

TRENDS

WILL FOOD BECOME HEALTHIER IN 2030?

Source: <https://www.tastetomorrow.com/inspiration/will-food-become-healthier-in-2030-consumer-expectations-for-the-new-normal-/491/>

Seventy-three per cent of consumers worldwide state depression and mental health have a moderate to severe impact on their everyday life right now. A further sixty per cent say their household income has been impacted by the COVID-19 crisis. Consumer resiliency is stretched to the maximum in these unparalleled times, which is causing stress and anxiety. It will come as no surprise that the pandemic has added new dimensions to consumer expectations of health, food, and the foodservice industry.

Taste Tomorrow, the world's largest ecosystem for consumer understanding in bakery, patisserie, and chocolate, is continually monitoring food trends and consumption habits and has uncovered interesting statistics around consumer expectations for the future.



THE MOST SIGNIFICANT STATISTICS AROUND CONSUMER EXPECTATIONS FOR THE FUTURE

Thirty-four per cent of global consumers believe food will be healthier in 2030

Consumers have a strong belief in a healthier future. Most people are convinced that food in 2030 will be as healthy as today or even healthier. What constitutes a healthy product? Most people define healthy food as food that adds ingredients as well as removes them. Consumers want more and less at the same time. They want less ingredients such as sugar, fat and salt that are harmful to their health, and more of the good stuff, for instance fibres and proteins.

Sixty per cent of global consumers utilise food as a valuable tool to strengthen their health. During the pandemic we also noticed an increase in the awareness of the immune system. Online searches for immune boosting foods increased very quickly as fifty-eight per cent of the people spent time educating themselves on ingredients and procedures that can boost their immune system.

NAM



32%

51%

16%

GLOBAL



34%

43%

23%



MORE



THE SAME



LESS

Eighty-nine per cent of Chinese consumers wants to maintain the current hygiene measures

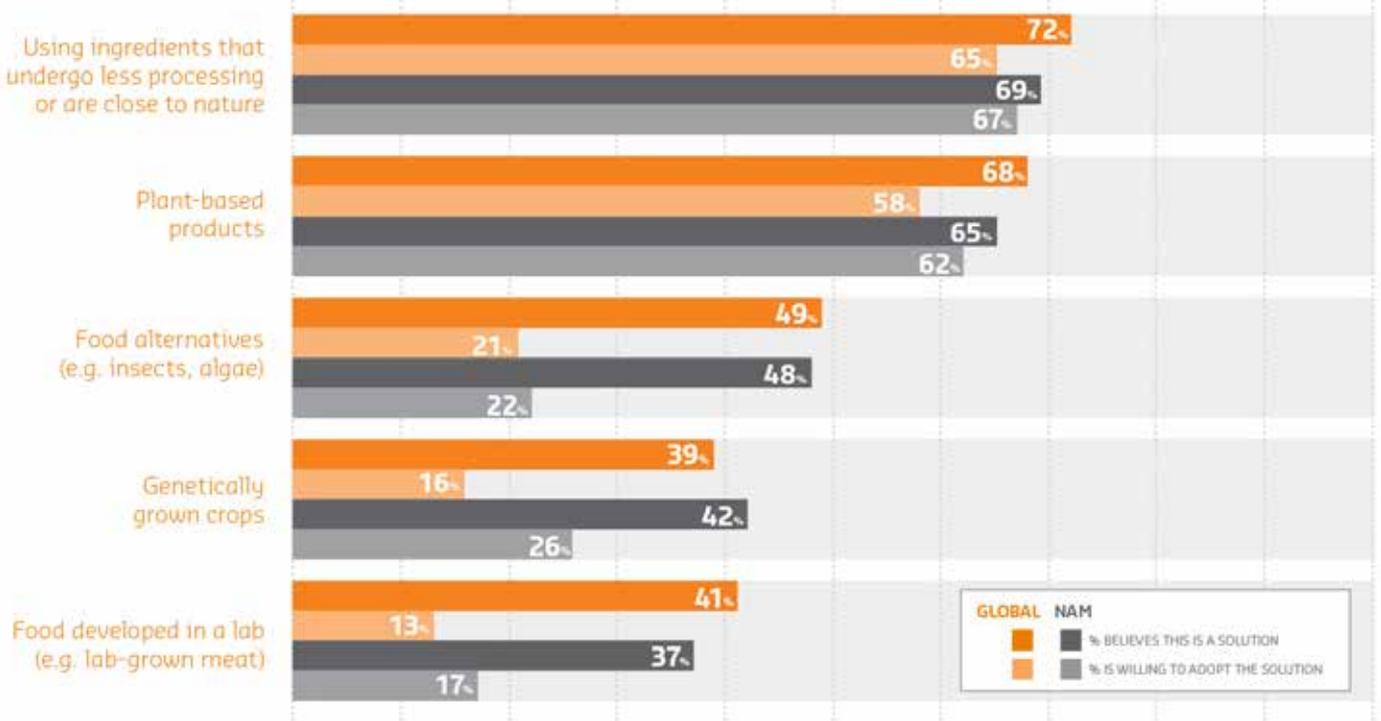
China is the first country to open again after strict measures and lockdowns, so it is interesting to see what consumers expect from the new normal there. If the results from China are indeed representative, the rest of the world will not have to put away its face masks and cleaning products any time soon. Hygiene remains especially important, even when the preventative measures are loosened.

Chinese consumers are increasingly aware of the importance of hygiene for their health, a number that has gone up from eighty-four to eighty-eight per cent between April 2020 (post lockdown) and January 2021 (in the new normal). Most Chinese (89%) are of the opinion that the hygiene measures should remain as they are, which goes hand in hand with a great demand for contactless payments in shops and restaurants.



Sixty-eight per cent of consumers see plant-based products as an option to feed the growing world population – and fifty-eight per cent is willing to adopt them

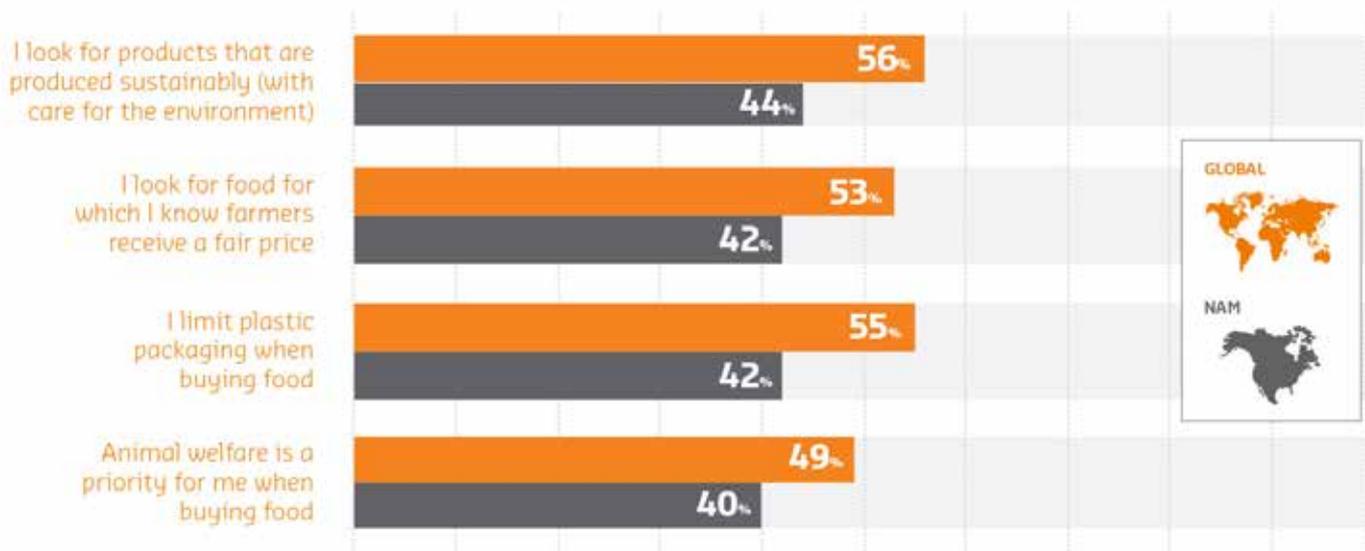
The future is looking green. Vegan and vegetarian diets continue their steady growth, but other consumers see the value of plant-based solutions as well. Thirty-eight per cent of consumers think a plant-based diet is healthier than a regular one, and forty-five per cent believe it has a positive impact on the environment. When the plant-based diet is framed as a solution for feeding the growing world population, it becomes even more popular. It is the second most popular means to maintain the food supply; sixty-eight per cent of consumers endorse the relevance of plant-based products. An impressive fifty-eight per cent is even willing to incorporate more plant-based items in their diet.



Fifty-six per cent of consumers look for items that are sustainably produced with care for the environment

A responsible diet matters. Half of consumers worldwide agree that the food choices they make reflect their personal values. “I am what I eat” is their motto. Food is intricately linked to ethics and lifestyle, so what you put in your mouth should say something about what you stand for.

Consumers are focused on making ethical choices and their scope goes beyond their personal benefits. The care for people, animals, and our planet matters. Factors such as fair prices for farmers, animal wellbeing, packaging and local sourcing are all being considered. But the most crucial factor for today’s consumers is environmental sustainability, with fifty-six per cent of people stating they prefer products that do not harm our planet.



Up to seventy-five per cent of consumers agree all shops and restaurants should deliver at home

Online ordering and home delivery of food is here to stay. Consumers want food outlets and retailers to provide ultimate convenience to ease their busy lives. Groceries and meals must be delivered at the front door, preferably without waiting or compromising on quality and selection. The home delivery trend has of course been accelerated since the pandemic, but the demand for food deliveries will remain high. In China, fifty-two per cent of consumers state that they will continue to order food online after the pandemic.



Forty-three per cent of consumers check the product source on food labels, making it the third most important piece of information

The call for transparency in the food industry is growing. Consumers want to know what is inside their food, where it is from and how it is produced. Ingredients are still the most important piece of information on a food label and the nutritional information comes in second. But the more in-depth product details are becoming increasingly important: forty-three per cent of consumers read the product label to find out more about the source of the product, thirty-nine per cent check out the source of the ingredients and twenty-four per cent are interested in the sustainability.

