

TOP TEN TRENDS 2021



10 AGE OF THE INFLUENCER

In times when influencer endorsements are giving products a push, a slow shift to more reliable influencers is occurring

- bolstering trust
- new avenues of influence
- in pursuit of brand connection

1 TRANSPARENCY TRIUMPHS

A clear winner: brands are upping their transparency game to meet evolving consumer demands

- sustainable sourcing
- clean living lifestyles
- meaningful storytelling

2 PLANT-FORWARD

Mainstream appeal for "plant-based" is driving expansion to more market categories and regions

- rising mainstream appeal
- plant-based indulgence
- emerging alternative proteins

3 TAILORED TO FIT

Personalized nutrition is in the spotlight as consumers look for food and beverage that fit their unique lifestyles

- my unique lifestyle

- digitally driven solutions

- functionally healthy

4 NEW OMNICHANNEL EATING

As foodservice and retail domains overlap, consumers can eat what they want, when and where they want it

- richer experiences

- cross-channel convenience

- accessible indulgence

5 IN TUNE WITH IMMUNE

Ongoing anxiety stemming from COVID-19 will continue to push consumers toward prioritizing their immune health

- prioritizing health
- boosting immunity

- feeding the microbiome

6 NUTRITION HACKING

Technology is addressing demands for food & beverage with enhanced nutritional value, sustainability or ethical impact

- leveraging technology
- balancing diets

- tapping into improved nutrition

7 MOOD: THE NEXT OCCASION

NPD is seeing staggering growth and claims on pack that relate to specific mood platforms

- elevating moods

- adaptogens trending up

- holistic wellbeing

8 PRODUCT MASHUPS: WHEN TRENDS COLLIDE

Hybrid innovation is seeing sustained popularity as consumers favor food & beverage that broaden dimensions of indulgence

- new dimensions of indulgence

- entertaining the senses

9 MODERN NOSTALGIA

While global trends get a local makeover, regional stalwarts are brought into modern relevance

- modern twists rise
- reimagining flavors

- taking it global

- merging for success