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# What are people eating?

## 10 Food Trends of 2014

October 2014

TRENDS  
& FUTURES

# WHAT'S IN THIS REPORT?

With insights from our Global Trends Survey and external sources, we take you on a whistle-stop tour of the 10 food trends that have affected and will continue to play a part in the food industry today.



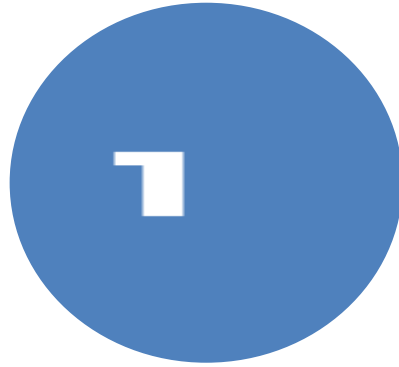
# 1. Snacking



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# Snacking and decline of family meals

People are travelling more than ever before and with this comes the need to fulfil consumers' appetites in the form of a snack-based food. Fewer and fewer people are sitting down for family meals as a result.



Respondents in the US agree that soup is a good on-the-go meal solution, although nearly half also agree that there should be more re-sealable soup packaging, which will facilitate more eating while travelling.



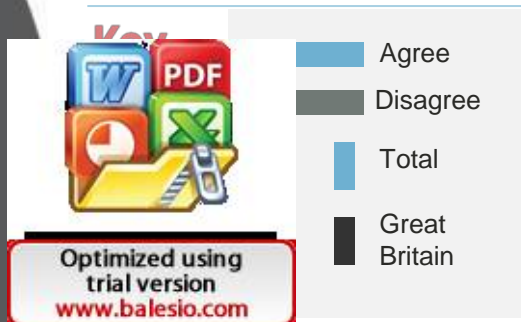
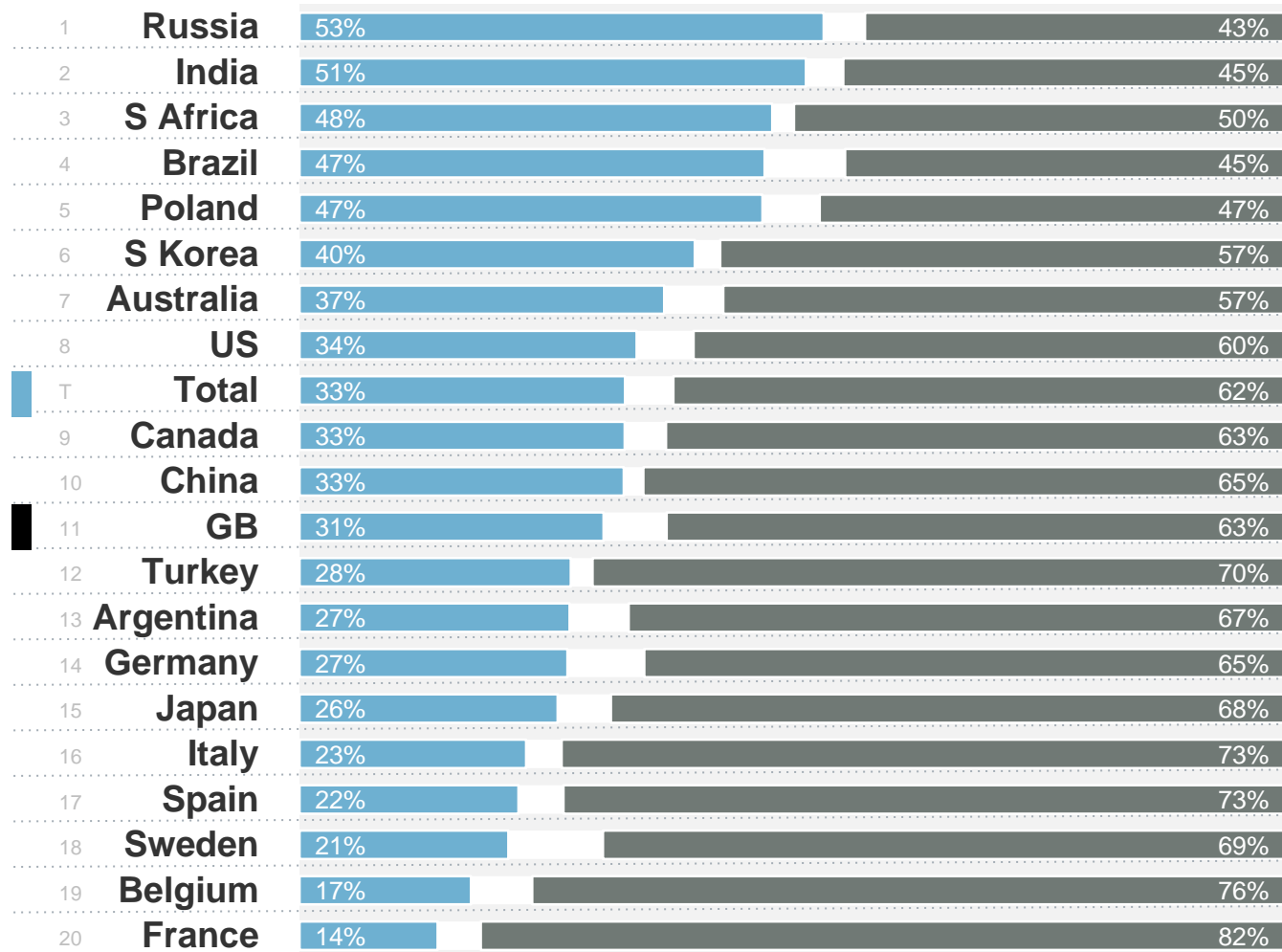
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# We rarely sit down to a family meal together at home – agree or disagree?

As consumers are snacking on the go more and more, family meals are on the decline.



# What are people snacking on?

Half of US children are snacking 4 times a day but not on fruit and vegetables – vending machines are still stocked with confectionery, crisps and fizzy drinks.

However, there is a trend towards healthy snacking as an alternative to traditional snack-based foods:



The Marc Bakery in Russia is an all-natural snack start-up and grew last year at 300%.



HUMAN Healthy Vending machines are growing fast in the States, where they are replacing vending machines with healthy options.

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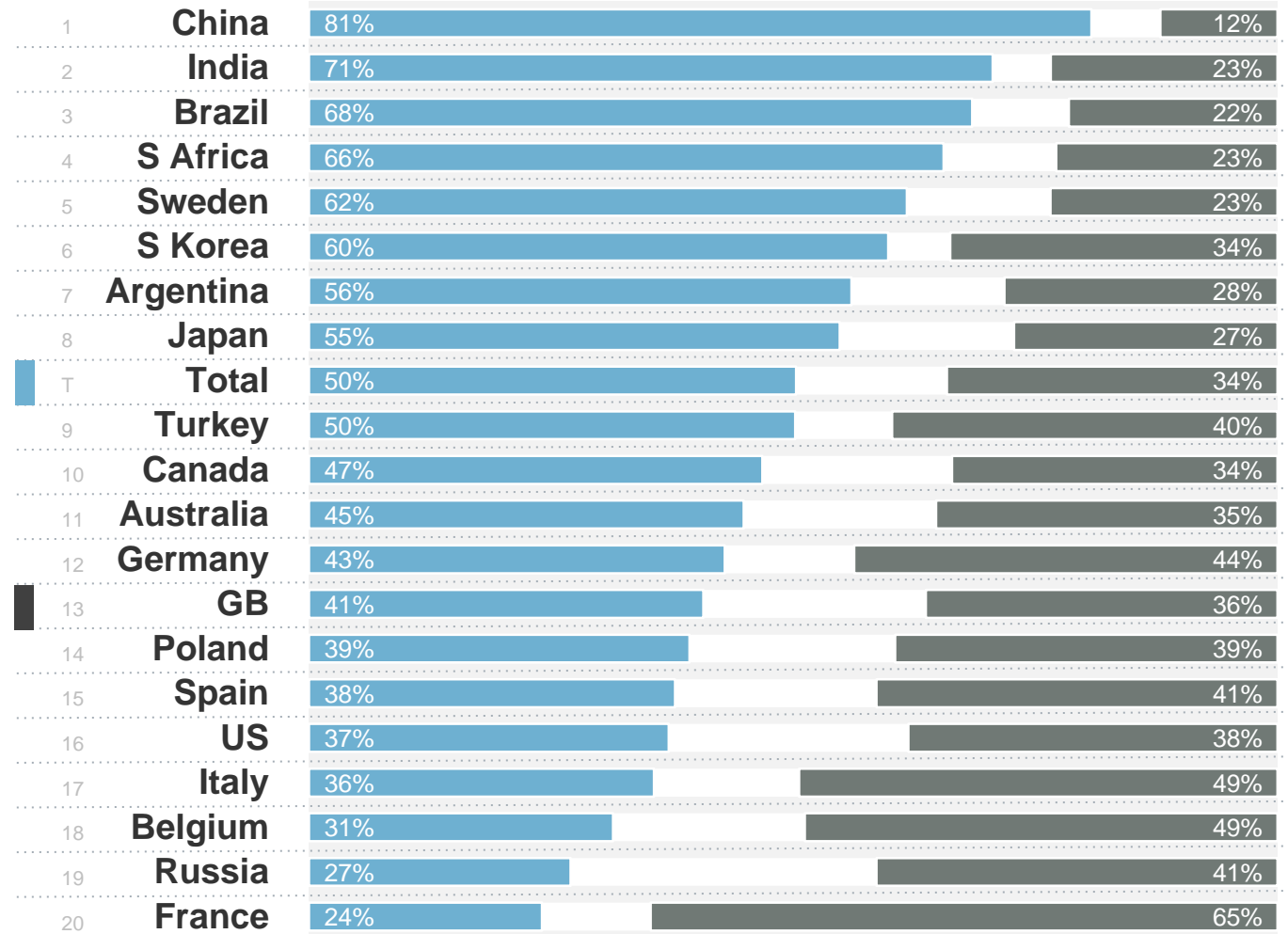
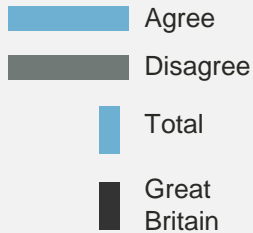
## 2. Globalisation



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# Half of us think globalisation is a good thing

## Key



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# Evolving Global Tastes

**With globalisation breaking down barriers between countries, traditional tastes and diets are changing as influxes of global foods enter the market**

Since 2005, beef consumption has superseded fish consumption in Japan, due to easier preparation, growth of fast food outlets and generational differences.



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### 3. Love for Local



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# Love for Local

Local produce is nothing new, but people are becoming more switched on to the idea of buying locally – whilst prominently around food, this has branched out to clothes and even banking.

Local pride is one of the main reasons why people buy locally.



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of people are willing to spend extra for a product that is produced locally – in India this rises to 56%.



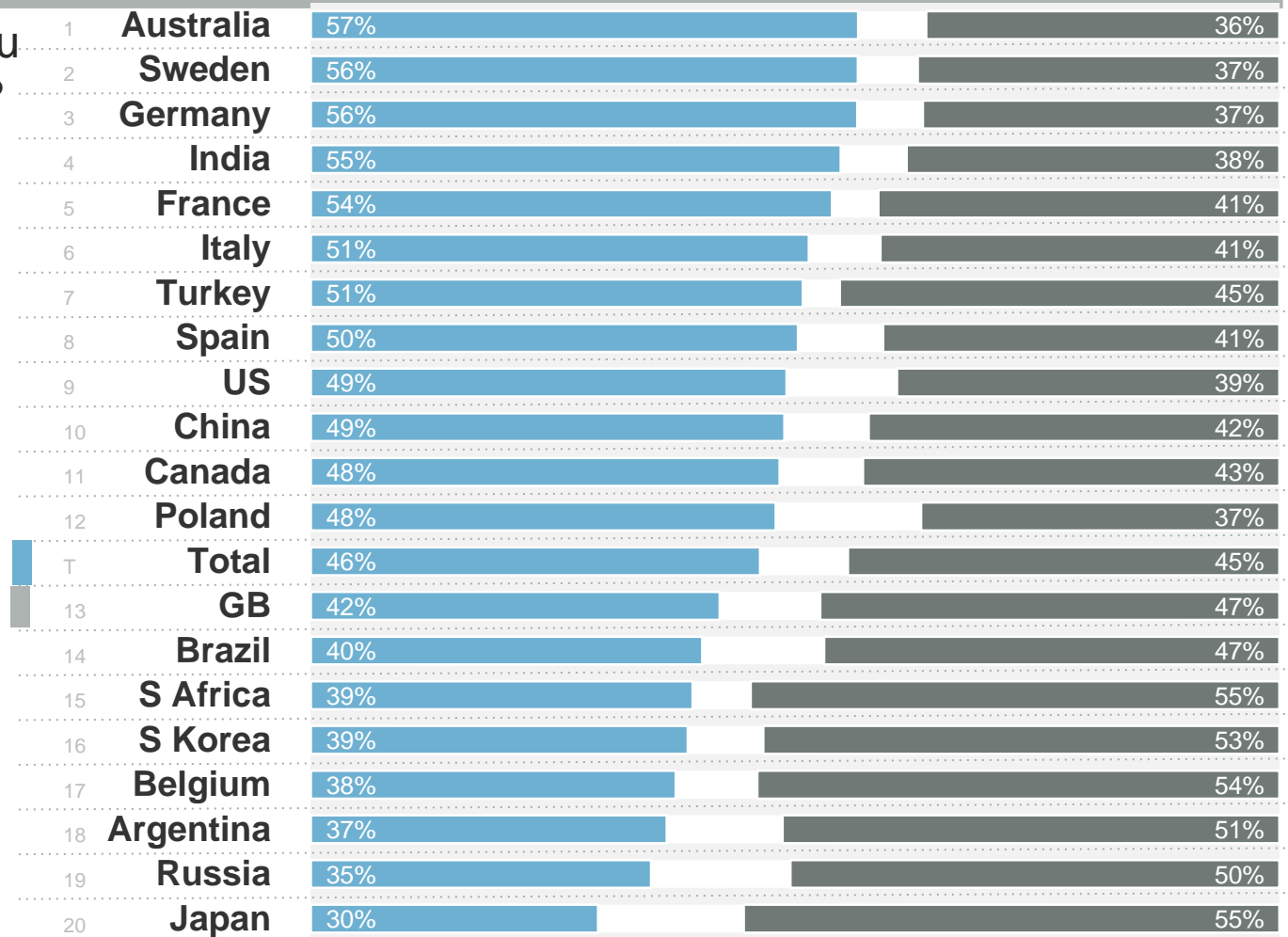
Hellmann's mayonnaise with Peruvian lime is available only in Central America

# Just under half would also pay more for a product that is produced locally

## The Global Trends Survey

**Q:** To what extent do you agree or disagree...?

I am generally willing to spend extra for a product that is produced locally



**Key**

Agree



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Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

## 4. Adventurous Hybrids



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# Adventurous Hybrids

Adventurous taste is an increasing trends in cities like London, where pop ups and new restaurants are growing. Creating culinary “mash-ups” to match these bold consumers have resulted in a niche market filled with cronuts, ramen burgers and dessert pizzas.



20% of consumers are interested in and are willing to pay more for innovative flavours that are new in the market.



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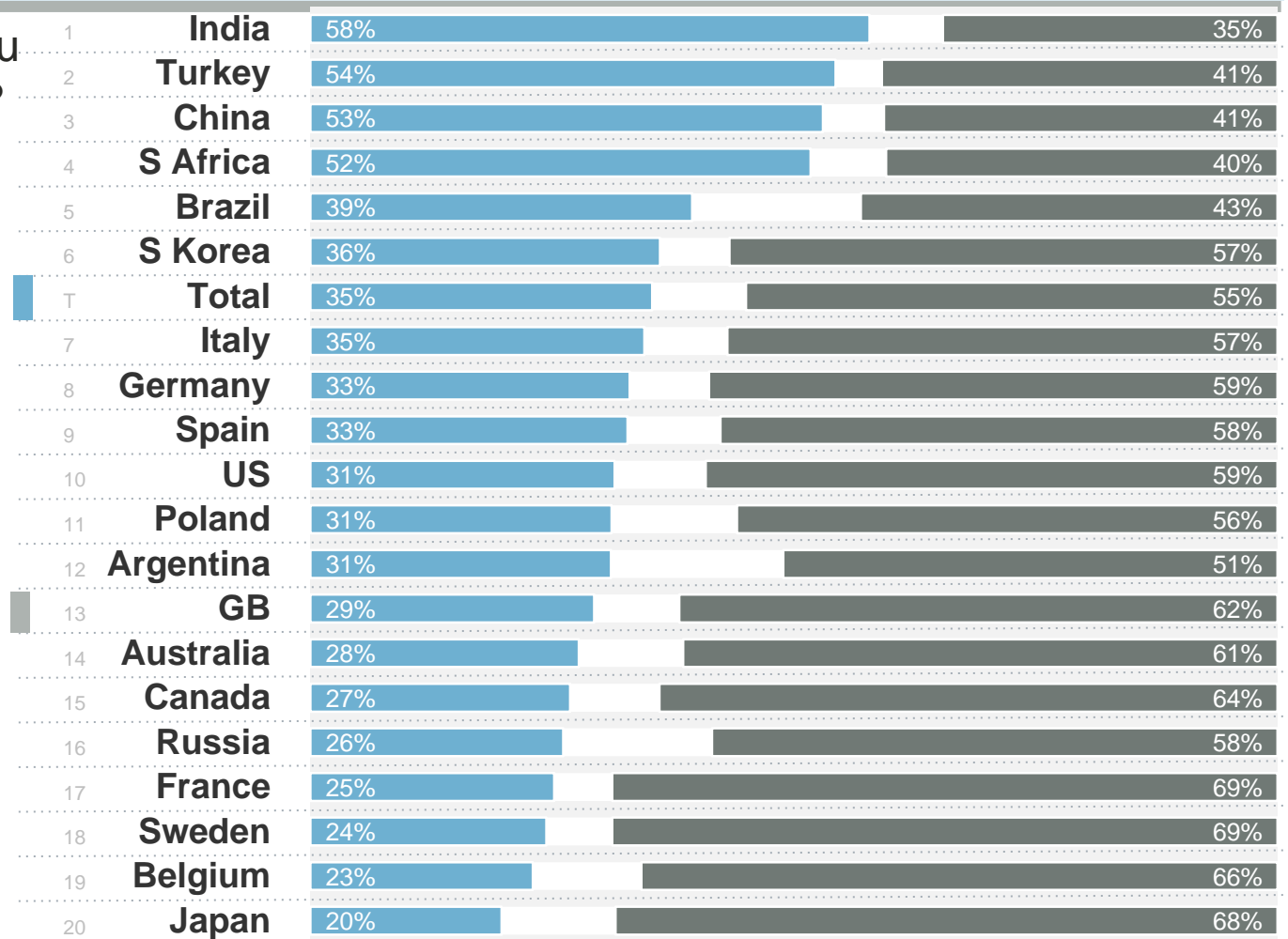
# Early adopters most likely to try out these adventurous foods – most prominent in the BRICS

## The Global Trends Survey



To what extent do you agree or disagree...?

I am usually the first among my friends to try out new things



Key

Agree



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## 5. Health and Wellbeing



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# Perceptions of Health

Health perceptions differ by country and with it, concepts of healthy eating are changing too.

In the USA, 76% believe they are in good health, yet their BMI is one of the highest in the world (29)

In Japan, only 47% feel that their health is good, but their BMI is low – 22.5.



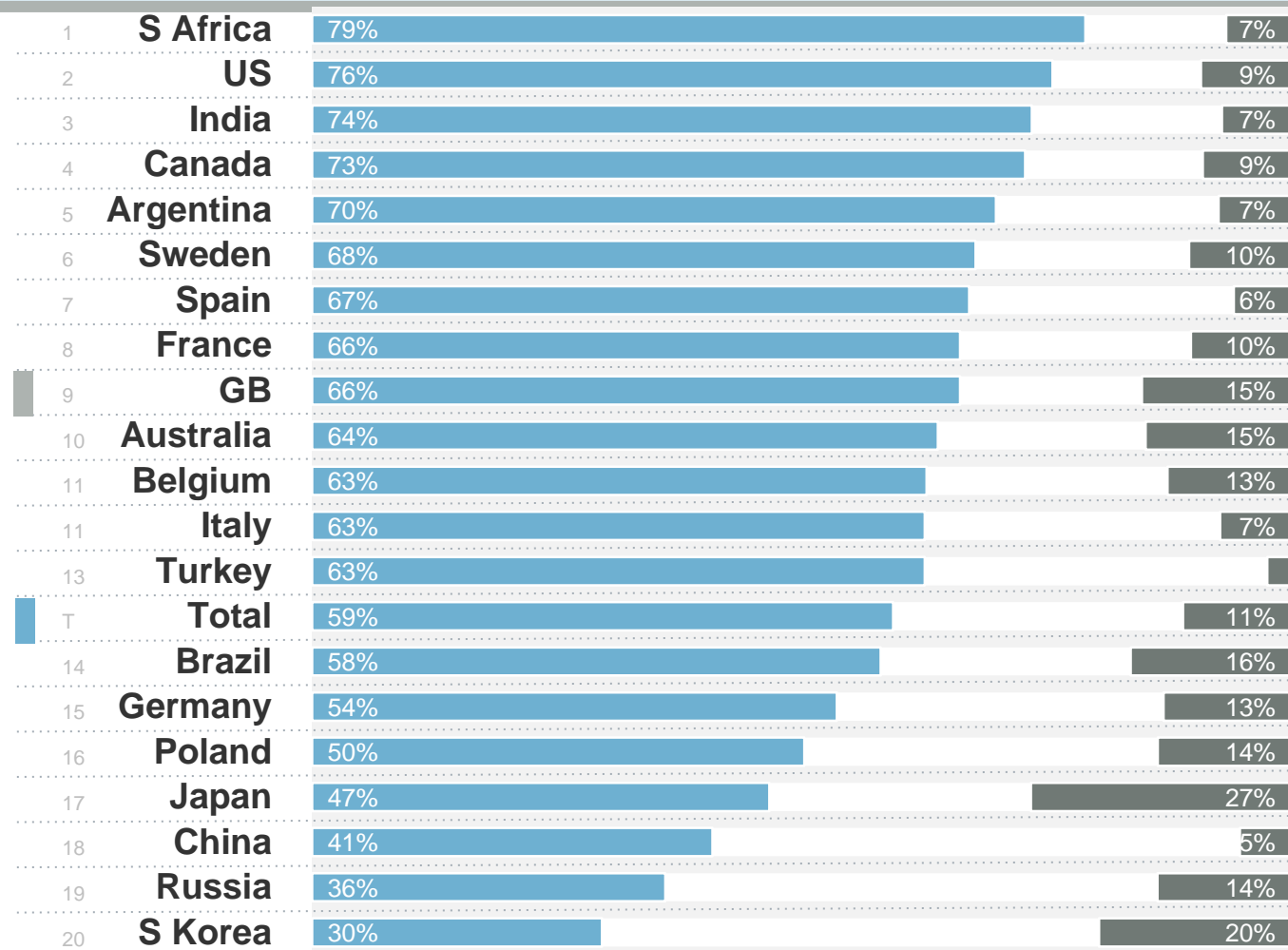
Between 2009 and 2013 in the United States, imports of Quinoa increased by over threefold

# Most agree that they are in good health – but this differs from official figures

## The Global Trends Survey



How is your health in general? Would you say it is...?



Key

Good



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# Health and Wellbeing

Clean eating is the new buzzword for eating healthily, which incorporates not only eating more vegetables but choosing whole grains, ancient foods such as quinoa, and superfoods like spinach and pomegranates.

59% of consumers feel that they are in 'good health', but the World Health Organisation has estimated that more than 1.4 billion adults were overweight.

Healthy eating isn't just about 5 fruit and veg a day, it's focusing on specific foods for specific needs – a holistic approach. For example, whole grains to regulate blood sugar and aid digestion.



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Whole Grains Council helps consumers find partly or 100% whole grain products with their easy to spot stamps



## 6. Food as Activity



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# Does a lack of confidence in personal finances mean more are entertaining friends at home?

## The Global Trends Survey

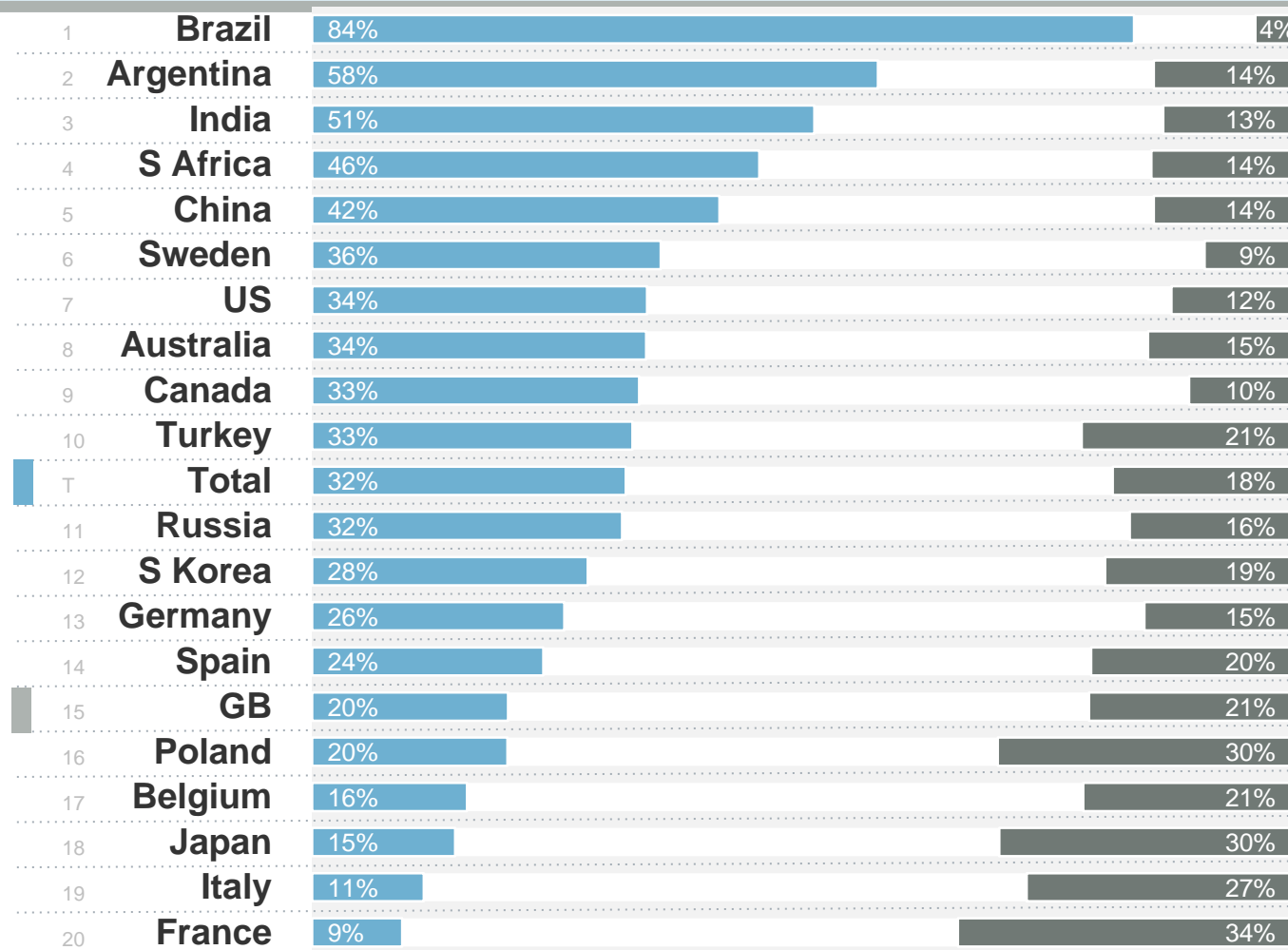
**Q:**

Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

**Key**



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# Food as Activity

Consumers are moving towards home cooking as a way to save money, and entertaining at home is a great way to socialise on a budget.

Jamie Oliver's Recipease have gained popularity in London as a place to socialise with friends and learn to cook exciting new dishes as a group activity.



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Views that the 21<sup>st</sup> Century has resulted in the end of family mealtimes are largely unsubstantiated. Only 20% of those who lived with others had eaten their most recent dinner at home – **a figure which has not changed significantly since the 1970s.**

**Not much has changed since the 1970s... Meals are still largely eaten together**

# 7. Customisation



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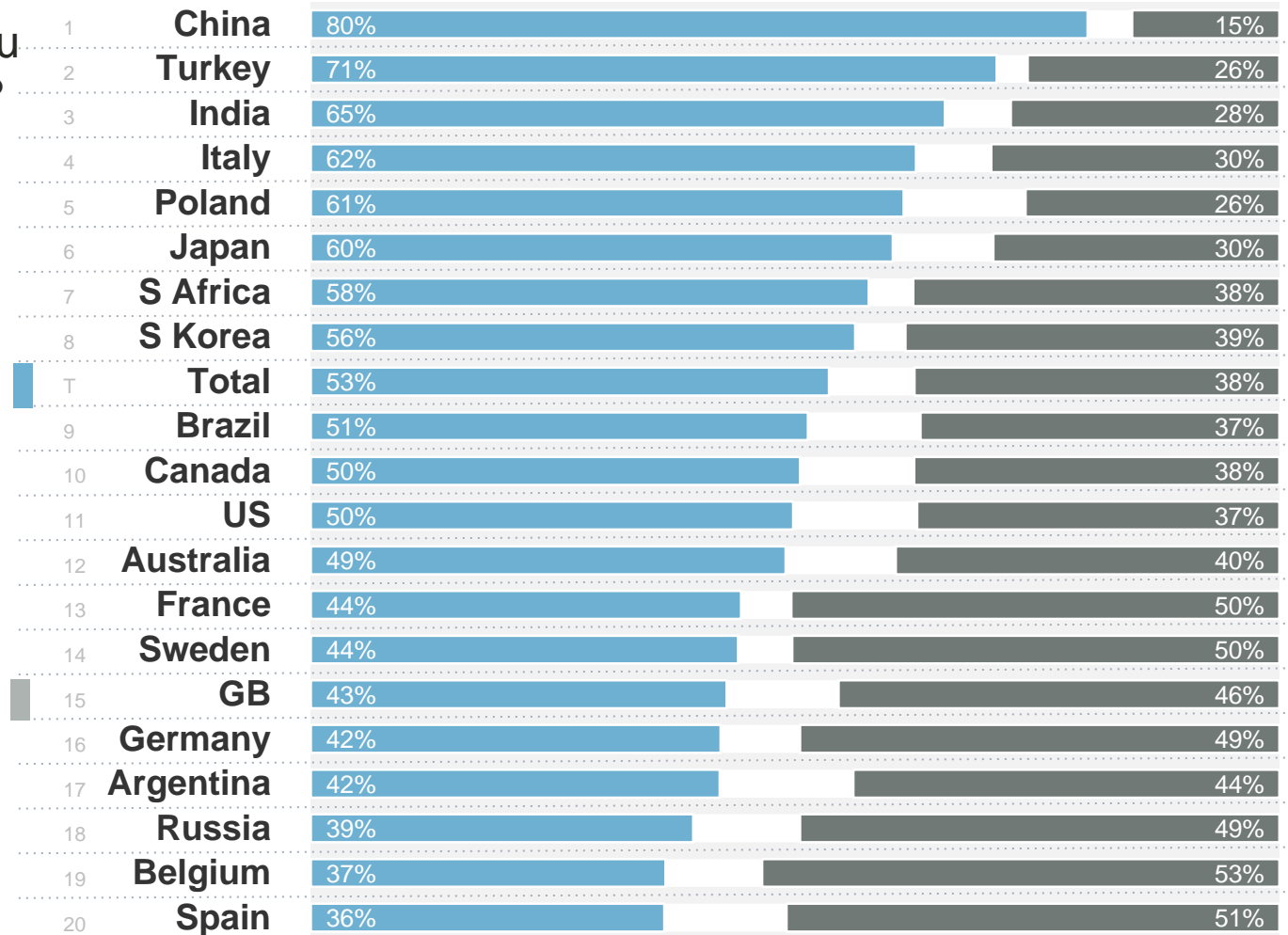
# Personalisation for brands is increasingly crucial

## The Global Trends Survey

**Q:**

To what extent do you agree or disagree...?

I tend to buy brands that reflect my personal values



**Key**



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# Customisation

Now, more than ever, consumers want their food to be a way of expressing themselves – personalised in a way that is unique to them.

Food outlets such as 'Tortilla' allow you to customise everything you want in your Mexican Street food wrap. Whilst this may come at a slightly higher cost, the relationship it builds with the customer is usually worth it.

Chocomize offers made to measure chocolate where consumers can decide on the shape and type of chocolate and can choose from a huge variety of toppings



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1.) Choose your chocolate shape

2.) Choose your chocolate base

3.) Add your toppings

## 8. Taste without Compromise



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# Taste without Compromise

Despite the recession, consumers are willing to pay for foods and ingredients that stand up to scrutiny – not just in terms of taste but their health benefits as well

1

Despite 1% of the UK population suffering from coeliac disease, the 'free from' market has doubled in the past 5 years.

M&S sales have risen by 100% in this area and they now have 150 different products



Products 'Free From' are becoming increasingly popular and those with allergies can still enjoy food without any compromise on taste

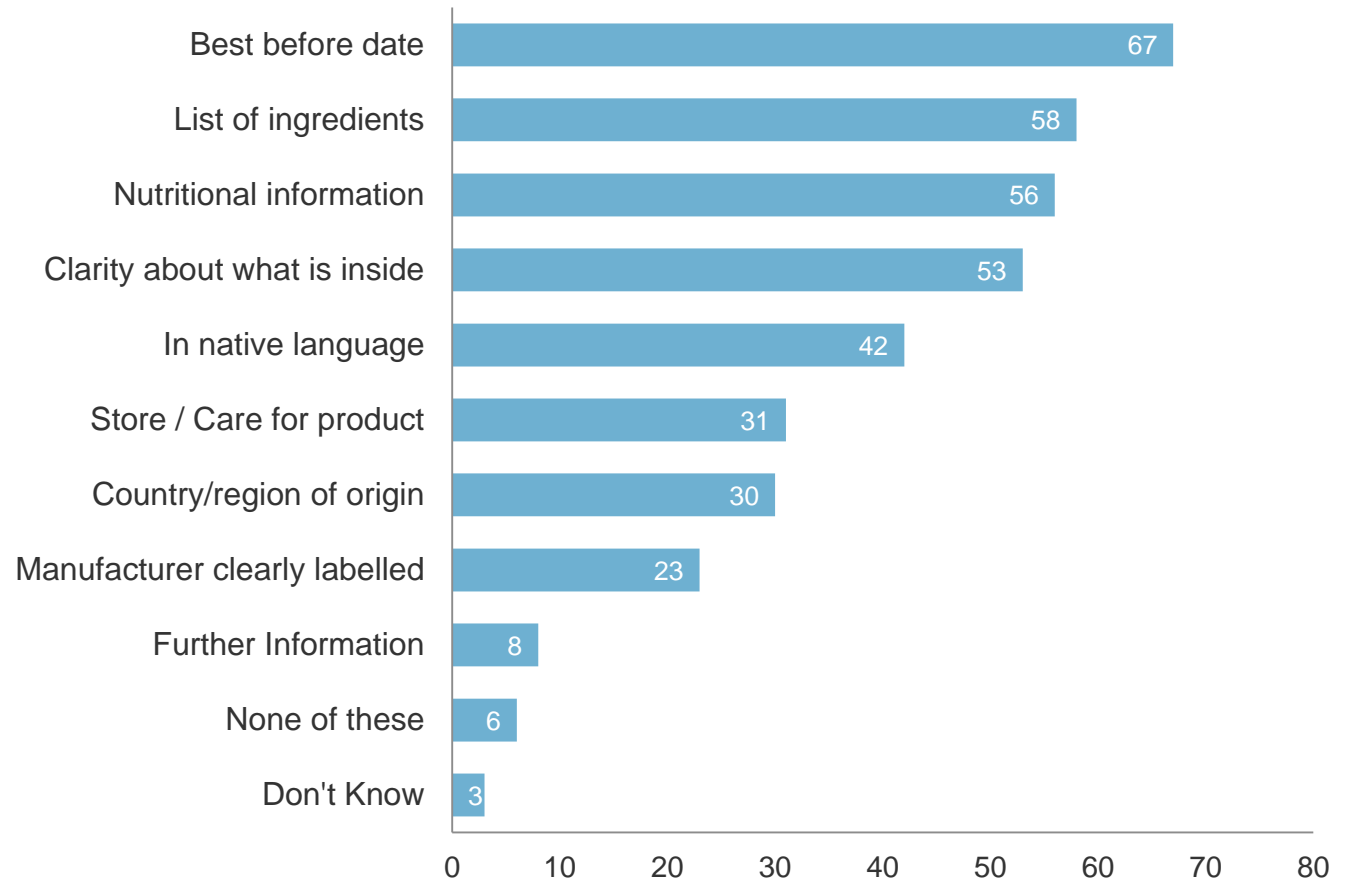
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# Ingredients and nutritional information remain top of mind when purchasing food products

The Global Trends Survey

**Q:**

When buying food or drink, what information on the packaging is most important to you? (Top 3)



**Key**



Important  
only)

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Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013



## 9. Waste Conscious



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# Waste Conscious

People are concerned about waste and the environment – this is nothing new. However, this is translating to foods that are environmentally friendly as well as packaging and smaller products.



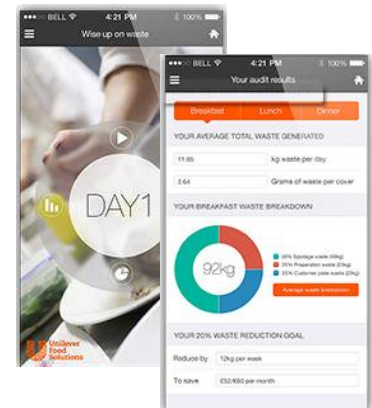
1/5

Of consumers worry about the amount of food that is wasted in their household



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Supermarket websites address ways to reduce food waste. Food brands are also conscious of this problem, for example being Unilever, who have an app called Win Up on Waste, which helps consumers combat this



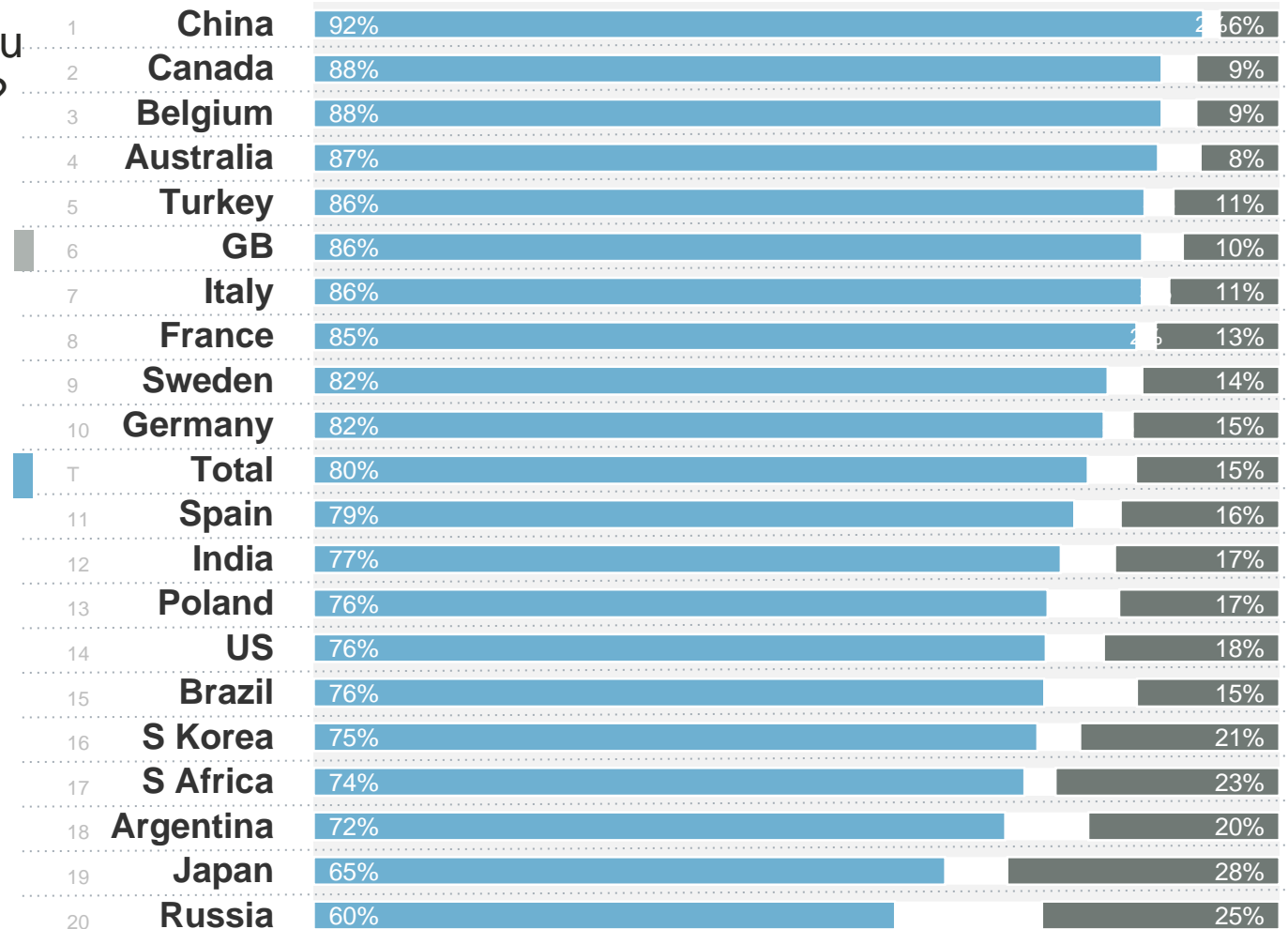
# On average, 4/5ths try to recycle as much as they can, confirming that people want to cut down on waste

## The Global Trends Survey

**Q:**

To what extent do you agree or disagree...?

I try to recycle as much as I can



**Key**

Agree



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# 10. Style over Substance



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# Style over Substance

Along with an adventurous palate, consumers are always looking for fun and innovative products to try.



Bompas & Parr designed a glow-in-the-dark Cornetto specifically to be eaten in the cinema without disrupting the film



Oreo's Trending Vending event  
 ed consumers to personalise the  
 r and design of their Oreos

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# Some are willing to pay more for this degree of style and personal taste

## The Global Trends Survey

**Q:** To what extent do you agree or disagree...?

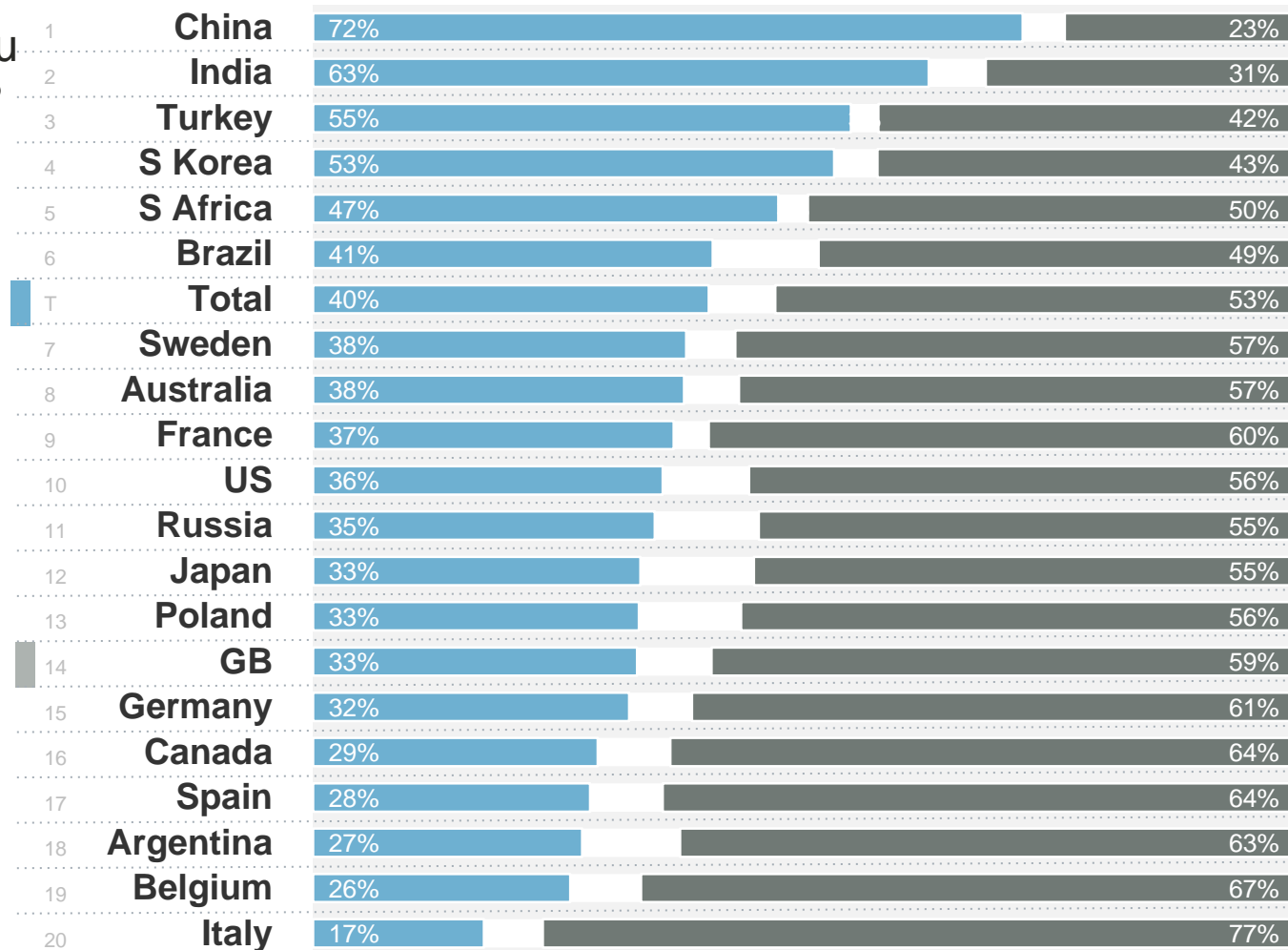
I am generally willing to spend extra for a brand with an image that appeals to me

**Key**

Agree  
Disagree



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# TRENDS & FUTURES

Want to find out how these trends are impacting your  
business? Please contact:

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