

The Mintel logo is located in the top right corner. It consists of the word "MINTEL" in a bold, black, sans-serif font, enclosed within a yellow speech bubble shape that has a small tail pointing downwards and to the left.

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The background of the lower two-thirds of the page is a detailed, grayscale topographic map. The map features intricate contour lines and shading, representing various geographical features and elevations across a global area.

GLOBAL FOOD & DRINK TRENDS 2016

MINTEL FOOD & DRINK

Our global team of expert food and drink analysts draw on the full range of Mintel products, to give you granular detail on the markets that matter to you.

Our analysts pinpoint what's hot now and offer forward-looking analysis– so market leaders can influence industry dynamics, create successful products and stay one step ahead of their competitors.

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GLOBAL FOOD & DRINK TRENDS 2016

Mintel's team of global food and drink expert analysts have identified and analysed 12 key trends set to impact the global food and drink market in 2016.



GLOBAL FOOD & DRINK: NAVIGATE THE TRENDS

As lifestyles shift and global markets influence how, why and where we buy and consume goods and services, the ever-evolving consumer landscape tries to keep up. Natural disasters, the media, tightly held misconceptions, mass-connectivity and a draw to simplicity are influencing food and drink habits worldwide like never before.

Here, our team of global expert analysts have identified and analysed 12 key trends set to impact global food and drink markets in 2016 – your map to navigate the road ahead. Allow us to guide you through the most

compelling and category changing food and drink trends as they emerge, mainstream and establish in consumer markets across the globe.

Whether you're just starting out or a 'seasoned traveller', opportunities abound in the pages that follow. Behind every trend is comprehensive market, competitive and consumer data, as well as in-depth analysis. If you are already a client of Mintel, be sure to speak to your Account Manager to discuss opportunities for further exploration.

The journey begins...

TREND KEY



Established

Hitting a plateau



Mainstreaming



Gaining wider traction



Emerging

Still on the fringe or front end

AT A GLANCE

 Established  Mainstreaming  Emerging



Alternatives Everywhere



Artificial: Public Enemy No. 1



e-revolution: From Carts to Clicks



Diet by DNA



Eco is the New Reality



From the Inside-Out



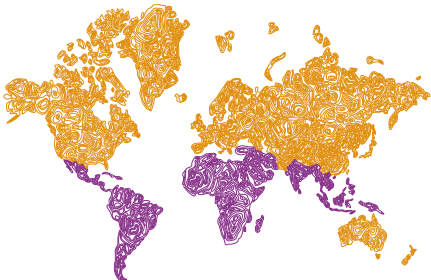
Good Enough to Tweet



Table for One



For Every Body



Based on a True Story



Fat Sheds Stigma



Eat with Your Eyes

ALTERNATIVES EVERYWHERE

Veggie burgers and non-dairy milks have escaped the realm of substitutes primarily for people with dietary concerns and followers of vegetarian diets. Instead, the growing ranks of novel protein sources and potential replacements appeal to the everyday consumer, foreshadowing a profoundly changed marketplace in which what was formerly 'alternative' could take over the mainstream.



Established



Mainstreaming



Emerging



Alternatives
Everywhere

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Enemy No. 1

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ARTIFICIAL: PUBLIC ENEMY NO.1

Consumer demands for natural and ‘less processed’ food and drink are forcing companies to remove artificial ingredients. Products that have yet to do so, will face scrutiny – or worse – from consumers who are looking for natural formulations with recognisable ingredients.



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ECO IS THE NEW REALITY

Drought, worries about food waste and other natural phenomena not only affect the worldwide food and drink supply, but influence preparation and production. In 2016, sustainability evolves from being good for the bottom line to being a necessary new product development consideration for the common good.



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FROM THE INSIDE-OUT

As the adage goes with beauty, ‘It’s what’s on the inside that counts’. Consumers are recognising that diets can connect with the way they look and feel. This places new emphasis on packaged products that are formulated to help people’s physical appearance as well as their personal wellness, creating a market for products enhanced with everything from collagen to probiotics.



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FOR EVERY BODY

For many, fitness is simply about becoming more active. The rising promotion of athletic programmes that encourage consumers to get and stay active showcases a parallel need for food and drink that helps consumers get acquainted with sports nutrition, including energy, hydration and protein. This creates an opportunity for communication and product ranges that progress alongside people's activity levels and goals.



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BASED ON A TRUE STORY

Consumers have been romanced by product origin, ingredients or inspiration stories. With similar claims made by legitimately hand-crafted as well as mass-produced products, this proliferation and occasional propagation will find consumers and regulators alike seeking products with verified claims.



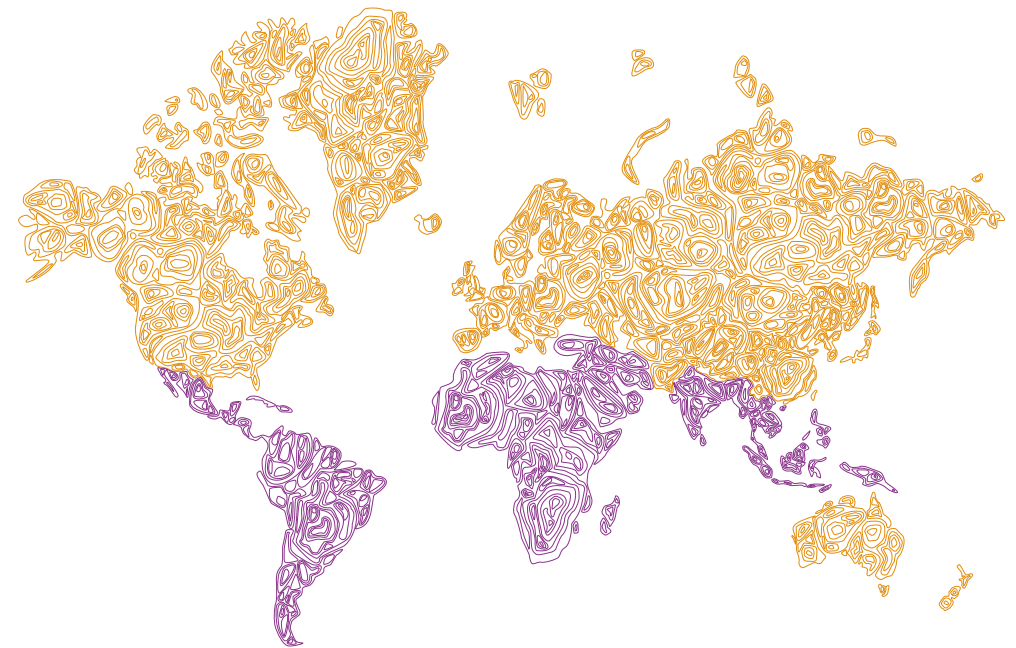
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E-REVOLUTION: FROM CARTS TO CLICKS

Online shopping, apps and delivery services are transforming consumers' access to deals, niche offerings and even full meals. While the internet has not yet vastly changed the landscape of grocery shopping, innovations encourage consumers to think outside traditional physical retailers.



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DIET BY DNA

Interest in natural and ‘getting back to basics’ has boosted ancient grains and superfoods, fostering a principle that age-old staples are better than today’s manufactured options. Interest in historical ingredients suggests that people could make efforts to unlock the keys to their personal physiology and design diets by connecting with their own ancestry or genetic make-up.



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GOOD ENOUGH TO TWEET

The rise of food-centric media has sparked new interest in cooking, not only for the sake of nourishment, but for the purposes of sharing one's creations via social media. This finds people taking divergent paths: some hope to become well-rounded enough to compete on popular television programmes, while others privately cultivate specialties ranging from cupcakes to curries. Either way, people are cooking to share with friends and followers.



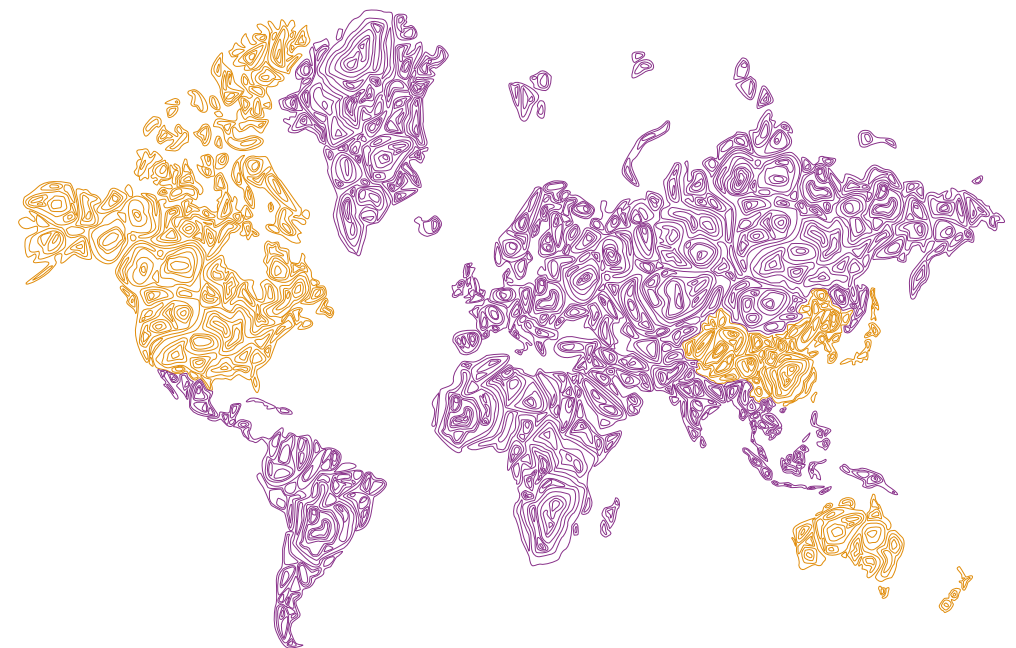
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TABLE FOR ONE

Across age groups, more consumers are living in single-person households or occasionally eating meals alone. These meals for one require right-sized products and packaging as well as promotions that further erode any stigma of dining solo.



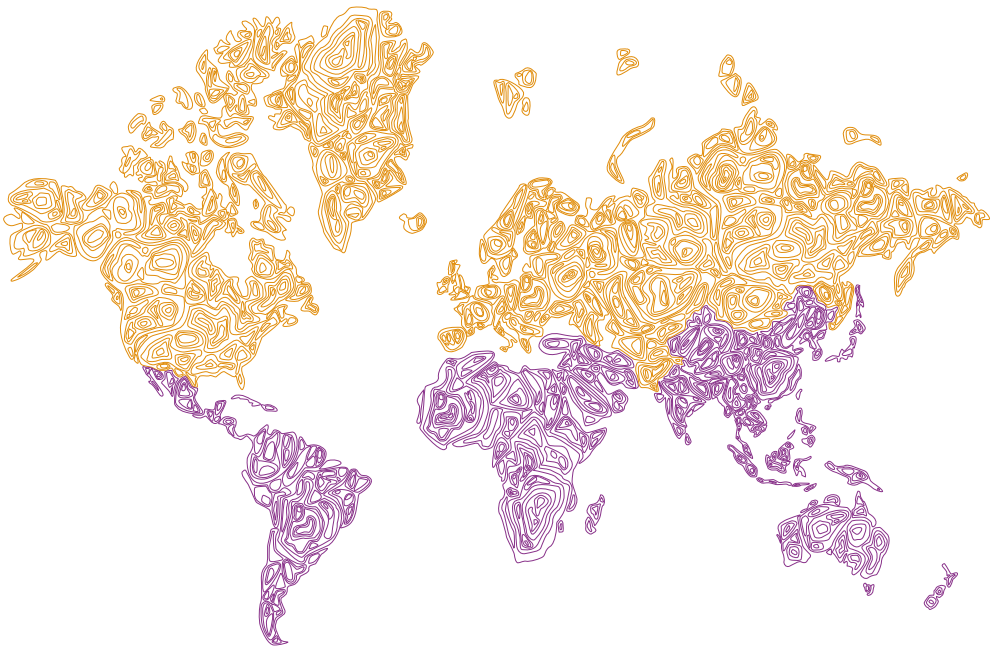
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FAT SHEDS STIGMA

Consumers' negative stereotype that any and all fat content is evil has begun to diminish. The awareness of the many sources of good and bad fats is ushering in a paradigm shift in which fat content is not the first and foremost consideration – and barrier – in the search for healthy products.



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EAT WITH YOUR EYES

Flavour has long been the core of innovation, but more visual and share-focused societies call for innovation that is boldly coloured and artfully constructed. Finding inspiration in global foodservice offerings, brands can experiment with vibrant colours and novel shapes to make packaged products worthy of consumer praise and social media posts.



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