



Top Ten Trends for 2019 *by Innova Market Insights*



Trend 1. Discovery: the Adventurous Consumer

Globalization sparks the consumer's curiosity to discover new food and drinks

INCREASING BRANDING EFFORTS ON DISCOVERY

BRANDS BRING NEW VARIETIES TO THE MARKET

+35%

Growth of new food & beverage launches tracked with a **discovery** claim.
(Global, 2017 vs. 2016)

Discovery claims include: discover, explore, uncover, unveil, unravel.



Arousing consumer curiosity by including an element of surprise

TEMPERATURE SHOCK



Source: [instagram.com/skittles](https://www.instagram.com/skittles)

Flavors -

Sizzling' strawberry
Fiery watermelon
Blazin' mango
Lemon spark
Flaming' orange

THIS IS NOT WHAT IT SEEMS



Source: [instagram.com/duckseatery](https://www.instagram.com/duckseatery)



duckseatery • [Follow](#)
• Ducks Eatery

duckseatery Don't let that caramelized skin fool you - this smoked "ham" is 100% 🍷

ACTIVATE YOUR SENSES



Source: [SIAL Paris 2018](https://www.sial-paris.com)

"Basiron's Black Lemon's dark color, smooth dairy and refreshing taste of lemon and lime will activate your senses to the max!"

Source: veldhuyzenkaas.nl/merk/basiron-black-lemon

Trend 2. The Plant Kingdom

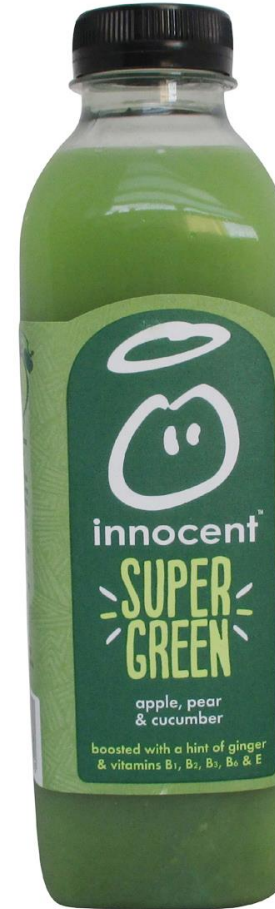
Eating plant-based is becoming mainstream, industry thrives on plants

CONSUMERS MAKE HEALTHIER FOOD CHOICES

PLANT INGREDIENTS SOAR ACROSS CATEGORIES



"I increased my consumption of fruit & vegetables in order to be healthier"



Brands 'green-up' their portfolio to attract the mainstream consumers who want to add more plant-based options to their diet.

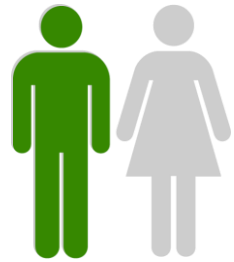


Source: Innova Consumer Lifestyle and Attitudes Survey (2018)

Trend 3. Alternatives to All

Alternative dairy, alternative proteins, alternative sweeteners, etc. – there is now an alternative for everything.

HEALTH REMAINS BIGGEST DRIVER FOR CONSUMERS



...as a reason for buying alternatives to bread, meat or dairy.

Source: Innova Trends Survey (2018)

ALTERNATIVES SPREAD TO MORE CATEGORIES



Trend 4. Green Appeal

The industry increasingly commits to answering consumer expectations around sustainability

SUSTAINABILITY INITIATIVES ARE A MUST

SUSTAINABILITY DRIVES CORPORATE GOALS

2 in 3

US, UK and Chinese consumers expect companies to invest in sustainability these days

Source: Innova Trends Survey (2018)



Trend 5. Snacking: the Definitive Occasion

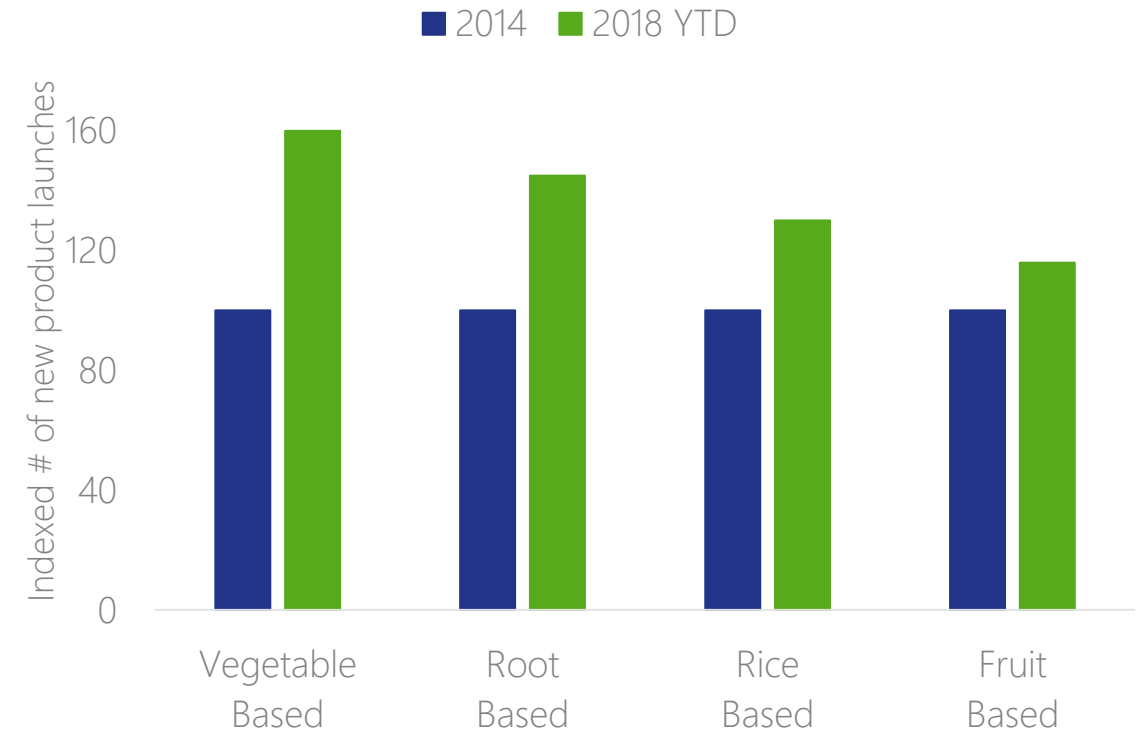
Snacking is no longer the optional extra, but the definitive occasion

WELLKNOWN BRANDS LAUNCH SNACKING VERSIONS



HEALTHY SNACKING OPTIONS SHOW FAST GROWTH

Indexed number of new snack launches tracked by snack subcategory
(Global, Index 2014=100)



Trend 6. Eating for Me

Individual needs and preferences: big impact on new product development

+76%

Small dataset
(<50 products
in 2017)

Keto



6% of respondents

+32%

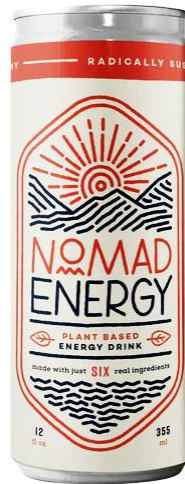
Paleo



3% of respondents

+28%

Plant-based



9% of respondents

+17%

High in protein



13% of respondents

+14%

Vegan



3% of respondents

% of US consumers that followed any of the next diets the past year.*

Growth (in %) of new food & beverage launches tracked with selected dietary claims (Global, 2017 vs. 2016)

*Innova Trends Survey (2018)

Trend 7. A Fresh Look at Fiber

The return of fiber as an essential food ingredient

A GROWING INTEREST FOR FIBER

44%

of US respondents are increasing their consumption of fiber

33%

of UK respondents are increasing their consumption of fiber

Source: Innova Trends Survey (2018)

FILLING THE FIBER GAP: INCREASED LAUNCH ACTIVITY



+21%

average annual growth of new launches tracked with a fiber claim

(Global, 2013-2017)

Trend 8. I Feel Good

Rising interest in the role that nutrition can play not only in physical but also in emotional wellbeing

EMOTIONAL HEALTH KEY FOR HOLISTIC WELLBEING

- **Mood:** The feeling of satisfaction, happiness, joy and excitement positively influences a person's mood.
- **Comfort:** A relaxing drink or comforting food calms the nerves and gives a feeling of relaxation.
- **A clear mind:** Clear thinking, having the ability to concentrate and making and recalling memories are necessities for emotional health.



"My mental health is as important as physical health for my overall wellbeing"

Source: Innova Consumer Lifestyle and Attitudes Survey (2018)

CAN FOOD CHANGE YOUR MOOD?

+36%

Growth of new food & beverage launches tracked with a **feel good** claim.
(Global, 2017 vs. 2016)

Feel good claims include: happy and joy



Trend 9. Small Player Mindset

Start-up companies continue to shake up the food and beverage industry

THE POWER OF LOCAL HOOKS CONSUMERS

MAJOR PLAYERS ARE GOING SMALL IN THEIR STRATEGY

2 in 5



...US and UK consumers **prefer small brands** because smaller companies are more dedicated to their products and **have a personal story**.

Source: Innova Trends Survey (2018)



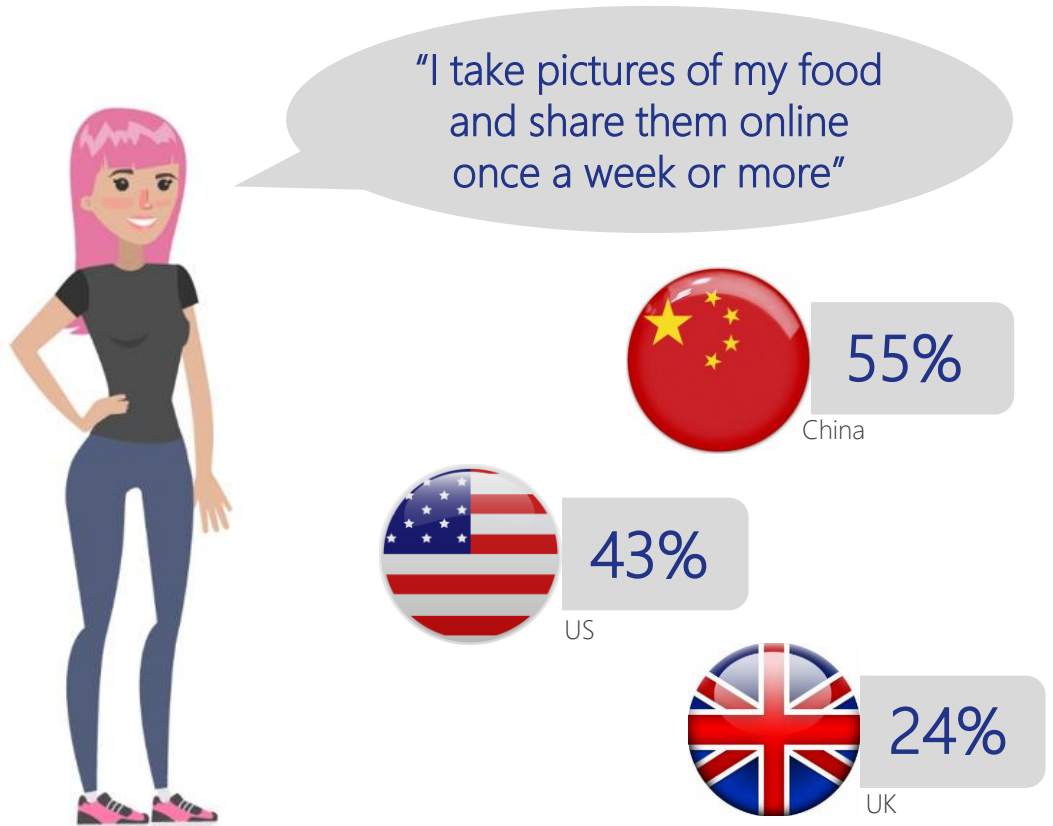
"We want to bring a contemporary, modern-day twist to Indian food. Our products will always be Indian in DNA but can stand up to any global product."



Trend 10. Connected to the Plate

Social media enabling consumer co-creation for new product development

YOUNG CONSUMERS SHARE WHAT THEY EAT ONLINE



% of 26-35 year olds saying they take pictures of their food and share them online once a week or more (Innova Trends Survey, 2018)

FANS INVOLVED IN FLAVOR INNOVATION

Through #myoreocreation, Oreo let fans decide which new flavor would enter the market.

Cherry Cola was the winning flavor.





THANK YOU!

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