



TRENDMAP

Where are we going? **2020**



Valio
CONSUMER INSIGHT



THE VALIO CONSUMER TREND ANALYSIS

The Consumer Insight Team constantly examines changes in how we behave and make decisions, resulting in our annual Global Consumer Trend Analysis. This analysis enables a holistic and clear understanding of global and domestic trends affecting food and eating.

Our analysis was carried out with a panel of both Valio professionals and international experts. This diverse group had backgrounds in social psychology, food science and nutrition, consumer science, and economics, working in the field of food, retail and food service.

This publication is a short summary of our more extensive Future Trend Framework, starting at the global megatrend level; long-term changes in the environment and technology, to the grassroots of consumer food trends.

For more information please contact a member of the Valio Consumer Insight team!

HOW TO THINK ABOUT TRENDS?

The starting point is to approach these trends with an open mind; challenge your own beliefs and ask questions.

Trends rarely exist independently; they overlap, can be region-specific, conflicting, and can either grow, evolve, or die.

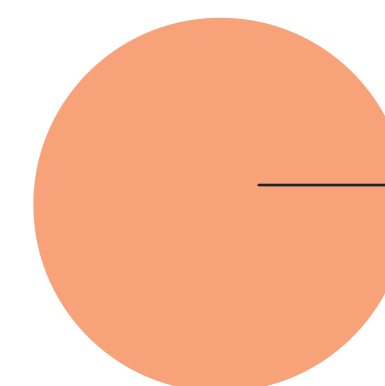
Look at your own surroundings and think about how these trends influence how you make decisions and how they drive your use, desire and enjoyment of food.

VALIO GLOBAL CONSUMER TREND ANALYSIS KEY SOURCES:

- Mintel
- Euromonitor
- Trendwatching
- YouGov Nordic Food and Health
- New Nutrition Business
- SITRA (The Finnish Innovation Fund)
- Valio Consumer Insight Proprietary Research



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OPEN TO CHANGE



CONVENIENCE 2.0

Convenience is no longer just a desire, but a demand. Changing demographics and daily routines create new expectations of customisation and easiness.

- Snacking and ready meals
- Food for singles and dingles
- Keeping only the fun part of cooking
- Data-driven easiness



SUSTAINABLE & ETHICAL LIVING

Many people want to make more responsible and sustainable choices without sacrificing enjoyment or quality. Understanding of environmental effects of choices can be somewhat difficult and consumers look to make concrete and visible changes that matter.

- Climate and environment-conscious food
- Rethinking classical ingredients
- Hard facts and stories combined
- Organic
- Animal welfare
- Less is more
- No waste

HEALTH & WELLBEING

Increasingly, people seek their own individual solutions to feel good. Through better access to data and analytics people are becoming much more aware of the effects of food, rest & activity on their holistic wellbeing.

- Naturally functional balance
- Gut health
- Rethinking processed food (e.g. fermentation)
- Protein
- Fodmap
- Free-from foods (sugar, lactose, gluten, dairy, meat)
- Healthy ageing



TRENDMAP

Needs, emotions & situations influence our choices 2020

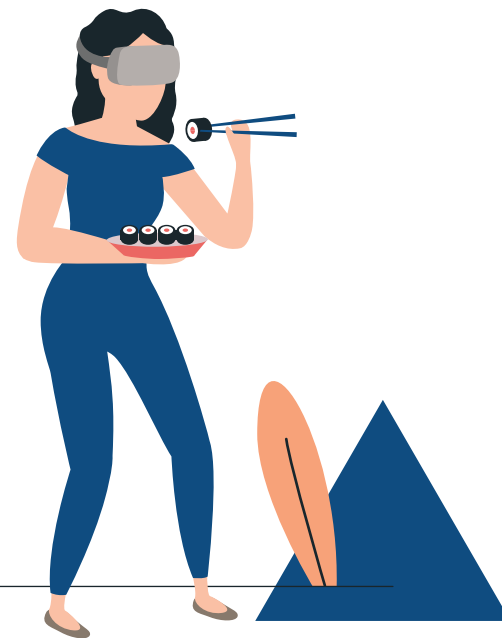
← ME

WE →

EXPERIENCES OVER EVERYTHING

Food has always revolved around experiences, whether it is socialising, experimenting with cooking or escaping daily routines. As cooking and snacking become more convenient, experience while cooking and eating will become more important.

- Experiences throughout the week
- Immersion in live experiences
- Multisensory experience
- Mood food



FOOD & SELF EXPRESSION

People are increasingly looking to express their own attitudes and beliefs through choices they make. Daily food choices can provide an easy means for self expression.

- Food as an expression of identity
- Dietary and food brand tribes
- Brand and value



REGAINING TRUST

The world is becoming more complex, leading people to re-evaluate where they put their trust. Younger people, especially, look for products and producers that are genuine, honest and transparent in all actions.

- Super (local) food
- Provenance: food with a background
- Digitally shared food experiences
- Transparency



TRADITIONAL