



Emerging Global Trends from a Marketing Perspective – Looking at Developed vs. Developing Markets



The Society of Flavor Chemists

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agenda

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future of food

“By 2050, the world population is predicted to increase from 7 billion to 9 billion people, a nearly 30% increase.”

“By 2100, there's an 80% likelihood that the global population will be between 9.6 billion and 12.3 billion.”

“The foods we choose to eat in the coming decades will have dramatic ramifications for the planet. Simply put, a diet that revolves around meat and dairy, a way of eating that's on the rise throughout the developing world, will take a greater toll on the world's resources than one that revolves around unrefined grains, nuts, fruits, and vegetables.”



sustain to gain



global sustainable consumption

Two-thirds of consumers in six countries (Brazil, China, India, Germany, UK and US) say that:

“As a society, we need to consume a lot less to improve the environment for future generations (66%)

They feel a sense of responsibility to purchase products that are good for the environment and society (65%)”





global sustainable consumption

The affinity toward sustainable consumption is being led by consumers in developing markets (Brazil, China, India), versus their counterparts in developed markets (Germany, UK, US)

- Report purchasing products **because of environmental and social benefits** (Developing 51% vs. Developed 22%)
- Willing to **pay more for sustainable products** (Developing 60% vs. Developed 26%)
- Encouraging others to **buy from companies that are socially and environmentally responsible** (Developing 70% vs. Developed 34%)





US sustainable consumption

Cone Communications' 2014 survey of 1,000 American shoppers found...

- 77% of respondents said **sustainability** was an important factor in deciding what to buy
- 74% said **buying locally** was a significant factor





US sustainable consumption

International Food Information Council (IFIC) 2014 Food and Health Survey reported...during the past year

- 71% of respondents say they have given at least a little thought to **the production of their food & beverages**
- 62% of respondents say they have given at least a little thought to the **environmental sustainability of their foods & beverages**
- 35% have given it no thought





European changing habits



- There is an increasing variety of food consumption due to the rapid expansion in global agri-food trade and social and technological developments
- Regional differences in diet are decreasing and Europe is increasingly consuming the same kind of food in similar ways
- Consumers spend less time eating at home and are confronted with an increasing range of convenience foods and appliances for storing and cooking



European attitudes towards the environment

Europeans taking eco-friendly actions:

- (72%) are waste recycling
- (52%) are cutting down energy
- (37%) are reducing water consumption





Chinese attitudes

Weber Shandwick surveyed 3,200 Asian consumers conducted in Australia, China, Korea and Singapore

Of 750 adult Chinese consumers

- 41% ranked **paying attention to additives** as their #1 concern when making a wellness choice
- More than half of respondents (55%) **buy organic foods** very often/always vs. only (3%) never buy organic
- 84% of consumers said it was very/extremely important to **know where their food has come from**
- For **food safety reliability** (71%) chose “Name brand I trust,” followed by (56%) “Government agency inspection” and “Organic label” (45%)





package deal

Ooho!

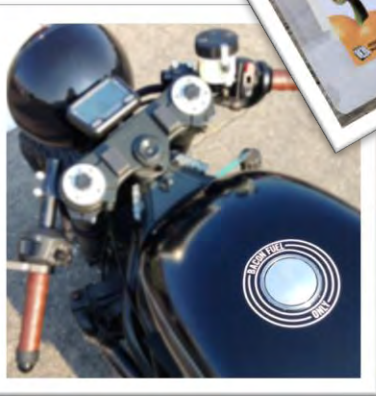
FreshPaper



Stonyfield Frozen Yogurt Pearls



WikiPearls



Bacon-grease
Motorcycle



FCX Clarity



Wikibar





package deal



Japanese "E-trays"



Brazilian Bob's fast food burgers in edible rice paper



Coolhaus edible, all natural and calorie-free wrappers



Dominique Ansel's Shots



take root



Hampton Creek Foods



Seed Breeding



Ne Quittez Pas dirt menu



Damon Baehrel



Noma Mandarin Oriental



cpgs initiatives



Kellogg's



Unilever

DIAGEO



PEPSICO

Mondelēz
International

Coca-Cola®



United States Department of Agriculture

why should you care?

Demand for responsible manufacturing processes, sustainable sourcing and packaging will continue

- Large cpgs are looking at their environmental impact and expect flavor suppliers to comply and meet their guidelines
- More ingredients from sustainable sources will effect your product formulations
- New and unique sustainable packaging may behave differently than traditional packaging, formulas may have to be tweaked or specifically engineered
- Alternative food bases are coming down the pike



let them eat insects



entomophagy (eating insects)

- 80% of the world regularly consumes insects
- Roughly 2 billion people eat insects as part of their diet
- According to The United Nations' Food and Agriculture Organization (FAO) there are more than 1,900 edible species of insects
- The most commonly eaten bugs are beetles, caterpillars, bees, wasps and ants
- FAO suggests the Western world incorporate insects into the diet as population increases



WHO EATS BUGS?

COUNTLESS CULTURES AROUND THE WORLD EAT INSECTS AS A DELICACY OR AS A NORMAL PART OF THEIR EVERYDAY DIET. UP TO 80% OF THE WORLD'S NATIONS EAT INSECTS WITH HIGHER CONCENTRATIONS LOCATED IN THE TROPICS



RESEARCH PROVIDED BY: FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS. EDIBLE INSECTS: FUTURE PROSPECTS FOR FOOD AND FEED SECURITY. INFOGRAPHIC BY JUSTINKYLE.NET FOR LITTLE HERDS.ORG



attitudes towards eating insects

Canadean research surveyed 2,000 UK consumers

- 803 of them said they would **try insects**
- 127 of the 803 said they would be interested in **eating them regularly**
- 47% of men willing to try insects vs. 34% of women

Belgium's Ghent University study surveyed 400 people

- 16 % were **ready to make insects a part of their diet**
- 3 % were **definitely ready**
- Men were twice as likely than women to say that they were ready
- Older people were less likely to be willing to try it
- People who thought that eating insects confers some environmental benefit were the most likely to say yes of all





breed like insects



TINY FARMS



BugGrub



bugging out



Spicy Insectopia Roll



Belgian meat substitute



Aphrodite



pop-up "restaurants"



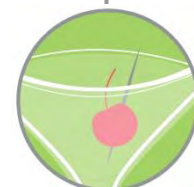
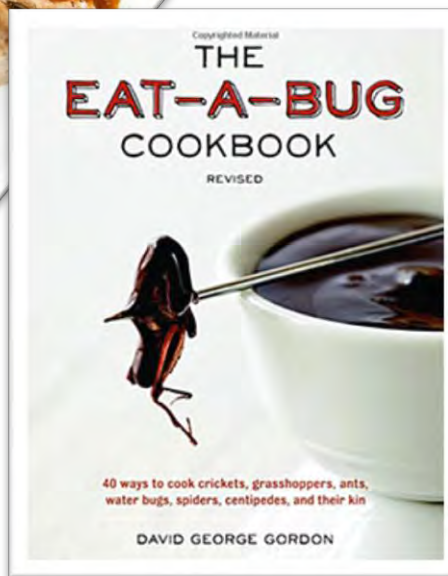
Don Bugito



Black Ant



Archipelago

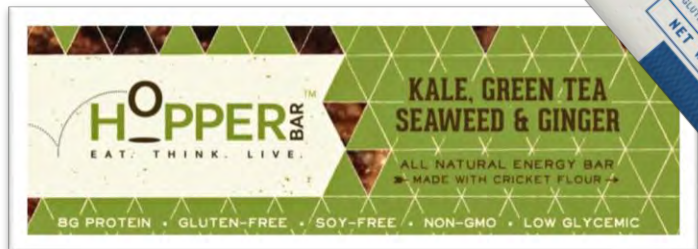
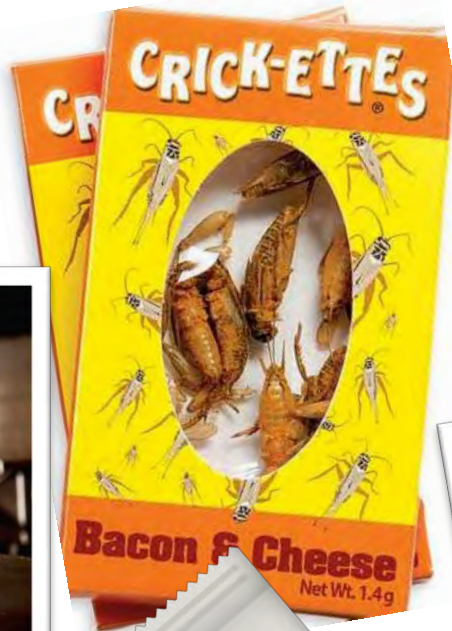




jiminy cricket



Bitty Foods



why should you care?

Insects seem to be the next wave in food

- “Insects as an ingredient in everyday foods could be a \$350 million business in the US and Europe within 10 to 15 years.” Source: FoodBev.com 9/23/14
- ‘Protein’ is popular buzz word and insect flour is emerging
- If you haven’t begun already, you may need to formulate for Cricket flour (said to have a nutty flavor), particularly for protein bars and baked goods
- Restaurants and bars are experimenting with using insects in food and cocktails, when formulating you may need to consider these new textures and flavor profiles

high tech





US online grocery shopping

- Brick Meets Click surveyed 22,000 U.S. shoppers
 - 10% of U.S. grocery shoppers regularly buy food and produce online
 - 3.3% of total U.S. grocery spending (a \$500 billion industry) is online
 - BMC predicts online shopping could reach 11% by 2023, growing nearly 13% per year





European online grocery shopping

- SyndicatePlus research interviewed 250 European consumers (The Netherlands, UK, France & Germany) about online grocery shopping
 - UK are early adopters; 22% of the total population buys groceries online
 - Denmark follows with 12%
 - Germany 11%
 - France 9%, but is the fastest growing; up 400% in 4 yrs





Asian online grocery shopping

- Weber Shandwick surveyed 3,200 consumers (Australia, China, Korea & Singapore) about where they most commonly shop for food
 - Chinese consumers are the heaviest users of online shopping (22%)
 - Korean consumers follow (19%)
 - Singaporean are most conservative, only (4%) shop online
- Among those Chinese consumers surveyed, the majority, (71%) purchased food or drink online at least once per month



future of online grocery shopping

- The Boston Consulting Group (BCG) “predicts that the total [worldwide] market for online grocery shopping will reach \$100 billion by 2018, compared to today's figure of \$36 billion.”
- Supermarket Guru “predicts that in the future, shoppers may be able to select a recipe, order ingredients and check out directly on their phone, and grocery stores might have drive-thru windows for pick-up.”



need for speed



Modmarket receipt



inMarket Safeway & Giant Eagle



"Smart shelves"

THE FUTURE MARKET



Diadiscount



KFC Fast Track app



smartphone sidewalk lane

need for speed

“Younger diners are more readily embracing tabletop ordering devices in casual-dining restaurants compared with older customers.

38% of the 6,106 consumers surveyed were ‘very favorable’ toward the technology, 35% were not and 26% had no opinion.

41% of 18- to 24-year-olds were interested in tabletop technology in casual-dining restaurants and percentages dropped as ages increased.”

smart food



Harney Sushi
edible QR codes



ChefJef 3D
printer



Laserfood



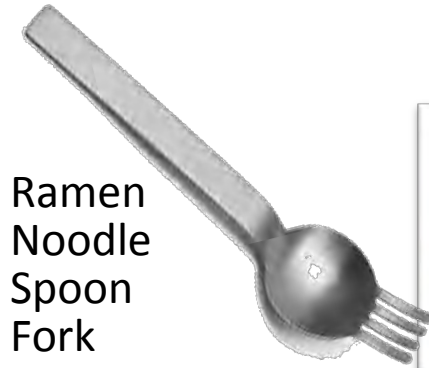
Biozoon's Smoothfood



smart tools



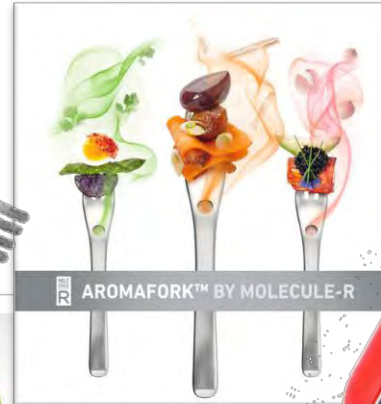
Smart Chopsticks



Ramen Noodle Spoon Fork

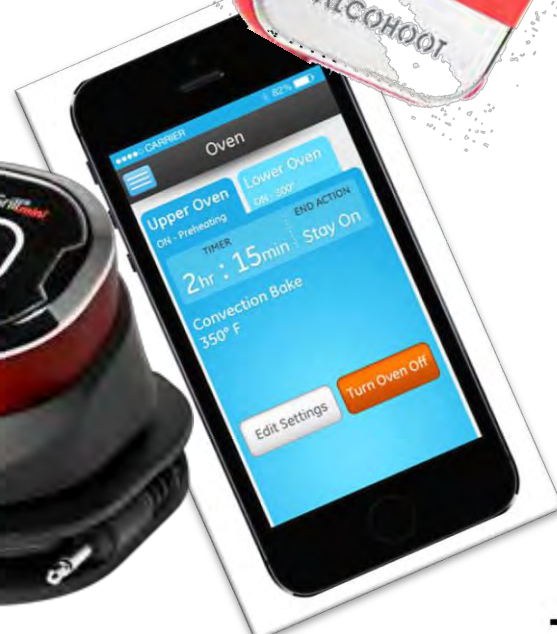


HAPIfork



Aromafork™

AROMAFORK™ BY MOLECULE-R



iGrill



LG Smart View



why should you care?



Technology moves all industries forward

- Smart foods and tools are where the market is headed
- Mobile apps will change behavior of how we shop, cook, eat out & pay
- Demand for speed will continue and predict more interactive apps for food prep
- 3D printing is next and it may impact your formulas for new flavors & textures



recap food for thought

- “By 2050, the world population is predicted to increase from 7 billion to 9 billion people.”
- “By 2100, there's an 80% likelihood that the global population will be between 9.6 billion and 12.3 billion.”
- More ingredients from sustainable sources with new & unique sustainable packaging may impact your product formulations
- Brace yourself to formulate for insects and new plant based foods
- Embrace technology and expect the need for speed to increase as consumers' behavior changes driven by technology
- Prepare to formulate new flavors & textures for 3D printing



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