

Food Future

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Content

- The modern consumer
- Post-pandemic life
- Marketing in TikTok times
- Future trends
- The next impact

Overview

This work is the compilation of a series of interviews that were planned to get a better insight of the modern consumers.

The Modern Consumer

Objectives

- Know the characteristics and expectations of Millennials and Gen Z consumers
- To remark the market drivers for both generations
- To understand the brands expectations

millennials

born between 1981 and 1994



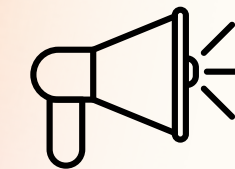
high education levels

Approximately **39%** have a bachelor's degree or higher



seeking stability

This generation has experienced many economic and political changes including **9/11, 2008, and Covid.**



frustration

The reality that was predicted for them have **not being quite** it

millennials

born between 1981 and 1994

consistency

seek the same
experience every time



transparency

want to understand the
impact of their
consumption habits



overall well-being

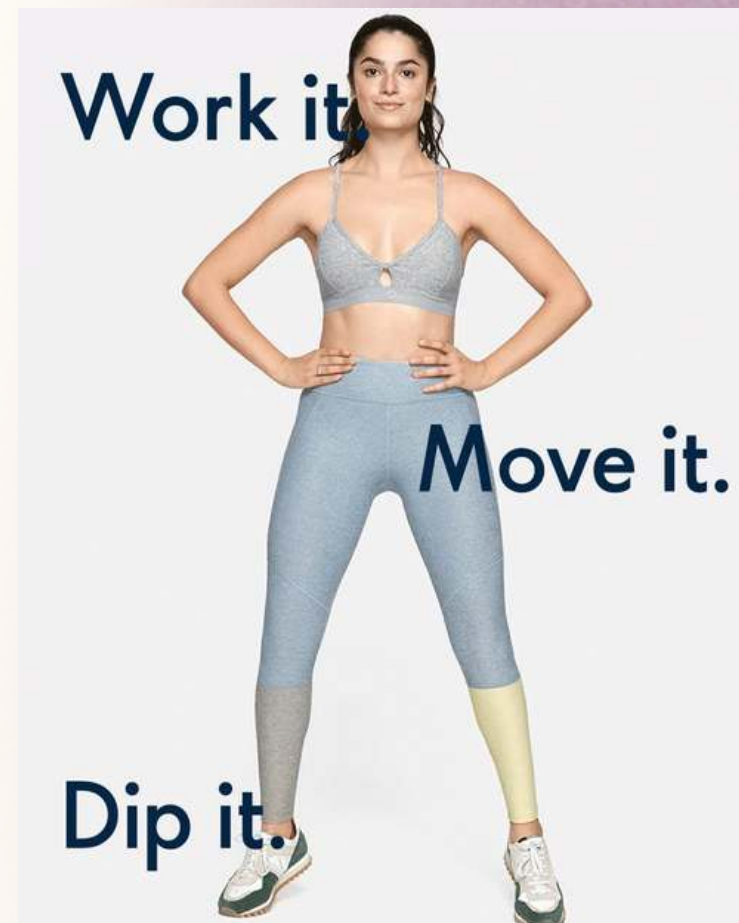
consider self-care a new
motto



millennials

Aesthetic

- Pastel pallet
- Food settings
- Pinterest-inspired
- Clean images

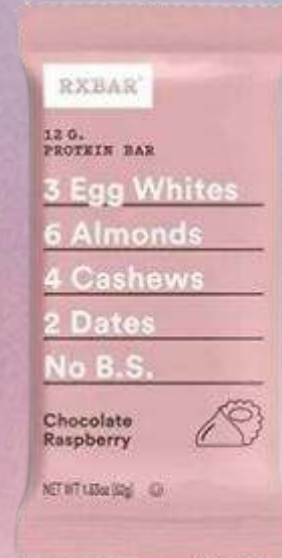


millennials

Clean and natural ingredients/ packaging

minimalism

CPG brands



RXBar by Insurgent Brand



Box Water



Forager

gen Z

born between 1995 and 2012



digital natives

Grew up with the **internet**



high standard for self-image

Consumption becomes a means of **self-expression**



taking a stand

Act to change the problems they see in the world

gen Z

born between 1995 and 2012

diversity and inclusion

creating a true sense of belonging for everyone.

collective well-being

everyone having the chance to be who they are in their lives

personalization

self-realization and authenticity



gen Z

brand

Asthetic

- Electric colors
- Fun settings
- Playful images



gen Z

asserting honesty and confidence

maximalism

CPG brands



Smart Sweets



Chamberlain coffee



Poppi

Post- pandemic life

pandemic trends that will stick

Objectives

- Underline the main changes that are going to remain after the pandemic

Post-Pandemic



Work/life balance

lifestyle changes for more balanced days



Food delivery/Cooking from home

Better and more diverse options



Convenience

More nutrition with less effort

Work/life balance

*"People are working longer hours,
but they report higher levels of
happiness and productivity"*
The Economist 2021

Hybrid workplace

- Organizations must shift to balanced models focused on increased content collaboration

Digital workplace

- Employees require access to the relevant information for their jobs, wherever and however they choose to work.

Nomad life

With increased digitization, it is no longer necessary to have a fixed space for working. The world can be your office

Food delivery/ Cooking from home

Rappi

 DOORDASH

Cooking from home is still on the rise

- consumers will continue searching out adventurous cooking experience

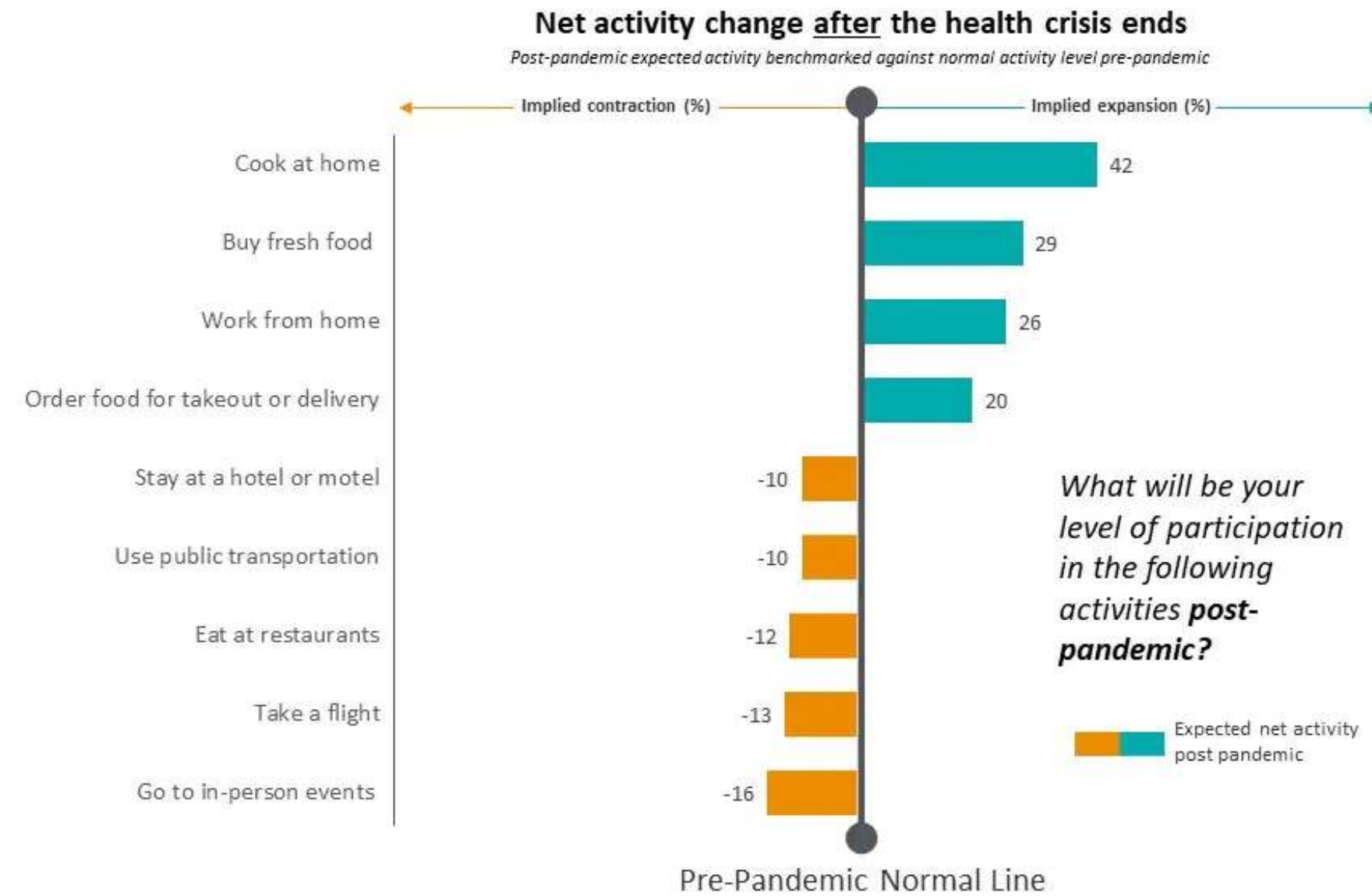
Spending less

- Consumers are concerned by increased prices and are attracted by cheap options for eating out

Practical and safer options

- Some consumers will continue avoiding crowded spaces. They may feel safer ordering food for delivery

Food delivery/ Cooking from home



Source: Deloitte Global State of the Consumer Tracker 2020-21
% of respondents indicating more minus less activity post-pandemic compared to pre-pandemic activity

Convenience

"Consumers will be seeking products that amplify flavours, colours, textures, aromas and interactivity to create moments of happiness or memorable experiences."

Mintel, 2022

Convenient but healthy

- Continue focusing in options that are not only easy to eat but also with a more nutritious profile

Money savers

- With the continuous price increase in food products, people are going to look for the better and also cheaper options

Adaptable to lifestyle

- Personalization of products that fit in the new consumer life styles

Marketing in the TikTok Times

speaking to the modern consumer

Objectives

- As the main consumer base are coming from millennials and gen Z is necessary that companies understand the consumers desires and expectations

Marketing in the TikTok times

Social media

- Social media is the main channel that modern consumer gather and enjoy new information

Transparency

- People are expecting that companies are more open and transparent about who they are and what do they stand for

Omnichannel experience

- The expectation that a consumer wants the same experience in every point of contact that they have with a brand

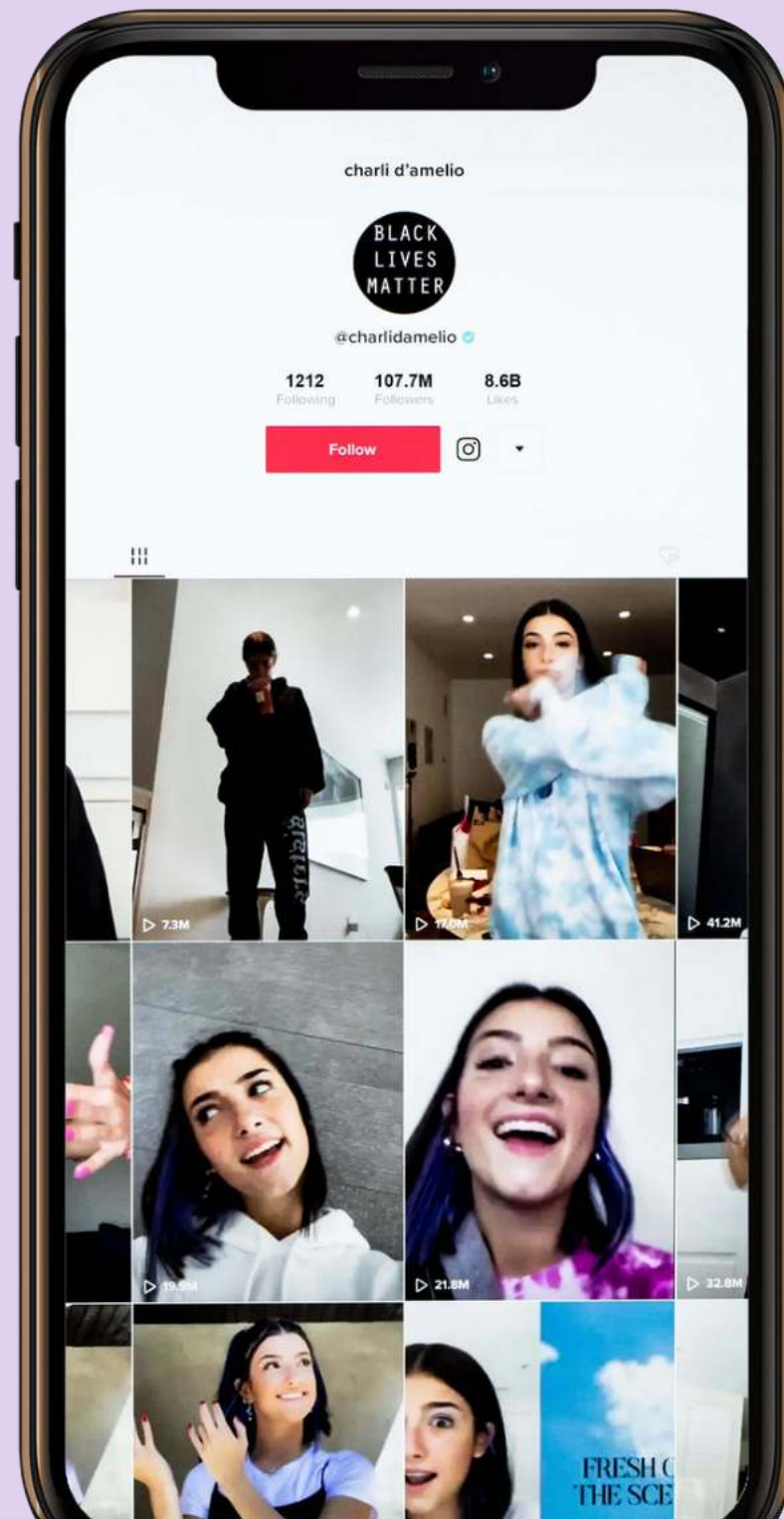
Social media

Main communication channel

- Allows for personalization
- Real-time engagement
- Allow brands to try many strategies

Creative expressions

- For CPG brands, allow them to engage new consumer thro trends
- Up lift the shopping experience



Storytelling

- People are more open to prefer a product/brand/company if they can relate in a personal way
- They want to know the people behind the product/service they are

Social media: Tik Tok



Objective

- To create a buzz around the brand at the same time as generating positive engagement with the hip-hop community

Solution

- KFC decided to run its own Branded Hashtag dance Challenge, the brand's campaign encouraged the community to show off how they turn old school hip-hop moves into legendary ones.

Results

- One billion video views
- 260,000 video creations
- 13.35% engagement rate.

Transparency

How a brand shows itself to be open, genuine, and accessible to internal and external stakeholders

How is this company growing?

Corporate practices

Product proof

Brand purpose

Does this brand align with my values?

What is the impact of what I'm buying?

Transparency

"89% of people say a brand can regain their trust if it admits to a mistake and is transparent about its steps to resolve the issue"

Latana, 2022

the benefits of a transparent brand approach

gain consumer trust

increase brand

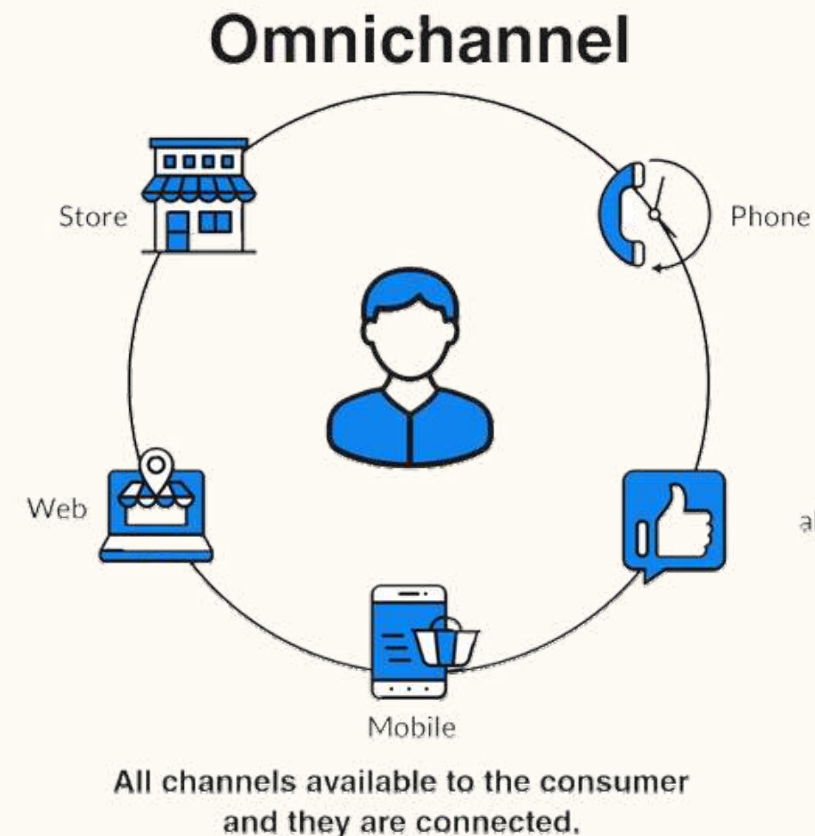
loyalty

drive integrity

increase sales



Omnichannel experience



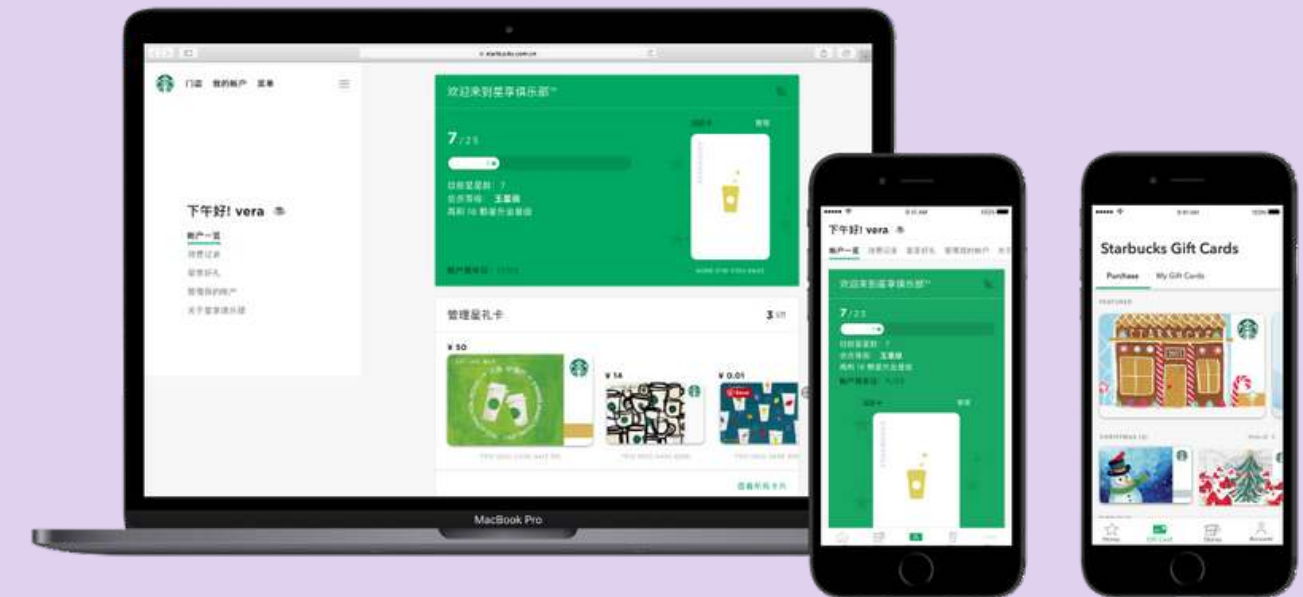
Omnichannel approach enables organizations to take a consumer-centric approach that keeps the comprehensive customer journey in the first place

creating a consistent brand experience

Omnichannel experience: Starbucks

Through its mobile rewards app, Starbucks is able to better **integrate the mobile experience with the in-store** one to put consumer convenience first.

Users can reload their cards from their phone or desktop computer. By using the app to pay, they are rewarded with points that can be applied to a free coffee. Additionally, they can skip the morning line by ordering in advance.



The result: hyper personalization, segmentation, predictive analysis and recommendations.

Future trends

Objectives

- Review the state of art of the food trends that are already happening

Future trends

Fermented foods

- The search for better and more nutritious foods are focusing on gut microbiota fortification

Desing foods

- From meat to dairy, the growing market of cultivated food is already happening

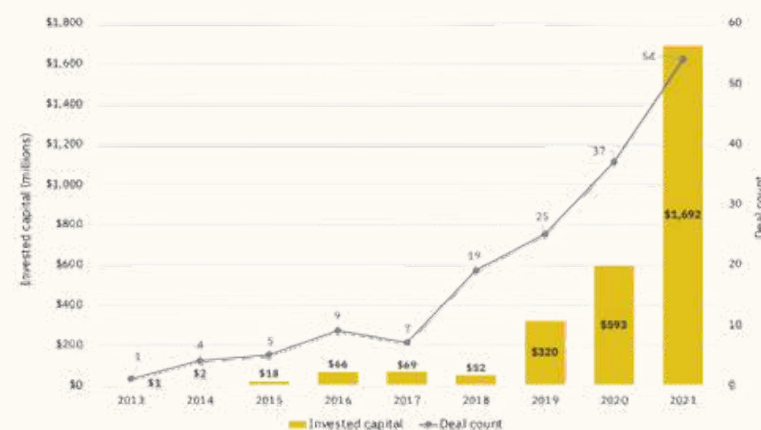
Free-from

- The plant-base market have push the development of more sustainable foods



Fermented foods

Data in [The Good Food Institute's 2021 State of Fermentation Industry Report](#) points to the growth of fermentation as a traditional means to create probiotic-rich foods and plant-based products. According to the report, a total of \$1.69 billion was invested in 54 fermentation-based startups in 2021.



Health benefits

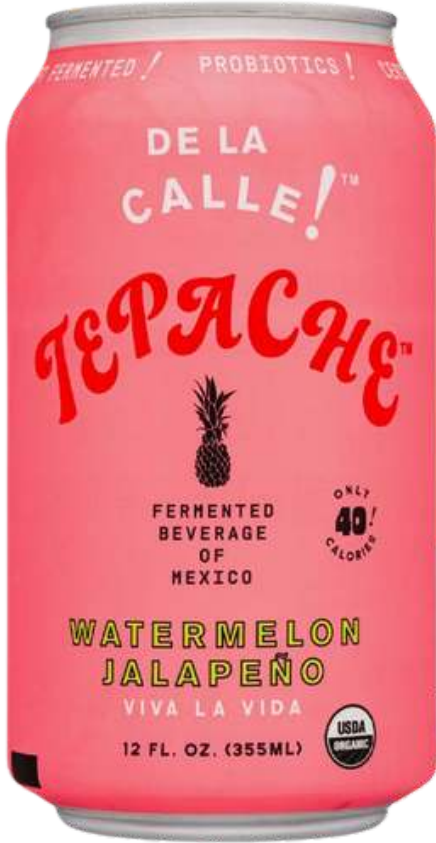
- A growing interest in gut health is one of the major drivers of the development of fermented products

Improvement of flavour and taste

- A new spectrum of flavours and food textures can be obtained through the process of fermentation



Fermented foods





Food design

"...Cultivated meat and other alternative proteins are predicted to take significant market share from the \$1.7 trillion conventional meat and seafood industry."

Good Food Institute, 2022

Cultivated meat and dairy products

- This shift will mitigate agriculture-related deforestation, biodiversity loss, antibiotic resistance, zoonotic disease outbreaks, and industrialized animal slaughter

Sustainable choc

- Lab-grown cacao cells that are genetically identical to those found in the wild



Food design

Eat Just to Open Asia's Largest Cultivated Meat Facility in 2023

- Company is approved to sell its lab-grown chicken in Singapore
- Costs to be competitive against conventional meat by end 2030

**WE MAKE REAL
CHOCOLATE
FROM PLANT
CELLS, NOT A
CHOCOLATE SUBSTITUTE.**



Free-from

Allergen free

- A growing interest in gut health is one of the major drivers of the development of fermented products

Sustainable delight

- Climate change, labor conditions and the impact in the environment are the main drivers of the development of new food



Free-from

Voyage Foods



Eat Just

WNWN Food Labs



The next impact

the not so bad , the bad , the ugly

Objectives

- The world scene is changing fast, Covid, Ukraine war and inflation have raised concerns related supply chain all over the world.

The next impact

The not-so bad

- The after covid effects will continue to maintain an interest in consumers focusing in better-for -you habits

The bad

- The effects of Covid Pandemic are still ongoing, food manufacturers are raising concerns related supply chain

The ugly

- Inflation : the combination of Covid, Ukrania War, high product demand is still g

Special recognition

For the development of this investigation I appreciate the openness and availability to conduct the interviews to:

Stephanie Borselli

Joanna Widman-French

Todd Martin

James Bortek

Justin Laabs

Branchfood Team

Lauren Abda

Carole Sioufi

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