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## 2024 Global Food & Drink Trends



**December 2023**

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Global Food & Drink Trends / December 2023

## Mintel's 2024 Global Food & Drink Trends



### Age Reframed



Redefine healthy aging by debunking “old” stigmas and prioritize extending people’s healthy years.

### Climate Changes, Comfort Endures



Overwhelmed by the worsening climate crisis, consumers will expect food and drink companies to maintain sustainability efforts. But consumers will value comfort as the prime selling point for products.



### Trust The Process



Clear communication will be needed to help consumers make informed decisions about how processed and ultra-processed food and drink fit into their diets.

### Eating, Optimized



A new era of convenience is dawning as technology streamlines meal planning, shopping and cooking.



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Source: Mintel Global New Products Database (GNPD)

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Global Food & Drink Trends / December 2023

## Cost and taste are non-negotiables for consumers in 2024

### High cost of living shifts consumer priorities

The 2024 Global Food & Drink Trends are built on the essential value proposition that food and drink must taste good and be worth the cost. This priority for flavor at affordable prices is even more important when many markets continue to face a higher cost of living.



With taste and price at their core, this year's trends recommend ways that brands can help consumers prepare for longer, healthier lives, balance their needs for health and pleasure, and unlock new conveniences from technological advances such as artificial intelligence (AI).



# 48%

of US grocery shoppers say rising prices have caused them to avoid buying certain items because they are too expensive



## Global Food & Drink Trends / December 2023

### Age Reframed



## Redefine healthy aging by debunking “old” stigmas and prioritize extending people’s healthy years.

Generation X, who are 44-58 years old in most markets in 2023, are pioneering a new approach to healthy ageing to help them thrive in their diverse lifestyles, now and for decades to come. Led by Gen X, ageing concerns that were once stigmatized or considered taboo – such as menopause – are now being discussed openly.

The new focus for our ageing society will be extended healthspan – the period of life spent in good health. This is an important shift, as population ageing is a defining global trend of our time. By 2030, 1 in 6 people in the world will be aged 60 years and older, according to the World Health Organization.

Brands need to consider the various nutritional, physical and mental health needs for middle-aged and older adults. Opportunities to improve healthspan include maintaining brain function with age and functional health solutions for common problems like disrupted sleep.

# 70%

.....  
of US Gen Xers (aged 44-58) agree their body doesn't work as well as it used to



### Humm Strawberry Blossom Probiotic Kombucha

- Two billion probiotic cultures
- Vegan
- Vitamin B12
- Sweet strawberries, delicate orange blossoms, fragrant lavender and elderflower
- Packed with probiotics and B12 vitamins, it is the first kombucha to be Whole30 Approved







## Global Food & Drink Trends / December 2023

### Climate Changes, Comfort Endures



**Overwhelmed by the worsening climate crisis, consumers will expect food and drink companies to maintain sustainability efforts. But consumers will value comfort as the prime selling point for products.**

To manage the constant reminders of the planet's ill health, many consumers will adopt a sense of apathy as a way of disassociating with the issues. Even in 2023, consumers cope with anxiety by looking for distractions; in the US, 68% of adults use entertainment as a form of escape from their daily life.

At the same time, it's likely that the share of food and drink launches with sustainability claims will accelerate. In turn, this saturation could exacerbate consumers' feelings of distrust and confusion:

- In the US and Mexico, two in five adults don't trust companies to be honest about their environmental impact.
- In Australia and India, three in 10 adults find some issues with the environment hard to understand.

To appeal to an overwhelmed consumer, food and drink companies should invest in sustainability while also elevating comfort and taste as key purchase motivators.



Häagen-Dazs Strawberry Cultured Crème intends to appeal to "tastemakers to experience what they love about yogurt and ice cream in one snack."

Häagen-Dazs also plans to make its packaging 100% recyclable by 2025 (US).

SAVE ME  
MONEY

63%

of US consumers say that rising energy costs have made them look for more energy-efficient options



## Global Food & Drink Trends / December 2023

### Evolution of the trend – Climate changes, comfort endures

**2016**

#### Eco is the New Reality

Mintel's Global Food & Drink Trend Eco is the New Reality highlighted that sustainability will evolve from being good for a company's bottom line to being a necessary new product development consideration for the common good.

**2021**

#### Feed the Mind

The 2021 Global Food & Drink Feed Your Mind emphasizes how food and drink can offer comfort, joy and other emotional connections through its preparation, presentation and consumption.

**2022**

#### In Control

Following the global upheavals of COVID-19, the 2022 Consumer Trend In Control emphasized the challenges faced by consumers due to global anxiety and unpredictability. Consumers increasingly crave a sense of agency over their lives.

**2023**

#### Un guilty Pleasures

Pleasurable food and drink have often been positioned as guilty self-indulgences. After years of stress and uncertainty, brands can position themselves as necessities in tough times, as shown by the 2023 Global Food & Drink Trend Un guilty Pleasures.



#### Dewey's Bakery Cranberry Orange The Original Thin Cookies

- Made with 100% real ingredients
- Recyclable pack
- Committed to Clean Ingredients, Small Batch Bakery, RSPO – Certified Sustainable Palm Oil – Mixed



#### Kencko Appletastic Organic Fruit Snacks – Gut-friendly treats

- Zero animal products - a vegan friendly treat
- 100% renewable materials in packaging
- No artificial additives
- Home compostable



#### Shaka Lemon Rose Flavored Herbal Tea

- Shaka Tea practices direct trade, sourcing mamaki leaves from local farmers that are sustainably-grown in volcanic, mineral-rich soil
- Brewed from plants
- Hand harvested Mamaki
- Sustainable wellness



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## Global Food & Drink Trends / December 2023

# Trust The Process

**Clear communication will be needed to help consumers make informed decisions about how processed and ultra-processed food and drink fit into their diets.**

## Evolution of the trend – Trust the Process

2016	2017	2018	2023
<p><b>Artificial: Public Enemy No. 1</b></p> <p>.....</p> <p>An increase in consumer desire for less processed, more natural food was observed by the 2016 Global Food &amp; Drink Trend Artificial: Public Enemy No. 1. Today's concerns about ultra-processed food build on the aversion to artificial ingredients.</p>	<p><b>Power to the Plants</b></p> <p>.....</p> <p>Interest in natural ingredients expanded as people aimed to consume more plants, as shown by the 2017 Global Food &amp; Drink Trend Power to the Plants. Recently, concerns about ultra processing have led to reconsideration of some plant-based food/drink.</p>	<p><b>Full Disclosure</b></p> <p>.....</p> <p>Consumer interest in knowing more about the origins of their food and drink inspired the 2018 Global Food &amp; Drink Trend Full Disclosure. Consumers will want brands to go beyond sentimental stories and share how processing improves products.</p>	<p><b>Savvy Sustenance</b></p> <p>.....</p> <p>The 2023 Global Food &amp; Drink Trend Savvy Sustenance recommends that companies highlight the powerful value of nutritious food and drink. Brands can explain how processing retains their ingredients' inherent nutrition.</p>

Scrutiny about the use of processing in the food and drink industry is intensifying. Fueled by discussions of highly, overly or ultra-processed food (UPF), fervor around processing will inspire consumers to look more closely at ingredients, nutrition and production methods. In this way, "ultra-processing" is the latest evolution of terms like "junk food" or "clean label."

Empowered with more information, people will reconsider when and how often they consume processed food or drink. While moderation is a key tactic for highly processed products, there is growth potential for minimally processed brands that share the benefits of processing in terms consumers understand and can relate to. Minimally processed products, such as frozen produce, fresh bakery items or natural canned soup, should share advantages such as enhanced nutrition, longer shelf lives or reduced environmental impact.



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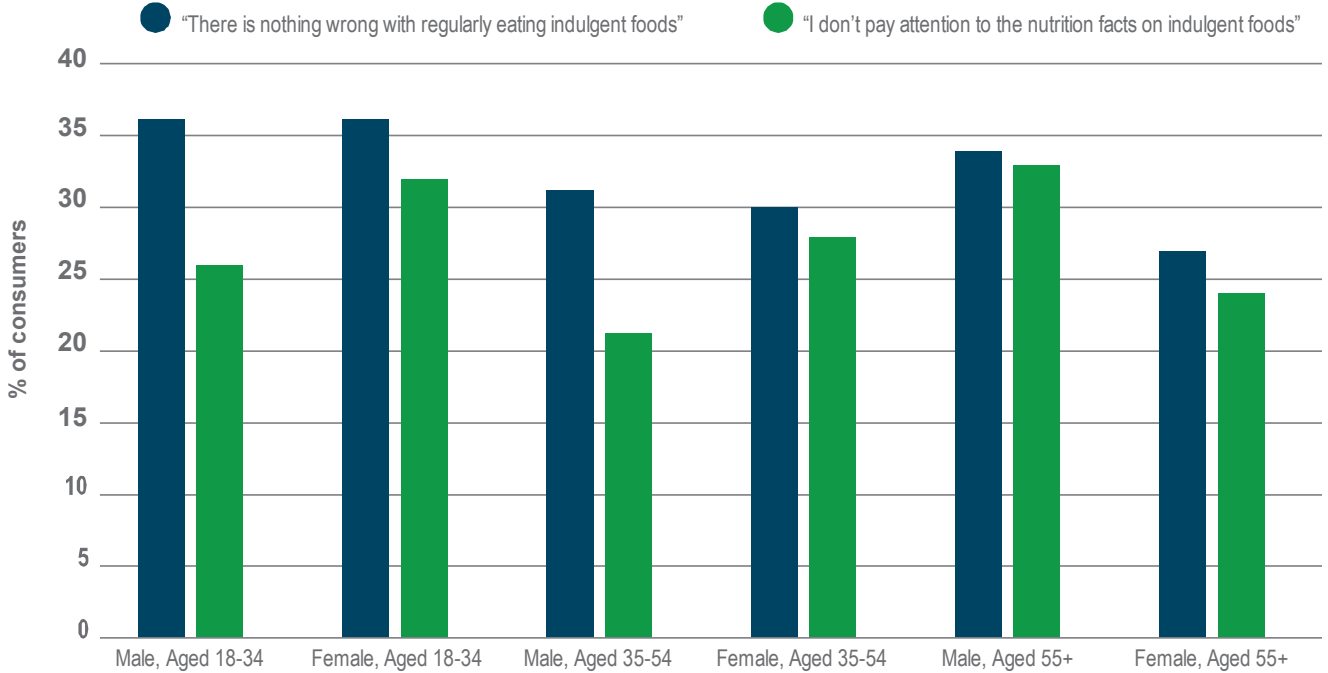






## Global Food & Drink Trends / December 2023

US: select indulgent food statements, by gender and age, 2023



### Fichi Fig & Almond Bites

- Figs wit nuts
- Only two ingredients
- No added sugars
- Made from minimally processed simple ingredients



### Wild Zora Air-Dried Orchard Fruit Mix

- Free from gluten, nut and dairy
- Great tasting snacks made from minimally processed, all-natural ingredients
- Vegan



### LesserEvil Lemonade Organic Popcorn with Organic Coconut Oil + Himalayan Pink Salt

- In sourcing organic, providing minimal processing, using better oils, and practicing sustainability, the manufacturer makes products that are better for both consumers and the planet



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## Eating, Optimized



A new era of convenience is dawning as technology streamlines meal planning, shopping and cooking.



60%

of US consumers who have ordered delivery/takeout in the past three months have done so to avoid cooking

Convenience has always been an evolving concept, but COVID-19 and the end of the pandemic have accelerated consumers' desire to find shortcuts to quality food and drink experiences in their day-to-day lives. As more consumers become used to the helpful role that technology is playing in their lives, they will be more interested in and trusting of emerging technologies to help them optimize their plans for meals, snacks and drinks.

High-tech tools like artificial intelligence (AI) and augmented reality (AR) will help consumers find their ideal balance between occasions that can be put on autopilot, such as meal planning, shopping, cooking, or even eating, and the times when they have the drive to get creative in the kitchen.



**Home Bake 425° / :30**  
Streamlines cooking a main, veggie and side (US)



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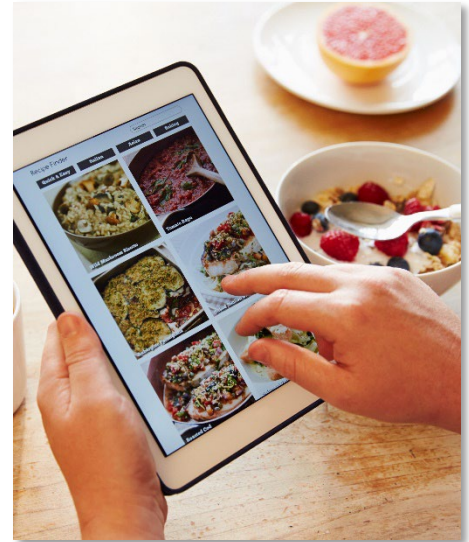


**Hellmann's** Fridge Night shows how brands can fit into recipes

Source: Hellman's email

## Next: brands can use technology to stay relevant with consumers

Marketing will shift from targeted ads to an evolved form of product placement, ensuring that AI, AR and other recipe generators suggest specific brands within personalized meal planning. For example, Hellman's has launched its Fridge Night app, which delivers recipe ideas based on what consumers already have, in a range of markets including the US, UK and Canada.



From there, brands will tap into the data these interactions create to develop products inspired by consumer feedback or engagement.

The spectrum of consumer usage will continue. As some consumers gravitate toward AI-created products that enhance time savings and convenience, others will look to AI as a source of joy and discovery that reinvigorates their desire to stay creative in the kitchen.



### Proper Good Apple Cinnamon Overnight Oats

- Includes a free spoon
- Glass jar is reusable and dishwasher safe
- Make in 60 seconds; just add liquid and chill
- Re-use jar everyday for the perfect overnight oats routine
- Delicious, convenient, filling, refreshing
- This kit will make morning routine easier than ever



### Lean Cuisine Protein Kick Apple Cranberry Chicken

- Microwaveable
- Empowers the user to eat well without sacrificing taste, convenience or nutrition
- Recyclable uncolored plastic tray



### Dole Whip Strawberry Frozen Treats

- Just thaw for five to 10 minutes for a creamy perfection
- Easy and convenient snack or dessert



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