Top Ten Trends for 2019
by Innova Market Insights
Innova Market Insight’s Top 10 Trends for 2019

TOP 10 TRENDS FOR 2019

1. Discovery: the Adventurous Consumer
2. The Plant Kingdom
3. Alternatives to All
4. Green Appeal
5. Snacking: the Definitive Occasion
6. Eating for Me
7. A Fresh look at Fiber
8. I Feel Good
9. Small Player Mindset
10. Connected to the Plate

ABOUT INNOVA

Innova Market Insights is a leading market research company, serving our customers with our unique and powerful Innova Database: the world’s largest database for the food industry, used by leading companies in food ingredients and manufacturing for future success in the dynamic FMCG/CPG industry.
Trend 1. Discovery: the Adventurous Consumer

Globalization sparks the consumer’s curiosity to discover new food and drinks

**INCREASING BRANDING EFFORTS ON DISCOVERY**

Growth of new food & beverage launches tracked with a *discovery* claim.
(Global, 2017 vs. 2016)

+35%

Discovery claims include: discover, explore, uncover, unveil, unravel.

**BRANDS BRING NEW VARIETIES TO THE MARKET**

“I love to discover new flavors”

2 in 3

US, UK and Chinese consumers

Source: Innova Trends Survey (2018)
Heightened sensory delivery breaks with convention

**UNEXPECTED FLAVOR BLENDS**

*Liberate your taste*

Add some color to your day with any of our unexpected flavor combinations.

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**TEXTURE / TEMPERATURE SHOCK**

Torres Selecta Sparkling Wine Flavoured Premium Potato Chips

United States, Jan 2018

To surprise on any occasion. With popping candy (1%)

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**VISUAL APPEAL**

Hersheys Milk Chocolate Glow In The Dark Snack Size Wrappers

United States, Aug 2018

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**MULTISENSORY DINING EXPERIENCE**

Le Petit Chef - Dinner Time Story, UK

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**Skittles Sweet Heat Bite Size Candies**

Canada, May 2018

FLAVORS

- Sizzling' strawberry
- Fiery watermelon
- Blazin' mango
- Lemon spark
- Flaming' orange

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**Culture Republick™ Turmeric Chai & Cinnamon Light Ice Cream – US, Oct 2018**

Pint Art by Sarah Dewlin

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Arousing consumer curiosity by including an element of surprise

SAVORY YOGURTS

The Veggie Plot Savoury Yogurts for Foodies: Red Pepper with Zing
United Kingdom, Jul 2018
DESCRIPTION Red pepper flavored savory Greek yogurt with zing, for foodies. Eat just as it is or try stirring through cooked pasta, top with chili flakes, parmesan and parsley for a delicious, quick and healthy weekday supper.

THIS IS NOT WHAT IT SEEMS

duckseatery • Follow
• Ducks Eatery

duckseatery Don't let that caramelized skin fool you - this smoked “ham” is 100% 🍗

TRY IF YOU DARE

Naga Chilli Chocolate Bar
United Kingdom, Jan 2018
DESCRIPTION An innovative combination of white, milk and dark chocolate in one bar, each with a different level of heat. The white chocolate is the mildest chili content, the milk contains a hot chili level and the dark is extreme. Try to make your way to the center if you dare!
Trend 2. The Plant Kingdom

Eating plant-based is becoming mainstream, industry thrives on plants

CONSUMERS MAKE HEALTHIER FOOD CHOICES

“\[I\text{ increased my consumption of fruit & vegetables in order to be healthier}\]”

PLANT INGREDIENTS SOAR ACROSS CATEGORIES

Brands ‘green-up’ their portfolio to attract the mainstream consumers who want to add more plant-based options to their diet.

Source: Innova Consumer Lifestyle and Attitudes Survey (2018)
Trends and counter trends drive developments of hybrids

- **Doble Pata Negra Burger Vacuno: Wagyu And Black Angus Burger**
  - Spain, Jan 2018

- **Carrefour Le Palet Boeuf Et Vegetal: Beef And Vegetable Burgers With Seeds**
  - France, Mar 2018

- **Garden Gourmet Burger Deluxe XL**
  - Netherlands, Apr 2018
Trend 3. Alternatives to All

Alternative dairy, alternative proteins, alternative sweeteners, etc. – there is now an alternative for everything.

**HEALTH REMAINS BIGGEST DRIVER FOR CONSUMERS**

1 in 2 US consumers report **HEALTH**...as a reason for buying alternatives to bread, meat or dairy.

**A WIDER RANGE OF DAIRY AND MEAT ALTERNATIVES**

+17% Dairy alternatives

+11% Meat substitutes

Source: Innova Trends Survey (2018)

*CAGR of new food & beverage launches in selected subcategories (Global, 2013-2017)*
Beyond health, the plant-based market shows no signs of slowing down

VEGAN TREND CONTINUES TO DRIVE INNOVATION

+46% ...average annual growth of food & beverage launches tracked with a vegan claim (Global, 2013-2017)

ALTERNATIVES SPREAD TO MORE CATEGORIES

Fish alternatives

No/Low-alcohol beverages

Plant-based pizza or pasta
The quest for alternative proteins hits the food market

<table>
<thead>
<tr>
<th>Pea Protein</th>
<th>Insect Protein</th>
<th>Water Lentils</th>
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<tr>
<td><strong>Likemeat Ham Bratwurst From Pea Protein</strong>&lt;br&gt;Germany, Jul 2018&lt;br&gt;DESCRIPTION Ham bratwursts from pea protein with vegan casing. Comes in a plastic tray held in a cardboard sleeve.</td>
<td><strong>Jiminis High Energy Bar: Apple, Cinnamon and Caramel with Cricket Flour</strong>&lt;br&gt;Spain, May 2018&lt;br&gt;DESCRIPTION High energy bar made with cricket flour, apple, cinnamon and caramel, in a plastic packet. <strong>Cricket flour containing over 60% protein,</strong> iron, and B12 vitamin.</td>
<td><strong>Vegan Rob’s Protein Burrito Mashed Cauliflower Water Lentils &amp; Algae</strong>&lt;br&gt;US, Sep 2018&lt;br&gt;DESCRIPTION Water lentils and algae flavored with veggie pad thai. Made with plant-based fusion.</td>
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Trend 4. Green Appeal

The industry increasingly commits to answering consumer expectations around sustainability

**SUSTAINABILITY INITIATIVES ARE A MUST**

64% of US and UK consumers expect companies to invest in sustainability these days

Source: Innova Trends Survey (2018)

**SUSTAINABILITY DRIVES CORPORATE GOALS**

- **Kellogg's**
  - **RESPONSIBLE SOURCING**
  - Ingredients / Materials
  - Responisbly source top 10 ingredients / materials by 2020

- **INNOVATIVE PACKAGING**
  - Coca-Cola placed 35 billion PlantBottle™ packages at the 2014 FIFA World Cup™ and collected 6,900+ recycling bins, resulting in 743,000+ barrels of oil saved by 15%.

- **Cocoa Life**
  - Farmers learn to avoid deforestation and plant native shade trees making farms more resilient to climate change.
  - All cocoa will ultimately be sustainably-sourced.

Source: Kellogg's and Coca-Cola.
Manufacturers commit to sustainable product & packaging development

**FIGHTING FOOD WASTE**

- "Made using Aquafaba, the water left over from cooking chickpeas."
- "Eat beer, crafted with upcycled brewer’s malt."

**ALTERNATIVES TO SINGLE-USE PLASTICS**

- Edible straws
- Edible seaweed packaging
Trend 5. Snacking: the Definitive Occasion

Snacking is no longer the optional extra, but the definitive occasion

...of **millennials** are replacing meals with snacks because they are busy

...of **Gen X** are inclined to cut down on their sweet snack consumption

...of **boomers** are making changes to their diet to become healthier

63%

50%

67%
Snack attack: innovation focused on snacking occasions
Healthy snacking options show fastest growth for new product development

**MORE VEGGIE SNACK LAUNCHES**

Indexed number of new snack launches tracked by snack subcategory
(Global, Index 2014=100)

- Vegetable Based
- Root Based
- Rice Based
- Fruit Based

2014 vs. 2018 YTD

**GROWTH OF MUSHROOM BASED SNACKS**

- Shiitake crisps
- Mushroom jerky
For the full version, please contact us!

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