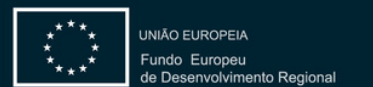


11 FEV



TRENDS

2021

—
SETOR
AGROALIMENTAR



Knowledge Division

What's going on?

TERESA CARVALHO - KNOWLEDGE DIVISION | PORTUGALFOODS

11 de fevereiro de 2021

KNOWLEDGE Division

Áreas de atuação

- **Observatório PortugalFoods**
- **Projetos de Investigação & Inovação**
- **ECOTROPHELIA Portugal**



ECOTROPHELIA
PORTUGAL

A equipa operacional

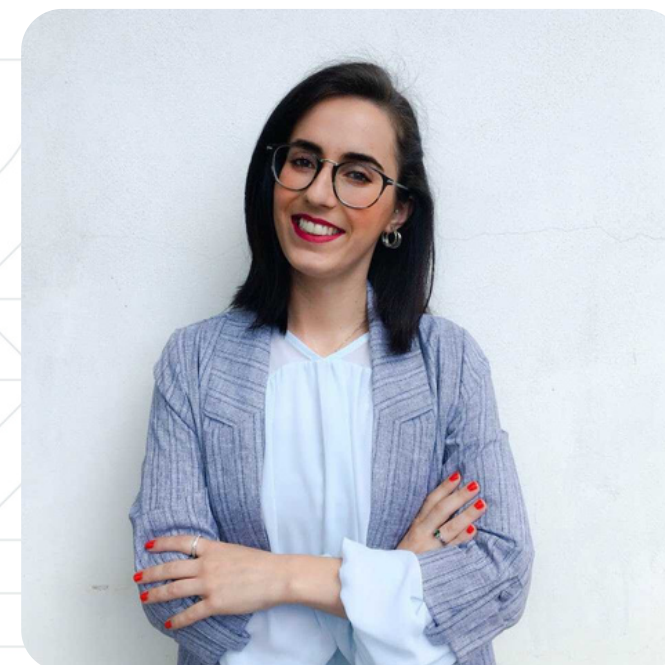
sempre disponível para o ajudar



Teresa Carvalho
Coordenadora



João Ferreira
Gestor de projetos
Observatório PortugalFoods



Fabiana Oliveira
Gestora de projetos
Prémio ECOTROPHELIA
Portugal



Estefânia Vaz
Account Manager

Observatório PortugalFoods

Acesso a duas bases de dados de mercado e de consumidor: Mintel e GlobalData, respetivamente. Deste modo, disponibiliza informação de Business Intelligence diferenciada e personalizada.

MINTEL

GlobalData.

Relatórios à medida

- Construídos de raiz, mediante as necessidades do cliente, completamente focados nos mercados e segmentos de interesse;
- Acompanhamento personalizado;
- Sob orçamentação.

Solicitações diversas

- Suporte nas mais variadas questões acerca do setor agroalimentar.

Evento anual das Trends

- Acesso privilegiado às tendências de inovação para o setor agroalimentar.
- Esclarecimento de dúvidas e partilha de experiências com analistas de mercado e de comportamento do consumidor.

Relatórios periódicos

- Envio de um relatório anual conforme categoria escolhida pelo associado, a partir do formulário para o efeito;
- Contém informação sobre oportunidades e tendências de inovação no Desenvolvimento de Novos Produtos, na categoria de produto correspondente;
- Reflete a análise de dados correspondentes ao período de um ano na região EMEA (Europe, Middle East & Africa).

TRENDS 2021

PORTUGAL
FOODS

Cofinanciado por:

COMPETE
2020

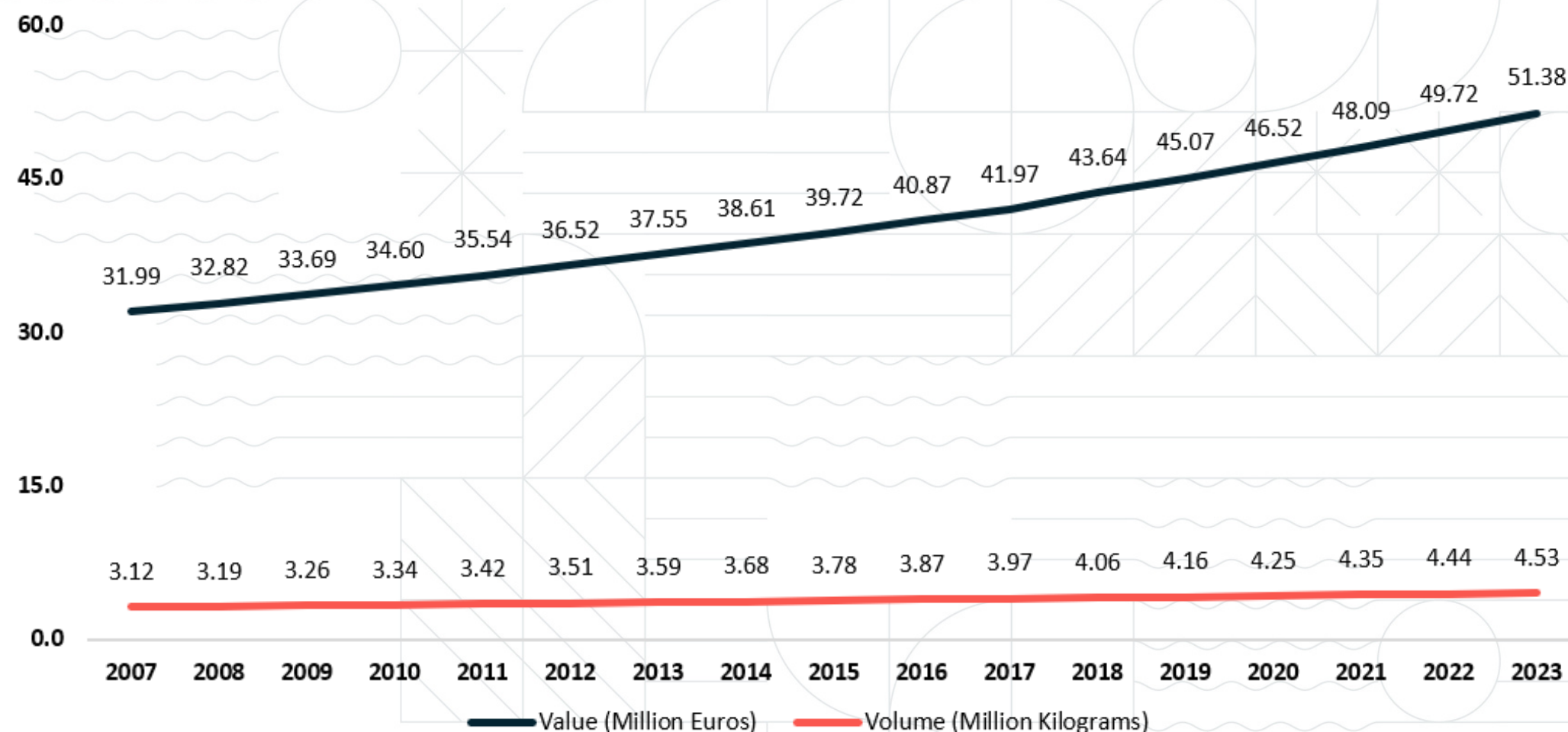
PORTUGAL
2020

UNIÃO EUROPEIA
Fundo Europeu
de Desenvolvimento Regional

Que informação conseguimos obter?

MARKET DATA

Artisanal Ice Cream in France [retail]



441

Sub-segmentos de produto

206

Mercados
da Albânia ao Zimbabué

15

Canais
dos Hipermercados às *Vending Machines*

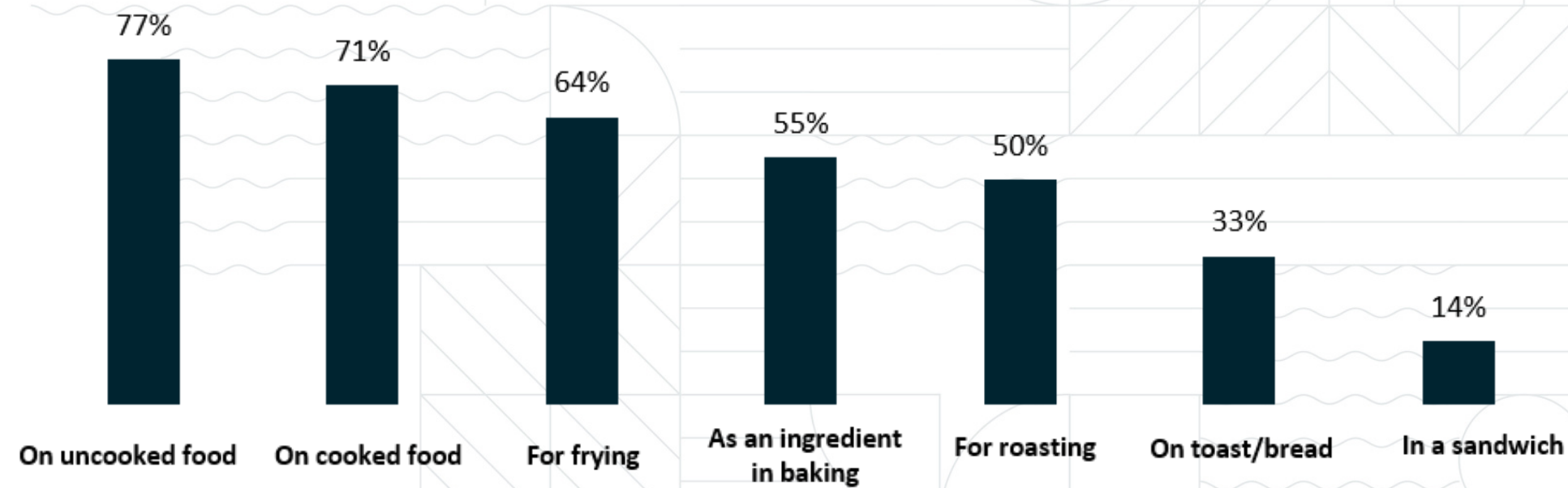
GlobalData.

Que informação conseguimos obter?

CONSUMER RESEARCH

THE ITALIAN CONSUMER

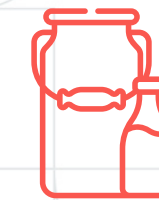
Occasions where oils have been used [2019]



THE CANADIAN CONSUMER

How often do you consume Dairy products? [2018]

38%
Daily



Important factors when choosing cheese [2018]

44% Familiar Brand

43% Format

41% Ingredient Quality

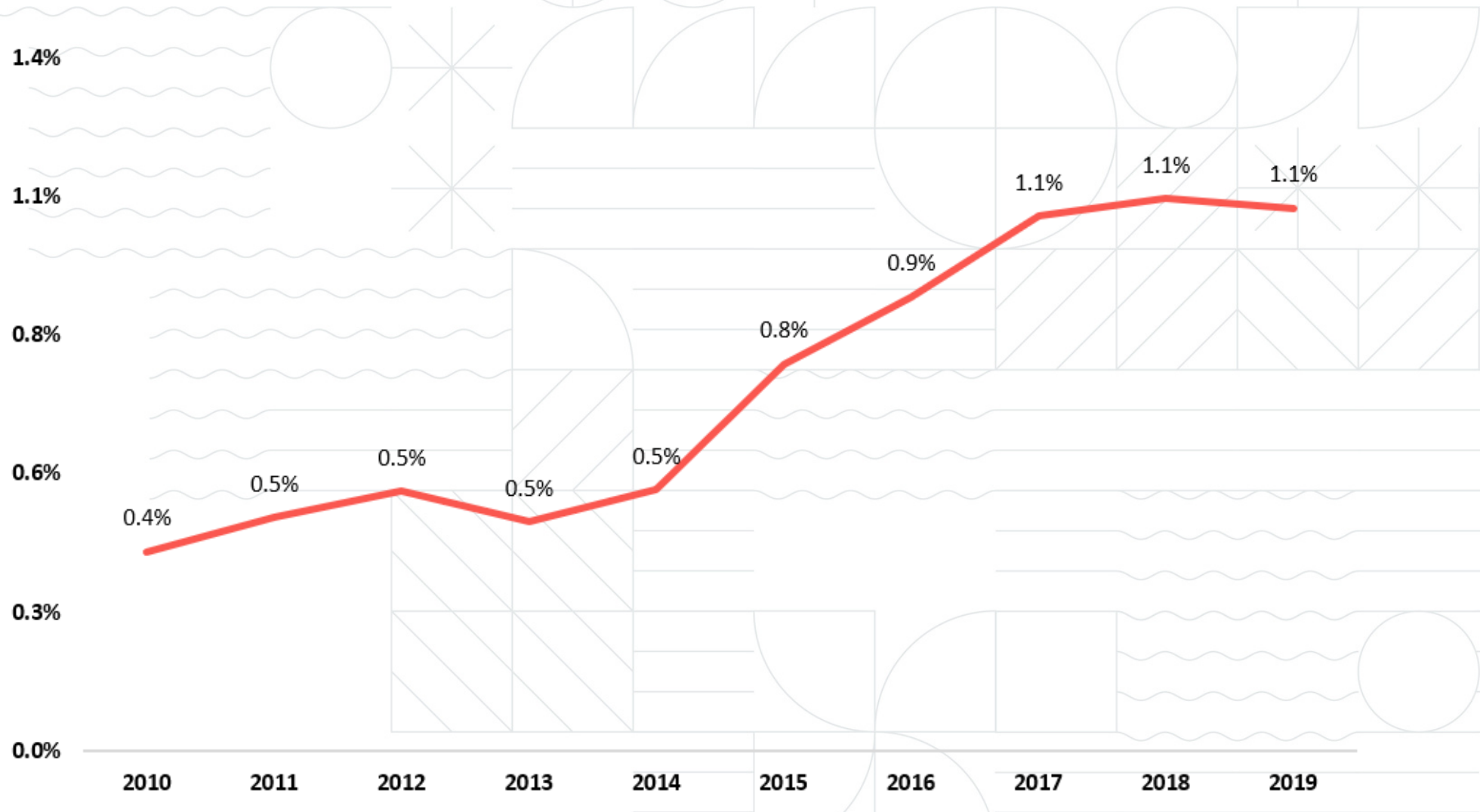


GlobalData. MINTEL

Que informação conseguimos obter?

NEW PRODUCT DEVELOPMENT

Meat Substitutes as a % of Food product launches [Europe, 2010-2019]



86
Mercados

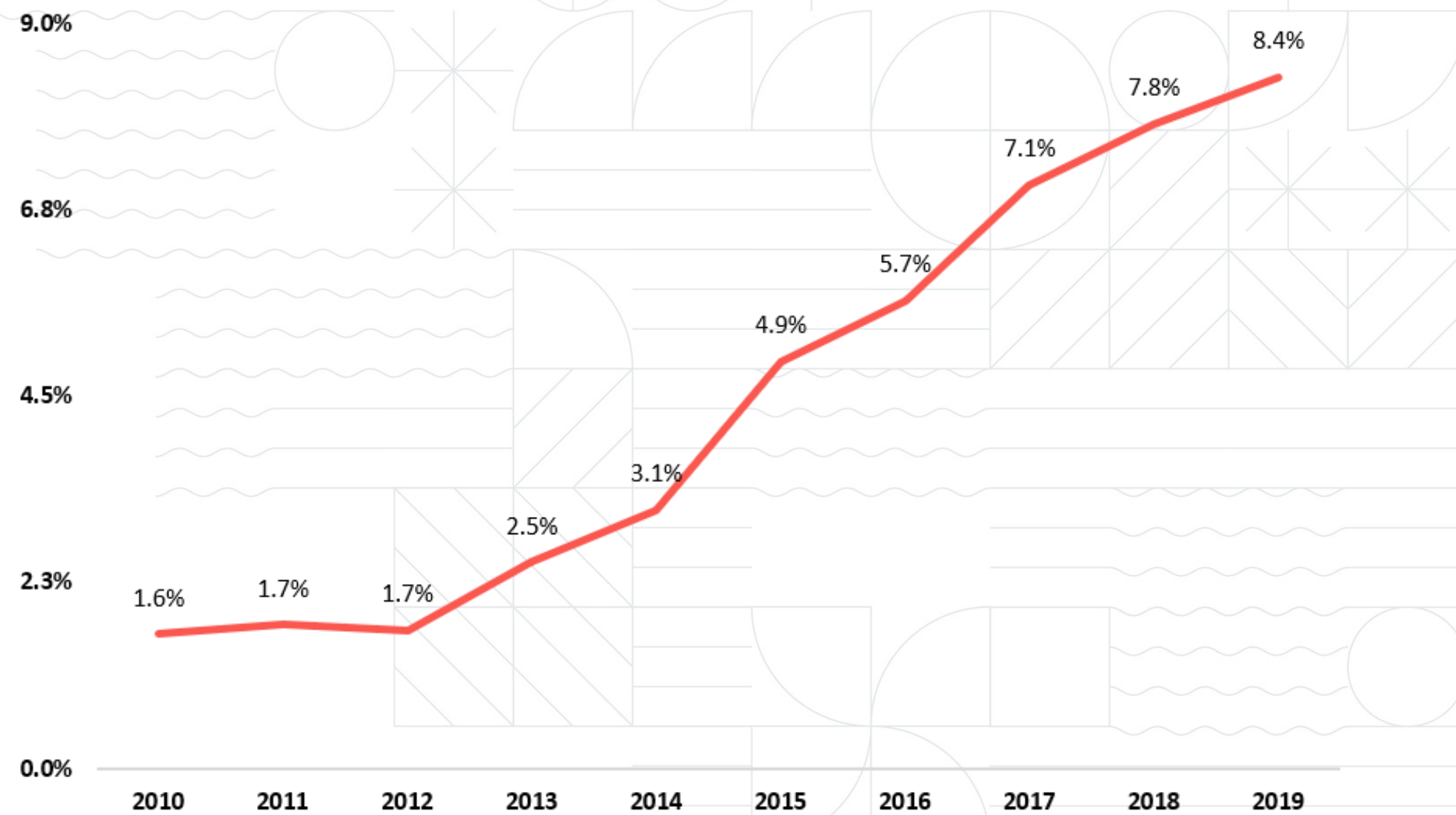
155
Sub-categorias



Que informação conseguimos obter?

NEW PRODUCT DEVELOPMENT

"Ethical - Animal" claim in Meat Products launches [Europe, 2010-2019]



86
Mercados

155
Sub-categorias

Mintel

Que informação conseguimos obter?

NEW PRODUCT DEVELOPMENT | Example

Harvest Moon Fermentiertes Kokosmilcherzeugnis Mango & Maracuja

Company: Whollee's, Germany

Brand: Harvest Moon

Category: Dairy > Plant Based Spoonable Yogurts
(Dairy Alternatives)

Market: Germany

Launche Type: New Packaging

Storage: Chilled

Price: €2.84 / \$3.48

Price per 100 g/ml: €1.03 / \$1.27

Date Published: December 2020

Pack Size: 275.000 g / 275.000 g

Product Description: Harvest Moon Fermentiertes Kokosmilcherzeugnis Mango & Maracuja (Mango & Maracuja Flavour Fermented Coconut Milk Product) has been repackaged. The vegan and organic product retails in a newly updated 275g pack bearing the EU Green Leaf logo. According to the manufacturer, the company donates 1% of its sales to social organizations.

Positioning Claims: Ethical - Charity, Organic, Vegan/No Animal Ingredients

Ingredients: Coconut Milk (Coconut Derived) (Coconut (Coconut Derived), Waters), Mango, Cassava Starch, Passion Fruit, Grapes, Lemon, vegan yogurt cultures (Streptococcus Thermophilus, Lactobacillus Delbrueckii Ssp. Bulgaricus, Lactobacillus Acidophilus, Bifidobacterium Lactis) *controlled organic cultivation

Flavours: Mango & Passionfruit/Maracuja

Package Type: Tub

Package Material: Plastic unspecified

Pack Size: 275.000 g

Package Width: 95 mm

Package Height: 85 mm

Package Depth: 95 mm

Production Methods: Thermo-formed plastic

Closure Type: Seal

Closure Material: Foil

Nutrition Facts

Per 100.00g

Energy (kJ) 478.00 kJ

Energy (kcal) 115.00 kcal

Fat 8.50 g

Saturated Fat 7.40 g

Carbohydrate 8.90 g

Sugars 5.30 g

Protein 0.70 g

Salt 0.01 g

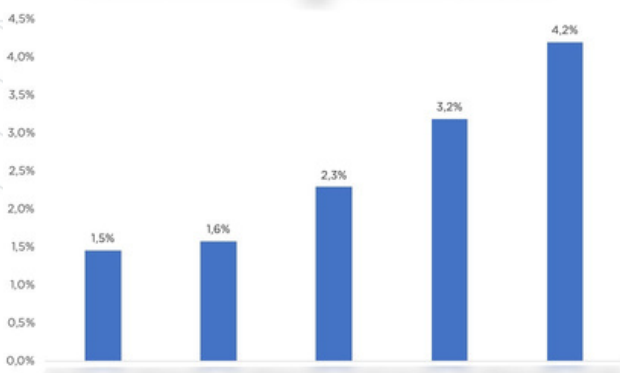
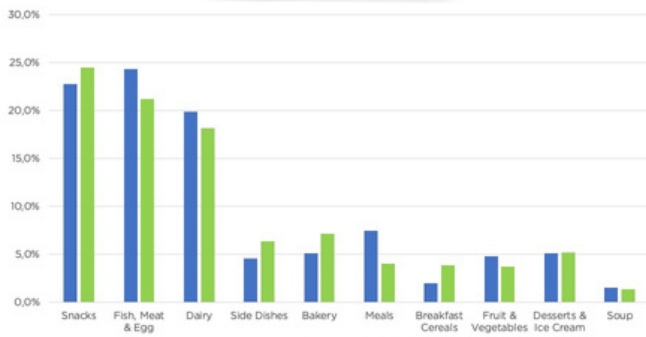
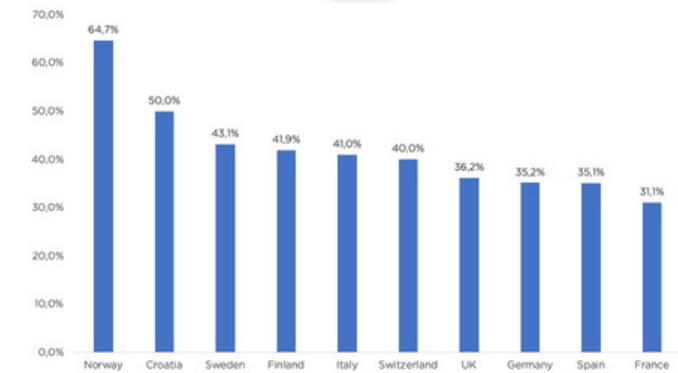
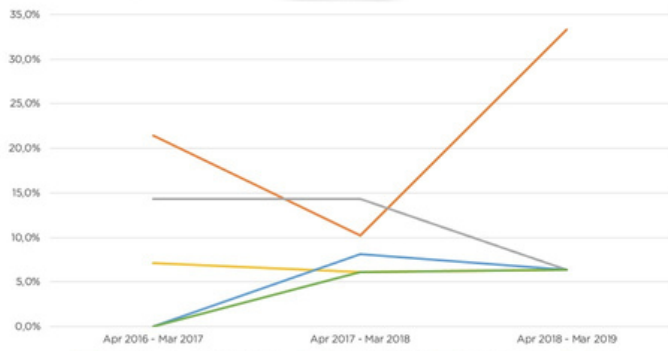


Mintel

Relatório à medida do Associado



GlobalData



Rubrica +innovation

É uma atividade dinamizada pelo Observatório PortugalFoods, em formato de rubrica semanal, no sentido de promover a disseminação de conhecimento relativo ao desenvolvimento de novos produtos e tendências de inovação para o setor agroalimentar, de maneira a estimular os seus processos de inovação.

+innovation
powered by Knowledge Division



[/PortugalFoodsOficial](#)



[/PortugalFoods](#)

Projetos de Investigação & Inovação

Participamos

Apoiamos

Disseminamos

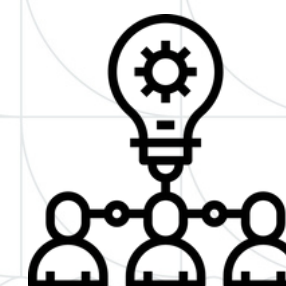
De forma a:



Estimular a inovação
do setor agroalimentar



Potenciar a cooperação
entre o sistema científico
e o tecido empresarial



Promover
a valorização económica
do conhecimento



CIÊNCIA & TECNOLOGIA AGROALIMENTAR



43 ENTIDADES

21 Empresas de diferentes áreas do setor alimentar

22 Entidades Não Empresariais do Sistema de I&I (ENESIIs)

20 ENTIDADES

8

Empresas de diferentes áreas do setor alimentar

12

Entidades Não Empresariais do Sistema de I&I (ENESIIs)

A KNOWLEDGE Division promove o empreendedorismo jovem

Prémio ECOTROPHELIA PORTUGAL

Tem como ambição promover a inovação, o empreendedorismo e a competitividade no setor agroalimentar, a nível nacional e europeu, reunindo e desafiando estudantes, professores, investigadores e profissionais do setor a refletir sobre os produtos eco-inovadores do futuro.

Este Prémio visa o desenvolvimento de um produto alimentar eco-inovador e sustentável, por uma equipa de alunos do ensino superior (licenciatura e/ou mestrado).



A nível Nacional

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estudantes

●
+25 entidades

●
+45 áreas de
conhecimento

●
+20 empresas
parceiras

●
52 produtos
desenvolvidos



Portugal ganha pela primeira vez o
ECOTROPHELIA Europe, a maior competição
europeia de eco-inovação alimentar.

●
2020

Contacte-nos

TELEFONE

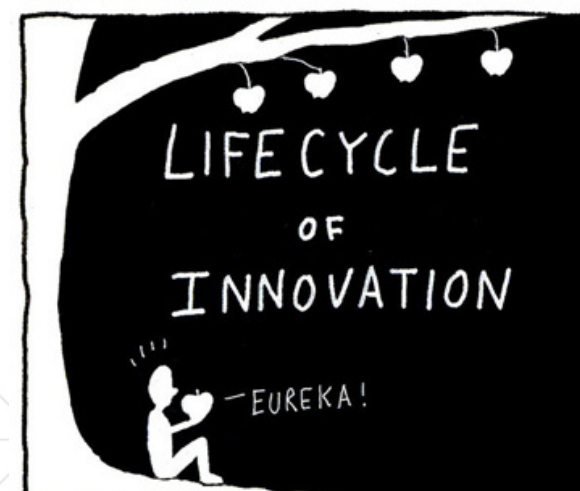
(+351) 220 944 577

E-MAIL

knowledge.division@portugalfoods.org

www.portugalfoods.org

BRAND CAMP



THE IDEA



by Tom Fishburne

CAPITAL CONSTRAINTS



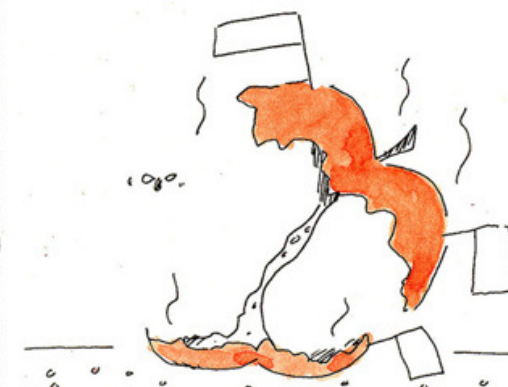
TECHNICAL FEASIBILITY



LEGAL REVIEW



MANAGEMENT INDECISION



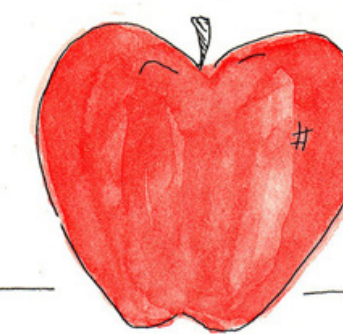
DEVELOPMENT



FINAL PRODUCT



STUBBORNLY MARKETING
AS ORIGINAL IDEA



www.skydeckcartoons.com

TRENDS

2021 – SETOR AGROALIMENTAR

FEED THE MIND
QUALITY REDEFINED
UNITED BY FOOD



Cofinanciado por:

COMPETE
2020

PORTUGAL
2020



2021 Food & Drink Trends

Presentation to PortugalFoods



David Faulkner

Associate Director - Mintel Food & Drink

February 2021

Today's Presentation

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

1

FEED THE MIND

2

QUALITY REDEFINED

3

UNITED BY FOOD



2020 caused a fundamental reset in human behaviour.
It has also intensified and enriched our relationship with food.



COVID-19 has accelerated food's capacity to offer so much more than mere sustenance.

People look to food for **positivity**, **immunity** and **community**.

Food illuminated societal inequality, the frailties of global supply chains and encouraged us to adopt new technologies.

The pandemic's life-changing impact on consumers means we need to re-prioritise **empathy** and look through their eyes.

The 2021 Global Food & Drink Trends are based in the Mintel Trend Drivers, which track seven influencers of consumer choice.



Mintel's 2021 Global Food & Drink Trends

Wellbeing: Feed the Mind

The pandemic will compel a stronger focus on **supporting mental wellness**.

Value: Quality Redefined

The road to recovery from the pandemic will shift consumers' **value priorities** for time-savings, justifiable pricing and equality.

Identity: United By Food

The food and drink industry will innovate around its ability to bring people together.

FEED THE MIND

Historically, the food industry has addressed consumers' physical health needs, more than their mental health.

But COVID-19 has changed this.

The collective negative mental health effects of the pandemic will create a wave of demand for food, drink and services that offer mental and emotional support.

COVID-19 fears accelerate industry efforts to encourage better physical health

The link between COVID-19 and existing poor health conditions has increased consumers' intentions to eat more nutritious diets.

LONG TERM DIETARY DISEASE

41%

of [Spanish adults](#) plan to eat a diet that reduces the risk of "lifestyle diseases" (eg diabetes), post COVID-19

IMMUNITY

37%

of [German adults](#) say COVID-19 has prompted them to add more nutrients that support the immune system to their diet (47% 16-34s)

WEIGHT + C19 = ANXIETY

47%

of UK adults say COVID-19 has made them more worried about the impact of their weight on their health

Base: *Spain: 1,000 internet users aged 16+; Germany: 2,000 internet users aged 16+; UK:1,985 internet users aged 16+

Source: Lightspeed/Mintel



COVID-19 has impacted mental health as well as physical

32% of UK adults and 33% of adults from Spain say COVID-19 has made them [worry for their/their family stress levels](#).

But fewer than [1% of European food and drink launch](#) from Nov 2015-Oct 2020 made functional brain and nervous system claims and fewer than 0.25% made stress and sleep claims.

'...the world was woefully unprepared to deal with the mental health impact of this pandemic. Years of underinvestment in mental health, especially in low-income and middle-income countries, have left us vulnerable.'

The Lancet, Nov 2020



Now: Rituals are a pleasurable and productive distraction during lockdown

The mass uncertainty caused by the pandemic prompted consumers to reappraise the value of everyday eating and drinking habits, taking solace in the pleasurable distraction of **food rituals**.

The difference between a ritual and a regular culinary activity is that a ritual is a **comforting, process-oriented and immersive** preparation process or consumption occasion.

Preparation, presentation and consumption each offer occasions for experiential rituals. The format, instructions and packaging also can play critical roles in creating a ritual.



[44%](#) of UK washing-up liquid users say washing up by hand can be enjoyable (57% of 16-34s)

Now: Consumers retreat to the comfort of rituals

Food and drink interactions which have an established, yet enjoyable, process will continue to be popular among consumers.



Making coffee

Coffee fans have been making fresh coffee at home, more often.

In Italy, sales of moka coffee pots jumped by [40%](#) between Jan-Oct 2020, compared with all of 2019, according to moka pot maker, E&B Labs.

In the UK, bean-to-cup coffee machine sales were up [463%](#) year-on-year, according to electronics retailer, Currys.



Dark spirits

[38%](#) of UK dark spirit drinkers claim drinking dark spirits at home has become more appealing since the COVID-19 outbreak, rising to 50% of 16-34s. Interest has been driven by their association with relaxation and also uptake of cocktails.



Cooking and baking

[41%](#) of French adults plan to make more home-cooked meals when COVID-19 subsides, while [23%](#) want to improve their cooking skills, rising to 39% of 16-24s.

Now: The pandemic strengthens the link between food ingredients and mental wellness



[Gewürzmühle Inner Calm Relaxing Seasoning Mix](#): cinnamon, cocoa and ashwagandha (Germany)

60% of Italian and 48% of French adults say certain ingredients have a [beneficial effect](#) on their mood (eg chamomile calms me).

34% of Dutch and 38% of UK adults say traditional medicine (eg made from natural ingredients) is an [effective remedy](#) against illness.

These associations are inspiring a variety of mental wellness products across different food and drink categories.

But, despite their natural appeal, **the lack of clinical proof in the efficacy of botanicals risks eroding consumer trust** and value-for-money appeal, at a time when budgets are tight.

Now: Clinically-approved functional nutrients partner natural ingredients



Driftwell: lavender and magnesium (US)



[Lizi's Super Muesli](#): maca and zinc for normal cognitive function (UK)

Building on current acceptance, more products will contain **clinically-proven nutrients** that support cognitive and psychological functions (eg EFSA-approved magnesium, B vitamins).

Combining these nutrients with botanicals can help win consumer trust.

Next: Tech will help consumers to make the link between diet and mental health

[42%](#) of Brits agree that technology is making it easier to follow a healthy lifestyle, as diet apps emerge to keep track of daily calorie intake and macronutrients.

In future, consumers will look to tech to learn how their diet is impacting their mental - as well as physical - health.

Intuitive eating, or 'anti-dieting,' focuses on **why** people often fail to maintain a healthy weight, whereas conventional diets focus on **how** to lose weight eg calorie counting.

Apps like Noom and Headspace combine the psychological and physical aspects of weight management.



The [headspace](#) meditation app advocates mindful eating

Next: Sensory features will enrich the emotional connection between consumer and brand

Brands will stimulate consumers' senses more thoughtfully through careful use of packaging and product, to emotionally engage with them.



Purpose-led on-pack messaging

[Gold & Green Pulled Oats Tomato Mince](#).

Graphic design will enable brands to voice their ethical values, in attention-grabbing yet relatable and emotionally-resonant ways. Increased online shopping makes impactful design more necessary (UK).



Describing texture through sound

[Moringa Bubble Crunch Chocomint Ice Cream](#).

Multi-sensory digital marketing will deliver innovative and immersive ways of communicating the texture quality of products eg through [ASMR](#) (Japan).



Aroma offers much-needed escapism

[Sea Arch Coastal Juniper Mocktail with Sea Kelp, Samphire, and Blood Orange](#).

More products will celebrate the aroma of certain ingredients to 'transport' consumers to far-off lands and deliver authenticity (UK).

Next: Climate anxious consumers will require understandable carbon labelling



Now: carbon labelling is emerging but lacks context and clarity



Next: A Nutri-Score-style carbon label has been proposed in Germany

According to The Lancet's [Climate anxiety in young people: a call to action](#) report (Sept 2020), young people are adversely affected by climate anxiety.

Carbon labelling on food and drink is intended to reassure consumers by being transparent, but it **lacks standardization and, often, clarity.**

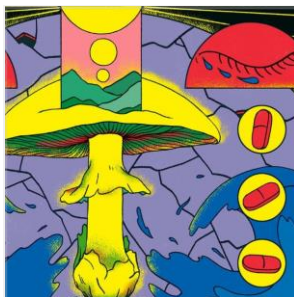
A potential solution could be a [Nutri-Score system for carbon labelling](#), which is something a German scientific advisory board proposed in 2020.

Next: Mental wellness ingredients will be a bigger focus for investors and innovators

Substances that are effective in treating stress and anxiety are well-suited to our times and will attract significant research and investment in years to come.



Added value calming nutrients
[Super absorbable organic magnesium \(Finland\)](#). Having won consumer and regulatory approval, there will be **opportunities to market the added value appeal of calming nutrients**. Eg naturally purified magnesium, super absorbable B vitamins.



Psilocybins could follow CBD*
FMCG players will monitor [increasing investment](#) in psychedelic ingredients. Substances like [psilocybins](#), the active ingredient in magic mushrooms, could hold great commercial value in future, provided efficacy and safety can be established.



Fermented ingredients can influence mental wellness
[Domremy White Peach & Berry Parfait with Happiness Lactic Acid \(Japan\)](#). Recent research into the [gut microbiota](#) suggests a broader influence on mental health. As such, fermented foods may support mental wellbeing in future.

Future Forecast: Products will cater to climate anxiety and kids mental wellness

In the future, climate anxiety will impact mental wellness, foodservice will better serve consumers' need for escapism, the mental health and diet of kids will be linked.



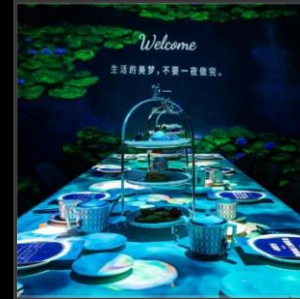
Focus on childhood diets and mental wellness

The pandemic will intensify the focus on the link between childhood diet and mental wellness, re-invigorating child-focused innovation. Digital marketing will entertain and support the child, as seen with the [Lumi Nova](#) anti-anxiety app.



Climate anxiety will affect the ethos of brands

Rising levels of climate anxiety among consumers will compel those food and drink brands which innovate around mental wellness, to demonstrate ecological credentials, to be 'part of the solution.'



Foodservice becomes more mood-service

More foodservice outlets will justify consumer visitation and value for money through immersive, multi-sensory experiences that are designed to entertain, educate or relax, while eating. [Pizza Hut has interactive restaurants in China.](#)

QUALITY REDEFINED

As markets reopen from COVID-19 restrictions, consumers will expect time-saving, hygienic and adventurous convenience food, drink and foodservice experiences.

Now: Our love of home-cooking is here to stay

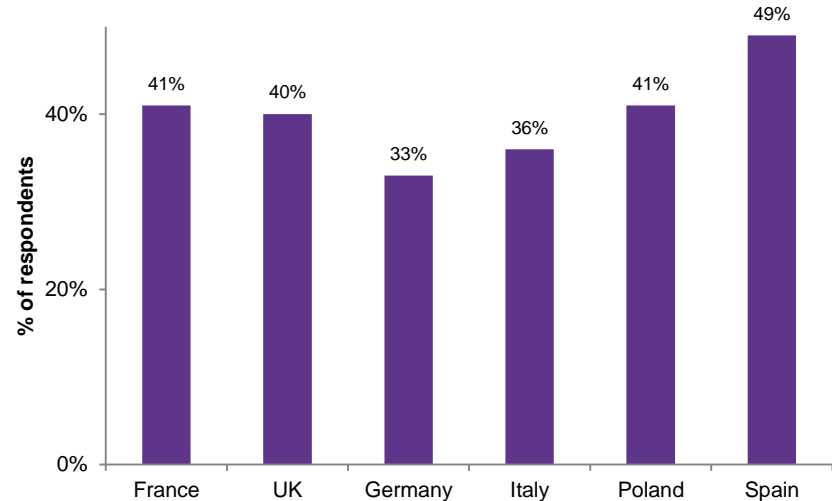
Our new appreciation of the creativity, pride, escapism, educational value AND health and financial benefits gained from home-cooking will ensure its popularity for years to come.

But, simultaneously, consumers will still want time-saving innovation:

- for yet another weeknight at-home dinner.
- to elevate at-home celebrations.

Well-known brands and private label can retain consumers' trust by highlighting, sustaining and even improving quality and safety, which will offer comfort in an uncertain time.

Select European markets: 'I intend to make more home-cooked meals, post-COVID,' July 2020



Base: 1,000 internet users aged 16+ in each market

Source: [Lightspeed/Mintel](#)

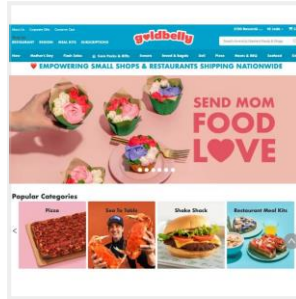
Now: Takeaways and 'fakeaways' meet all budgets and occasions

Consumers will demand foodservice-inspired options for at-home shortcuts for weekday dinners, as well as approachable gourmet solutions for special "hometainment" occasions.



Affordable chef's meal

[Singapore Firecracker Chicken](#) is described as a spicy hot chicken wok with noodles and vegetables from a recipe by TV Chef Wichudaporn Chaiyasaeng (Sweden).



From the Michelin-starred and small food makers

[Goldbelly](#) is a US-based e-commerce site that delivers restaurant meals, chef meal kits, food gifts and care packages from restaurants big and small nationwide (US).



Ready-prepared centrepieces

[Vegetarian and vegan brand Bol](#) has launched a range of pre-marinated and oven ready Centrepieces. *"Just pop in the oven, whip up some simple sides and have a restaurant worthy meal for two made easy"* (UK).

Now: Umami and miso will add rich, sustainable depth to plant-based and home-cooking trends



Miso caramel: offsetting sweetness with umami



[Miso Mushroom Vegan Rolls Stuffed Eggplant in Oil](#)

Umami flavours and miso will be more prevalent in Europe and comply with the *Quality Redefined* trend, as we know European consumers want:

- natural, versatile and good value solutions
- plant-based options and meat alternatives but with savoury depth
- quick-fix flavour solutions for home-cooking
- new takes on sweet, savoury and savoury innovation
- delicious flavours from Asia

Next: Consumers will remain loyal to brands that optimize cost and guarantee quality

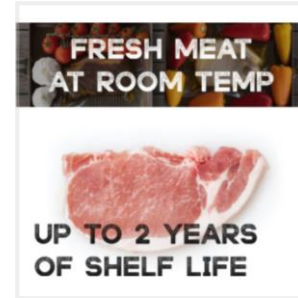
Ambient and frozen products have an [opportunity to more clearly communicate their benefits](#) such as freshness, nutrition and quality, as technology develops in these areas.



Canned, frozen and ambient [Italian Diced Tomato Pulp](#). In Europe, more [people believe](#) that they will be buying long-life food and drink more often as a result of the COVID-19 outbreak. Vapore offer "[The best Italian tomatoes](#) - blanched within hours of harvest".



Packaging technology extends shelf-life [Kewpie](#) pack technology from Japan is designed to extend the shelf life of its products to support consumers eating more at home.



Fresh for up to 2 years [Ixon Food Technology](#) food preservation method keeps meat fresh and juicy for up to two years (Hong Kong).

[58% of German](#)* consumers regularly purchased longlife food and drink in July 2020 vs 36% in January.

Next: The next winning combination will be to create 'value with values'



[Lidl Way To Go Milk Chocolate with Almond Crisp & Sea Salt](#) (Finland)

Brands that deliver value for money and operate responsibly, or have 'value with values,' will be winners in the 'next normal.' Recessions focus people on their own need to 'put food on the table,' but COVID-19 also has sensitised people [to the needs of others less fortunate than themselves](#).

Private label will play a big role here, as **consumers expect private label to adopt the values championed by more expensive brands.**

For example, Lidl's new Way To Go! chocolate bars are the first private-label bars in a number of launch countries to contain 100% traceable and sustainable cocoa.

Next: Plant-based products will expand to more affordable offerings

[41%](#) of adults from the Netherlands say healthy food is too expensive to buy regularly (July 2020).

Ever-expanding plant-based food and drinks will need to remain competitive in price while respecting the planet.

[69%](#) of French meat substitute eaters would eat them more often if they were lower in price.

[Miyoko's Kitchen](#), which sells cashew-based cheese alternatives, is looking to provide lower-priced products made from potatoes, legumes and seeds.

[Before the Butcher](#) has launched frozen plant-based burgers with price parity to ground beef.



[Miyoko's Kitchen's ambition is to provide low-cost cheese alternatives](#)



[Before the Butcher](#) launched burgers with price parity to ground beef.

Next: quality delivered via evolve contactless expectations at retail and including experiential services

Among the lasting lessons from COVID-19 will be a universal expectation for hygiene and safety, especially at retail and foodservice.

Consumers will want contactless innovations, including hands-free smart shopping trolleys and packaging that limits direct contact with hands during consumption.

As markets recover, consumers will be open to experiential convenience in the form of online or offline grocery shopping that informs and entertains consumers.



[7Fresh](#) offers hands-free smart cart (China)



Chocolate brand Dengo launched a [live stream store project](#) (Brazil)

Future forecast: Frictionless shopping and transparent pricing

Retailers around the world will take inspiration from China's popular frictionless, ultra-convenient "[new retail](#)" formats. Store designs will reflect retailers that engage and inform in-person shoppers while also efficiently servicing online orders.

Customers use the store's mobile app to scan barcodes to find product information and recipe ideas. Purchases are recorded, offering the option to quickly order the same goods for home delivery. Stores double as distribution centres - delivering within a 3km radius in 30 minutes.

Expanded use of [blockchain](#) and other tracking technologies will allow brands to actually show consumers the various elements that make up the price of a product - from the farm to boardroom CSR commitments - via data, images or videos.



Customers can pay via account or by face scan. No cash or cards required



Peroni are one of the latest companies to flag Blockchain on pack

Future Forecast: Signs of progress for global availability of affordable, sustainable and nutritious food



Nestlé's [Cerevita Instant Porridge](#) (SE Africa)



The Earthrise Spirulina farm in California

Major food companies will expand access to affordable nutrition to help tackle global hunger and malnutrition.

Nestlé's [Cerevita Instant Porridge](#) launched in SE Africa, made with wholegrain cereals, fortified with key nutrients and costing 20-25% less than similar products.

Meanwhile, [algae will be accepted as a viable food source](#), thanks to its natural, economical, nutritious and sustainable credentials and potential as a low sodium salt substitute.

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 communities of like-minded individuals.

The food and drink industry will innovate around its ability to bring people together, rather than fuel polarization and divisiveness.

COVID-19 prompts consumers to prize individuality and community

Food celebrates the individual

Food and drink has become a safe outlet to express individuality and creativity during COVID-19. Brands can harness this by launching products which require some form of participation from consumers before consumption.

Then will bring individuals together

In two to five years, food and drink brands will help consumers to fill the void of meeting new people and socializing that was created by COVID-19 social distancing measures.

THE NEED TO BELONG

54%

of [German adults](#) say it is important for them to feel part of a community

Base: Germany 1,000 internet users aged 18+ (July 2020)

Source: Lightspeed/Mintel



Now: Acknowledging consumers' need to express creativity

Food and drink has become an outlet for escapism and self-expression during COVID-19. Food, drink and foodservice brands can harness this by launching products which require some form of participation from consumers before consumption.

Brands offering creativity and collaboration should also aspire to engage consumers in the innovation process.



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MORE SCRATCH COOKING

31%

of [Spanish consumers](#) say they will want to improve their cooking skills after COVID-19

Base: Spain 1,000 internet users aged 18+

Source: Lightspeed/ Mintel

Now: Brands prove that they are listening to consumers



Ugly Drinks crowd-sources monthly limited edition flavours

Brands are identifying new ways of building a **dialogue with consumers** to embrace their creativity, build a connection and identify in-demand new flavors or recipes.

This process could become more codified in the future with brands using scores to fit with consumers' personal taste preferences.

[Ugly Drinks](#)' community approach to limited edition flavours: *"It's simple! we want to launch products that our consumers tell us they want!"*

Next: Brands can help consumers create connections online

Food, drink and foodservice brands can evolve the convenient but transactional nature of online shopping to become more personal. They can create hubs for brand fans that can answer a variety of needs, such as:

- Providing more information about the products
- Giving fans a chance to interact with each other

These hubs will give consumers places to share their passions with like-minded consumers and reinforce the connection consumers have to the brand itself, building long-term loyalty.

BUILDING COMMUNITY

64%

of [Danish adults](#) say it is important
for them to feel part of a
community

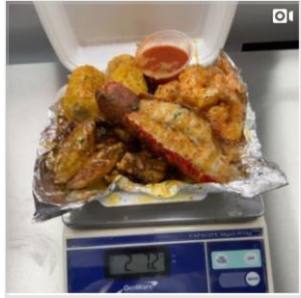
Base: Denmark: 1,000 internet users aged 16+, July 2020

Source: [Lightspeed/Mintel](#)



Next: Social media will increasingly facilitate 'conversational commerce'

Small companies are using social media to sell directly to communities; new technology is enabling big companies to get in on the action.



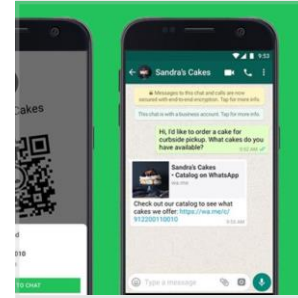
Selling directly on Instagram

In the UK, coffee shops and restaurants (even ones that started from Instagram and then moved to foodservice like [Trap Kitchen](#)) are selling food and drink to their local communities via social media platforms such as [Instagram](#).



Functional drinks via WhatsApp

In Brazil, [Do Bem](#) is selling its new line of functional drinks via [WhatsApp](#). According to the company, 68% of adults globally say they are more likely to do business with a company they can contact via messaging.



WhatsApp Business introduces carts
WhatsApp will offer in-app purchases in future. *"Instagram and Facebook are the storefront,"* says WhatsApp Chief Operating Officer Matt Idema. *"WhatsApp is the cash register."*

Next: Online directories strengthen the bonds of local communities



FoodBarrio app connects you with regional artisanal food producers



Project to support smaller and artisanal food businesses in Marche

Independent local businesses have had an especially tough time during the pandemic. In the UK, according to the [Federation of Small Businesses](#), in April 2020, 41% of small firms had temporarily closed, and nearly a quarter had reported that their turnover had dropped by more than 50%.

Consumers across Europe have been vocal about their willingness to support local businesses (especially [aged 45+ in Italy](#)).

Next: Instant Pot provides the space for organic community engagement



Instant Pot has benefited from enabling meaningful online communities

Food and drink brands can take inspiration from companies which have created vibrant online communities that have a life of their own.

Canada's Instant Pot, for example, is very successful at creating online communities of super users who talk to each other rather than answer directly to the brand. The company was not afraid to create a forum that would connect fans and users based on several important criteria (proficiency, language etc).

Instant Pot was **not looking to control the discussion** and [encouraged users to cultivate their own communities](#) around the product in a way that spoke to them.

Next: Social commerce will transform the purchase experience

Interactive ecommerce offers new ways to bring people together. Food and drink brands can adopt social commerce models, in which the online shopping experience is shared with fellow shoppers and friends.

This model has been successful in China, as shown by social buying app Pinduoduo. The app aims to replicate the shared experience of shopping in-person with friends.

Pinduoduo invites users to **share deals from a range of CPG categories with their friends**. A lower price is activated only when a specific number of people are interested in purchasing the product.



Chinese social commerce site [Pinduoduo](https://www.pinduoduo.com)
rewards group shopping

Next: Food will be at the heart of future community spaces



London's "Tramshed Project" for co-working, wellness and dining



Urban roof-top farms have potential to unite communities



Eataly is committed to "eating, shopping and learning"

Community spaces which combine workspaces, retail, leisure will have food at their hearts.

Tramshed in London will be a [new membership-free destination for eating, coworking and learning](#). *"Open to everyone, we're building on the spirit of community fostered during the pandemic to bring people together, safely"*. And Eataly is expanding globally.

And [Eataly](#), the shopping and dining space which focuses on good food and knowledge-sharing in a relaxing and foody environment is expanding globally. Opening shortly in London.

Meanwhile, urban farming consultancies like [Agropolis](#) are in high demand, changing roof-tops to roof-crops.

Future Forecast: Food & drink will help consumers to become part of the change they want to see in the world

Having established their online communities, food companies in the future can mobilize their followers around specific ethical commitments that will help consumers to 'give back.'

For example, Knorr is seeking to mobilize its [online](#) and offline communities to switch to [more sustainable foods in its recipes](#).

It is an example of how a brand can move beyond its narrow product focus and step up to potentially make a big impact on the global food supply chain.



Knorr encourages its fans to become eativists with its Future 50 foods

Summary: Mintel's 2021 Global Food & Drink Trends showcase the need for empathy

Feed the Mind

Successful food and drink companies will empathise with consumers' need for a wider variety of trusted, effective mental support solutions.

Quality Redefined

Successful food and drink companies will empathise with consumers' value-driven priorities around time-savings, justifiable pricing and affordable nutrition.

United By Food

Successful food and drink companies will empathise with consumers' desire to be part of a community of like-minded individuals.

THANK YOU

Contacte-nos para saber mais sobre as Tendências de Inovação e Consumo no setor Agroalimentar

knowledge.division@portugalfoods.org

(+351) 220 944 577