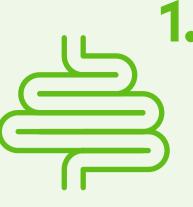


**FAST FACTS** 

## **Top 5 Global Consumer** Trends for 2019



### **1. Digestive wellness**

The narrative around digestive health will evolve. Expect a progression from 'digestive comfort' messaging to 'holistic wellness starts in the gut' - covering benefits from weight management, to immunity, to beauty brain health and more. This trend provides opportunity for new product formats and a range of positioning stories.

of global consumers find food and drink that are "good for digestion and gut health" appealing <sup>1</sup>

of global consumers have purchased a probiotic product in the last twelve months<sup>2</sup>

### 2. Total wellbeing

76%

50%

Mind, body and soul wellness will become a common concept that consumers live by. The aim is more than just staying physically healthy, it's about leading the holistic lifestyle that you aspire to. Consumers will seek product solutions that complement - rather than disrupt - their body's natural processes. Wellness crosspromotions between complementary categories will become more common.

#### Redefining Holistic Wellness<sup>9</sup>

MIND Mood, Stress levels, Mental health, Sense of optimism, Attitude, Security, Safety



BODY Sight / vision Touch & feel Smell / breathing Sound Temperature Physical Wellness

globally 62%

SOUL

of consumers always/often find products that impact their health and wellbeing influential when purchasing food<sup>3</sup>

globally 58%

of consumers strongly recognize the link between cognitive health and maintaining overall health <sup>1</sup>

globally 56%

of consumers are concerned about the impact of diet on their health and appearance<sup>4</sup>

### **3. Snackification:** the definitive occasion

As Snacking becomes an established meal occasion in its own right, consumers preferences are advancing and turning towards the more premium, natural, nutritious or customisable food and drink. The aim is to help people keep pace with their busy schedules without sacrificing their health goals or curiosity for new ingredients, flavours or formats.



snacking between meals<sup>5</sup>

~40% of consumption occasions

**Consumers seek** healthy snacks and are willing to pay more



Almost 60% of consumers in Spain, Italy and Germany demonstrate their willingness to pay more for snack bars made with natural ingredients<sup>10</sup>



58% of Chinese consumers are willing to pay premium for **dairy** based dessert snacks<sup>10</sup>



40% of British consumer expect to pay a premium for heathy/functional snacks<sup>6</sup>

## 4. Adventurous consumption

60%

2 in 3

39%

Food has increasingly become a showcase of how we aspire to live - a symbolism of the experiences we are having rather than just a showcase of what we are eating. Consumers will continue to push boundaries to enhance the experience of eating, placing value on the authenticity of these experiences.

> of consumers globally say they find trying new experiences most exciting compared to trying new products<sup>3</sup>

US, UK and Chinese consumers agree with the statement: "I love to discover new flavours"<sup>7</sup>

growth of new food & drink launches tracked with 'discovery claims' <sup>10</sup> (Global, 2017 vs. 2016)

# 5. Ethics goes 360°



Interest in **ethical sourcing and sustainability** will extend throughout the entire supply chain and will lead to collaboration between suppliers, manufacturers, retailers and consumers. We will see extensions to the story of "grass to glass" as it becomes "grass to glass to bin and beyond."

> of global consumers would consider buying products that support environmental protection<sup>8</sup>

41%

of consumers look for on-pack ethical or sustainable logos when shopping<sup>8</sup>

53%

of consumers somewhat or completely agree that buying environmentally friendly products makes them feel less guilty when shopping<sup>8</sup>





Sources:

- Global Data, Global Consumer Survey, Q4 2017
- FMCG Gurus, 2019 2.
  - Global Data, Global Consumer Survey Q3, 2016
- Mintel, Total wellbeing, 2018 4. Global Data, Global Consumer Survey Q3,2018 5.
- Nielsen, The power of snacking, 2018
- Innova, Top 10 trends in 2019
- GlobalData, Sustainability & Ethics, 2018, 2018
- Frost & Sullivan, Healthcare by 2015, 2019
- Mintel, GNPD 10. 11.
  - NZMP Demand Spaces Research, 2018



