

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.**



2. Total wellbeing

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 cross-promotions between complementary categories will become more common.



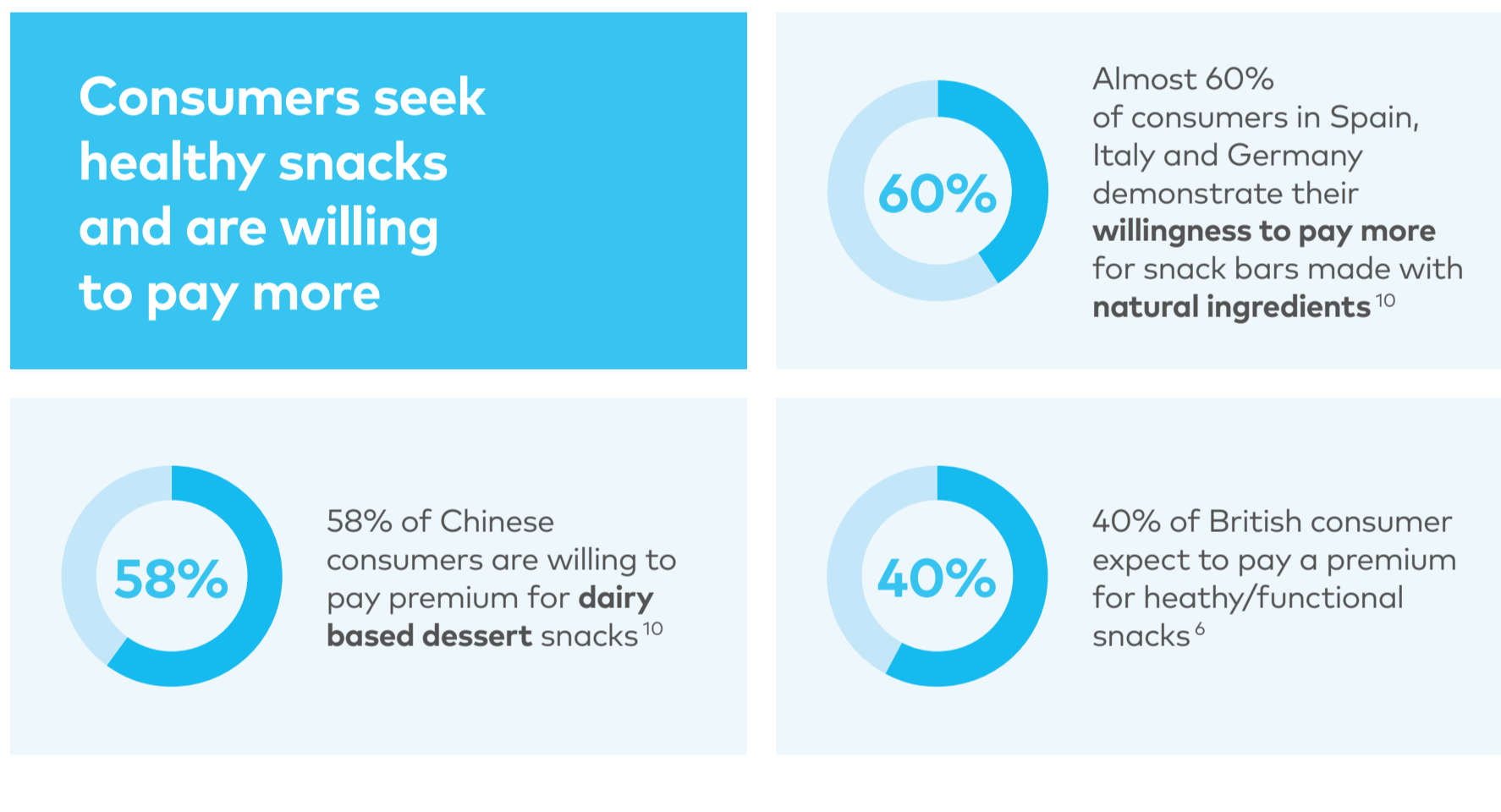
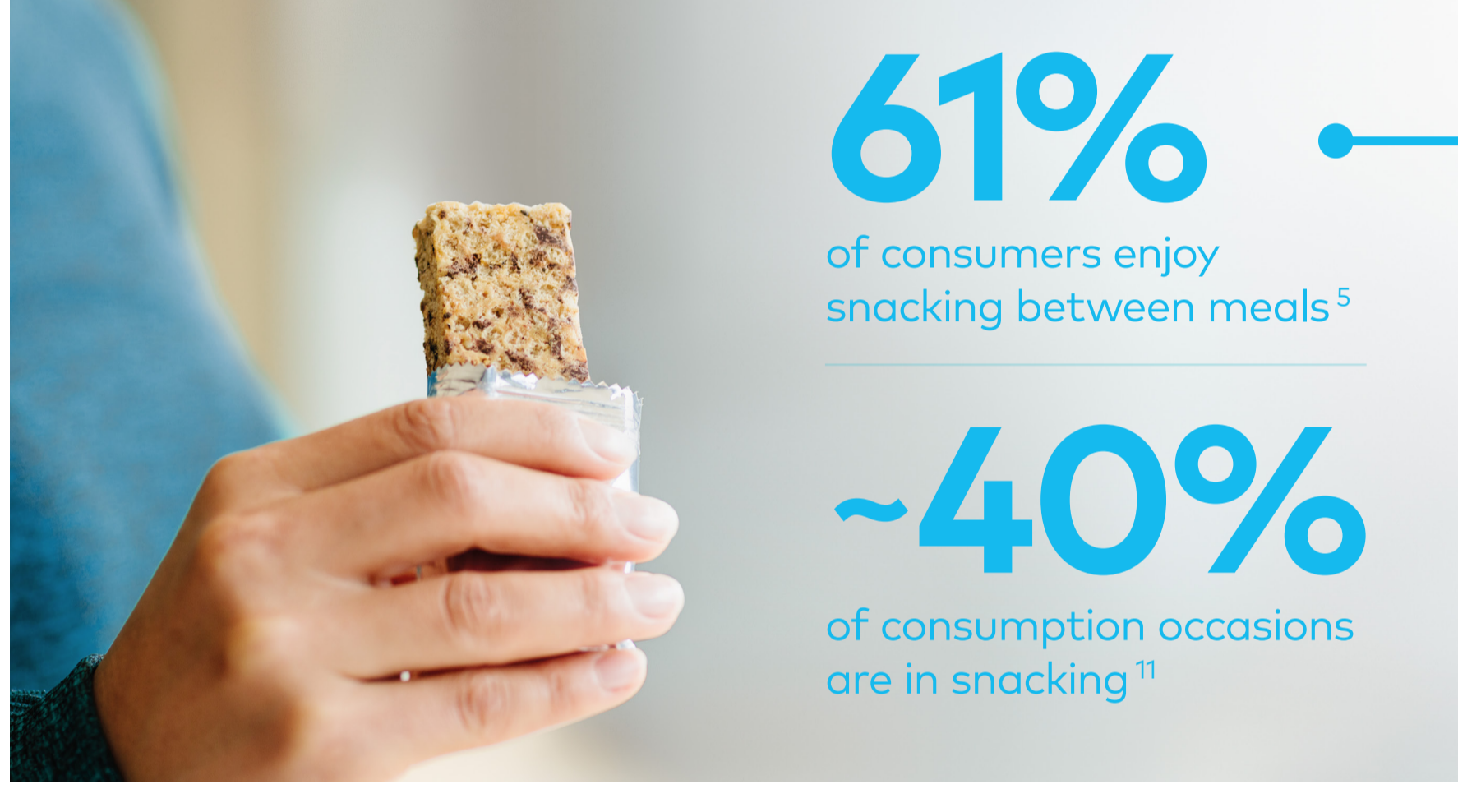
globally **62%** of consumers always/often find products that impact their health and wellbeing influential when purchasing food³

globally **58%** of consumers strongly recognize the link between cognitive health and maintaining overall health¹

globally **56%** of consumers are concerned about the impact of diet on their health and appearance⁴

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.



4. Adventurous consumption

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** into the experience of eating, placing **value on the authenticity** of these experiences.



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 bin of **"grass to glass"** as it becomes **"grass to glass to bin and beyond."**

