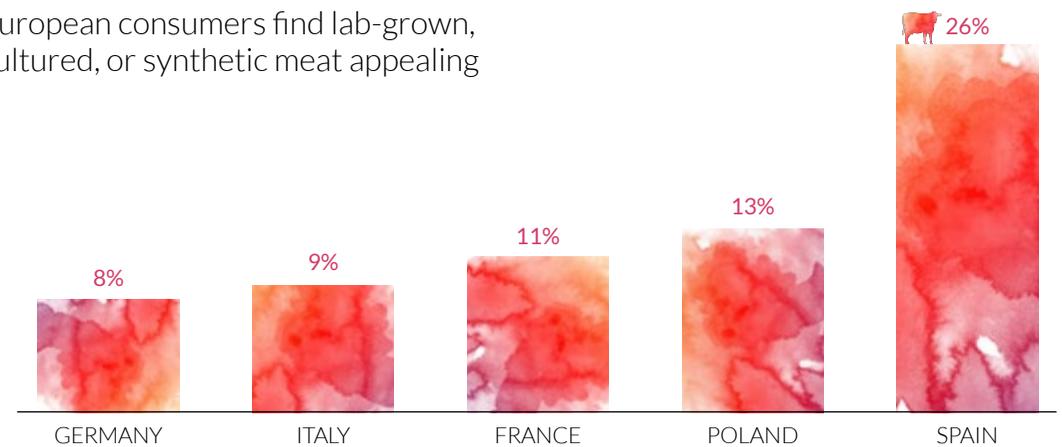
availability of scientifically engineered food and drink.

In 2017, 26% of Spanish, 13% of Polish, 11% of French, 9% of Italian, and 8% of German consumers aged 16+ agree that lab-grown, cultured, or synthetic meat appeals to them. Pioneering products may encourage

Beyond Meat's prepared meal is made with plant-based chicken and states that when buying the product, the consumer is said to be "lending Mother Nature a helping hand and positively impacting climate change by conserving water, energy, and land."

consumers to think differently about how scientifically engineered products could benefit the traditional food and drink supply, especially the potential to alleviate some of the pressure that our global food supply is under. Forward-looking companies are raising awareness by putting their products into perspective compared with the traditional food and drink supply chain. US company

European consumers find lab-grown, cultured, or synthetic meat appealing

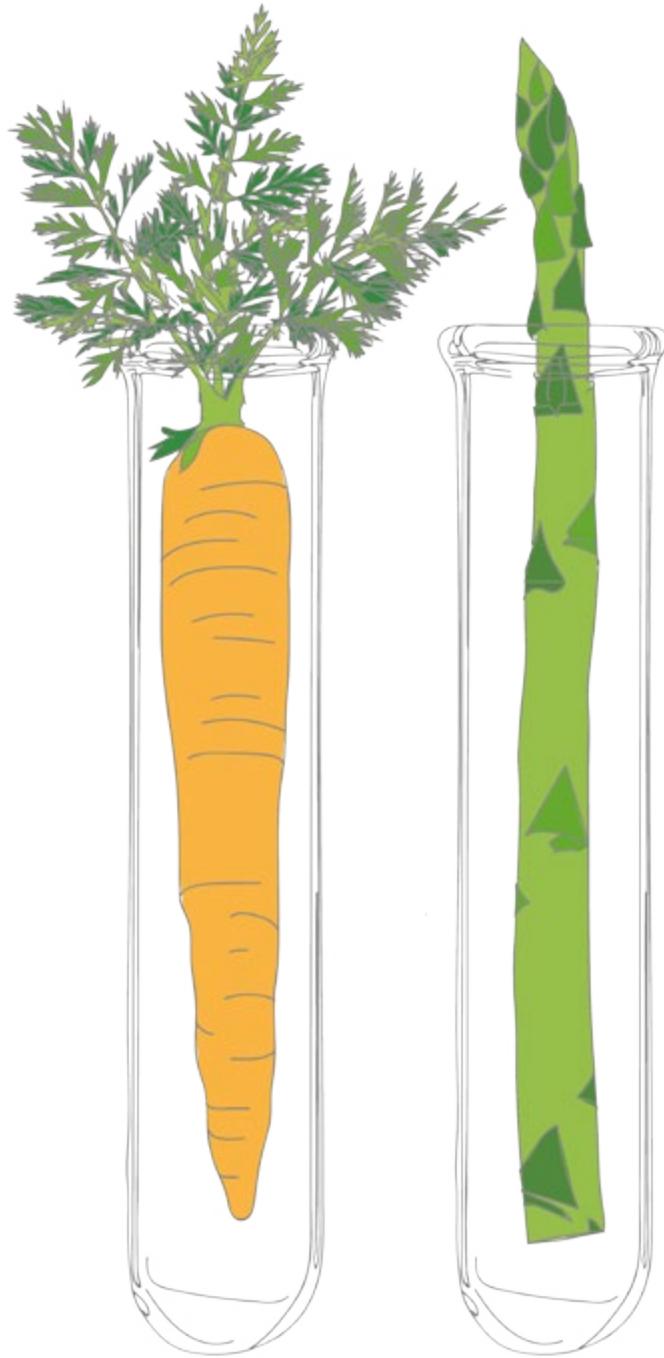


Base: 2,000 internet users aged 16+  
Source: Mintel Reports 2017



Beyond Meat notes that when consumers purchase its prepared meals, which are produced in partnership with General Mills, “the consumer is lending Mother Nature a helping hand and positively impacting climate change by conserving water, energy and land.” Fellow plant-based meat company Impossible Foods gets more specific, defining that its plant-based burger uses 95% less land, 74% less water, and creates 87% less greenhouse gas emissions than the current meat supply chain.

Forward-looking companies are raising awareness by comparing scientifically engineered food and drink with the traditional food and drink supply chain.



## Why Consumers Will Buy Into This

Scientifically engineered food and drink will initially attract consumers who are worried about the environment and are taking steps to be more eco-conscious. Six in 10 UK adults who buy bottled

water would stop buying water that was harming the source area’s natural resources. Meanwhile, around 20% of Indonesian and Thai consumers, and just over 10% of Australian consumers, agree that helping to protect the environment through activities such as using fewer plastic bags or riding bikes instead of driving cars is an important factor for a healthy lifestyle, according to Mintel research. Meanwhile,

one in five Brazilian grocery retail shoppers agree environmentally friendly products such as recyclable packaging are worth the extra cost.

In time, the target audience for scientifically engineered ingredients could go beyond environmentally conscious consumers and appeal to consumers who are concerned about ingredient consistency, efficacy, and purity. For example, US

Mosa Meat is a start-up from the Netherlands that has reportedly lowered production costs for its tissue-cultured hamburgers to €10 per burger from €250,000. (Source: culturedbeef.org)



indoor farming company Borey has a goal to grow organic and natural produce using automation and machine learning to use less water and yield more and higher quality food. Lab-made advancements also can address consumers who are open to efficiency, such as the 32% of US fruit buyers that are interested in fruit that is genetically modified to stay fresher longer.

Just over 10% of Australian consumers agree that helping to protect the environment through activities is an important factor for a healthy lifestyle.

Impossible Foods, which is based in California's Silicon Valley, designed the plant-based Impossible Burger to sizzle, smell, and release juices similar to animal-based hamburger.



## Where Next?

Technology will begin to disrupt the traditional food chain in 2018 as enterprising manufacturers aim to replace farms and factories with laboratories. An important aspect to capture consumers will be that products provide acceptable substitutions to their harvested counterparts, such as the quarter of UK

consumers who agree that meat substitutes that are similar in taste, texture, and/or appearance to real meat appeal to them. Technology also could eventually be used to design food and drink that is inherently more nutritious, which presents the potential to extend the audience of scientifically engineered food and drink to reach nutrition-conscious consumers.

Technology will begin to disrupt the traditional food chain in 2018 as enterprising manufacturers aim to replace farms and factories with laboratories.



US start-up Perfect Day has set out to create cow-free dairy products by using yeast and fermentation to create the same milk proteins that cows make, which are then combined with plant-based sugar, fat, and minerals.



## Some questions we can help you answer

### BRAND INTEGRITY AND QUALITY

Are my products reaching the shelf?

How are my products being presented?

Where are packaging defects occurring?

Is my product on the shelf at the right time?

Are my products being sold to my intended quality standards?

Are my products being served in compliance with regulation?

How will I procure hundreds of products for focus groups next week?

### RETAIL ACTIVATION AND CATEGORY MANAGEMENT

Is my investment being delivered in-store?

Are my products being merchandised as intended?

How do my products compare to the competition on the shelf?

Are the right point-of-sale messages being used?

Are my point-of-sale messages in the right place?

What does my category look like in emerging markets?

### STRATEGY

Where does the white space exist?

How are my competitors' pricing and promoting their brands in-store?

What are the new product introductions are being made in my category?

Are there new point-of-sale opportunities?

What claims are being made within my category?

How can I increase my space allocation?

Who is stealing my space on the shelf and whose space can I steal?

# MINTEL FIELD SERVICES:

Your cost-effective solution to ensure your in-store investment gets delivered.

Find out more at:  
[www.mintel.com/in-store-services](http://www.mintel.com/in-store-services)

**MINTEL**





© 2017 Mintel Ltd. All rights reserved.

mintel.com

