

Mintel



2030

**Global Food and
Drink Trends 2030**



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Mintel's 2030 Global Food and Drink Trends identify three key opportunities for the global food, drink, and foodservice industries to act upon in the next 10 years. The future-looking trends are designed to help companies prepare for, participate in, and prosper from the evolution in consumer behaviours and attitudes over the next decade.

The rapid pace of change as we enter a new decade inspired us to carefully consider the likely shifts in consumer needs, product innovation, corporate actions, and society over the next 10 years. The following predictions propose optimistic, yet pragmatic actions intended to help businesses adapt to the transformations ahead.

The concepts here are far-reaching but rooted by the Intel Trends Drivers. The Drivers—constant, universal motivations for consumer

behaviour—are: wellbeing, surroundings, technology, rights, value, identity, and experiences. Much like today, consumers in 2030 will require their food, drink, and foodservice experiences to deliver on satisfying taste and affordable prices. Thus, these predictions assume two things will never change: people will always seek enjoyment from food and price will always be a top purchase factor.

The future-focused insights were informed by debate among Intel's worldwide network of analysts who work across categories and industries. Our analysts carefully considered the potential transformations of the world, life, and our diets over the next 10 years.


While extensive, what you'll read here isn't exhaustive. For full and in-depth insight and analysis, please visit [intel.com](https://www.intel.com) and get in touch.

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Consumer trust in food science and technology will strengthen as these become vital tools to save our food supply.

Change, Incorporated

Successful companies will be those that improve the health of the planet and its population.



Start planning now for 2030

TAKE AN ACTIVIST APPROACH

Consumers will turn to companies to be the leading forces for change on important societal issues. To meet consumer expectations, food, drink, and foodservice companies must establish results-oriented activist approaches.

FACILITATE CONSCIOUS CONSUMPTION

Consumers will become more mindful about their purchases and behaviours. They will take pride in their personal efforts and support companies that make them feel more judicious in their use of packaging and precious resources.

HEALTHY DIETS HELP MAKE A HEALTHY PLANET

Conscious consumption habits will inspire more people to consider the environmental and ethical impacts of their diets. Consumers will further prioritise plants in their diets, now with the planet's health in mind as much as their own. Consumption of animal products will be occasional and focus on ethically raised dairy and animal protein.

Identify the opportunities

Companies will take the lead

Consumers are hungry for leadership and demonstrable change on environmental issues, ethical business practices, public health, and other important causes. In 2025, brands will prioritise people and the planet over profitability. Consumers will increasingly reward the companies that make a difference with their loyalty in the next 10 years.

Consistency and collaboration will be key to change

Consumers will want to know how companies make a difference. For example, Italian supermarket Coop's 2019 TV ad used a globetrotting shopping trolley as a symbol of its efforts to confront ethical and environmental issues, such as plastic waste and animal welfare.



The Coop Italy 2019 advertising campaign highlights 'the good practices that it has been realising for the environment for many years.'
Source: Coop Italian Food via YouTube



Form alliances to extend the reach and speed of corporate activism

More food, drink, and foodservice companies will work together and/or join forces with philanthropic organisations and governments to help advance vital concerns. For example, Nestlé, Arla Foods, and Unilever are among the 22 companies and retailers that have committed to the Sustainable Dairy Partnership, which aims to improve animal care, working conditions, and limit greenhouse gas emissions.

Take inspiration from what's happening now

People are demanding action

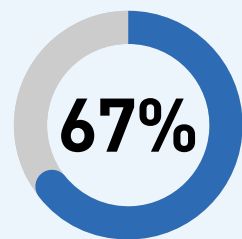
The world has seen a rising sense of urgency from people who are frustrated by a perceived lack of action and activity on many important local and global issues. The environment is one of the more pivotal issues today as shown by the increasing size of the crowds at the recurring global climate strikes organised by Swedish activist Greta Thunberg and her fellow members of Generation Z.

Food waste has led the way for sustainable consumption and innovation

In the past few years, food waste has been a particular sustainable action point for consumers and companies. Companies are finding new ways to reuse food waste. The Kellogg Company worked with UK-based Seven Bro7hers Brewery in 2019 to create beer made from non-standard cereal pieces. Meadow Mushrooms in New Zealand has created a container that is made from the organic waste from its mushroom stalks.

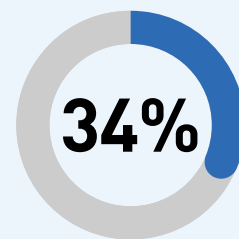


16-year-old climate activist Greta Thunberg has become a symbol for proactive climate change measures.
Source: businessinsider.com



of adults in the Republic of Ireland agree climate change/pollution will be a greater health issue when they are older.

Source: Mintel Reports



of Brazilian Generation Z members aged 16-20 agree their generation is more active in social and environmental causes than previous generations.



Kellogg's teamed up with UK brewery Seven Bro7hers to convert its rejected Corn Flakes, Rice Krispies, and Coco Pops breakfast cereals into beer.
Source: Illustrated by Mintel

Big companies are making commitments

In France, Danone committed to solely using ingredients from regenerative agriculture by 2025. Unilever has a Sustainable Living Plan with three wide-reaching corporate social responsibility goals. Danone, Nestlé, Firmenich, International Flavors & Fragrances, and Sodexo are among more than 80 companies that are part of the We Mean Business climate change coalition. Ecommerce giant Amazon has founded its own Climate Pledge that commits to meeting the goals of the Paris Agreement by 2040.



Amazon's Climate Pledge commits to net zero carbon emissions by 2040 and 100% renewable energy by 2030.
Source: Amazon

The world is witnessing a rising sense of urgency from consumers who are frustrated by a perceived lack of action on important local and global issues, including the environment.

Danone is working to develop and promote regenerative models of agriculture that protect soil, empower farmers, and promote animal welfare.
Source: Danone

WE MEAN BUSINESS

We Mean Business is a global non-profit coalition working with some of the world's most influential businesses to take action on climate change.
Source: theclimategroup.org



From the expert



Jenny Zegler
Associate Director,
Mintel Food & Drink



In the next decade, consumers will be hungry for leadership and demonstrable change on environmental issues, ethical business practices, public health, and other important causes. Consumers will reward companies that take action and improve important societal issues. The companies that will win in the next 10 years will be those that fuel the new era of conscious consumption. Tomorrow's conscious consumers will be looking for eco-friendly packaging and products while also seeking guidance on how to make their diets more sustainable.



Smart Diets

Technology will enable consumers to construct hyper-individualised approaches to physical and mental health.



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JOIN THE PERSONALISATION REVOLUTION

Through 2030, more consumers will understand what makes them and their biological needs unique through more widespread access to tests and data-collecting technology. Consumers will look to companies to help them act on their data and to offer custom food and drink.

SYNC WITH TECHNOLOGY

Consumers will share their personal data with a multitude of Internet of Things-enabled devices. Consumers will want the convenience of recommended shopping lists, recipes, and meals that are customised to their flavour, taste, and texture preferences.

FEED YOUR MIND

People will use the results of data collection and biological tests to modify their diets and lifestyles to improve their brain health, states of mind, and moods.

Identify the opportunities

Consumer choice will be powered by personal data

In the next 10 years, consumers will be able to use easily accessible and affordable customised biological tests, data collection, and analysis to learn what makes their bodies one of a kind. The results will help consumers better understand how to address every aspect of their health, including brain and emotional health. While respecting consumer privacy, food, drink, and foodservice companies will have opportunities to develop personalised recipes, custom diet plans, and individualised products.

More consumers will understand what makes them and their biological needs unique through more widespread access to tests and data-collecting technology.



London-based conveyor belt sushi restaurant YO! Sushi collaborated with DNAfit to help diners choose dishes based on their DNA. Source: feast-magazine.co.uk

Companies will serve as facilitators on the journey to a healthy lifestyle

Food and drink brands will recognise the opportunity to help consumers understand their data and facilitate purchases. This will lead to more innovations like Nestlé China's XiaoAI smart speaker that serves as a family

nutrition assistant. In addition, busy consumers will opt to share their data as they seek personalised meal kits, nutrition drinks, supplements, and other efficient products to help them effortlessly achieve their optimal nutrition.

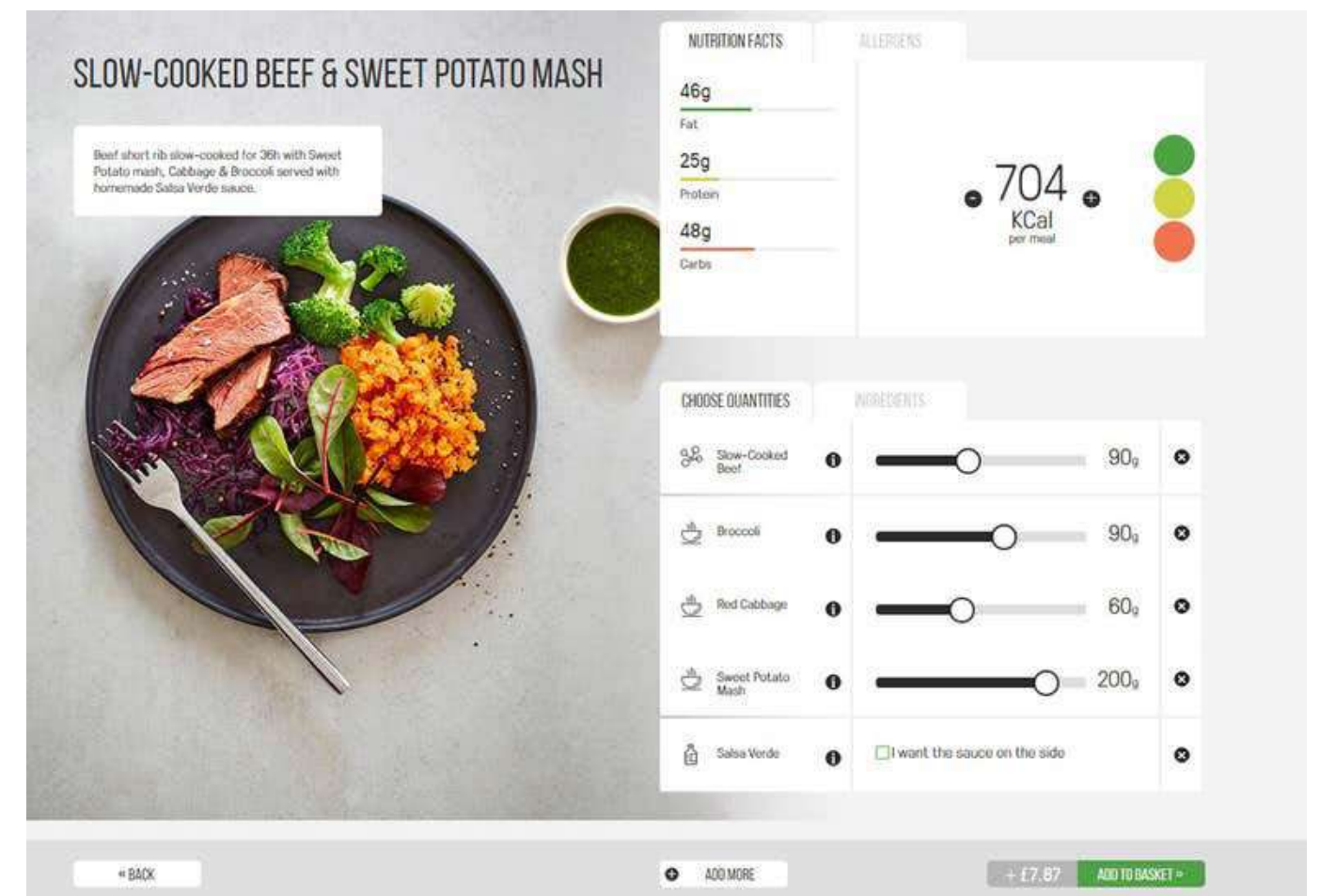


Nestlé XiaoAI, an AI family nutrition assistant, is a smart speaker equipped with nutrition and health knowledge that can answer questions from users on custom recipes, music, and nutrition.
Source: campaignasia.com

Data will unlock a better understanding of consumers

Companies will have to develop more flexible, agile production systems including 3D printing to meet the demands of personalisation and provide consumers with hyper-individualised products and

services. Data will also be used to identify natural predispositions that could lead to personal health issues. In the UK, Vita Mojo was the first foodservice chain to give customers nutritional guidance based on their genetics.



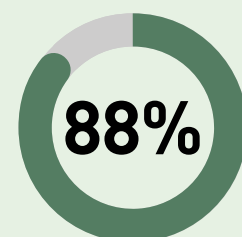
London restaurant Vita Mojo gives customers nutritional guidance based on their genetics.
Source: Vita Mojo

Take inspiration from what's happening now

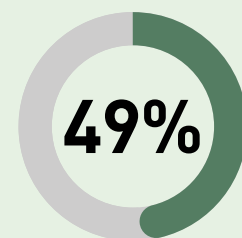
Consumers see the benefit of data collection

Collection of personal statistics via smart devices or apps has allowed consumers to learn what sets them apart and identify the health consequences of their habits.

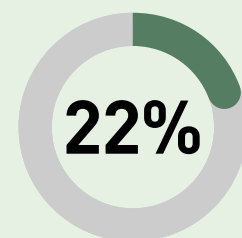
More consumers are considering mental health alongside diet and exercise in their personal health management.



of Chinese consumers have not measured their calorie intake but would be interested in keeping track of calories.



of UK consumers agree that tracking elements of health, such as diet or exercise, is important to keep motivated.



of Canadians use technology, such as apps or wearable fitness devices, to monitor their health.

Source: Mintel Reports

Consumers are learning more about the synergy of biology

Consumers are learning more about the natural connections in their bodies as more research discovers how the systems in our bodies work together. In particular, improved understanding of the research into the microbiome has taught more consumers about the importance of maintaining a healthy gut/brain axis, or the connection that links the brain, digestive system, and emotions.

Functional food and drink claim to help with mood

More consumers are considering mental health alongside diet and exercise in their personal health management. This holistic health and wellness approach has inspired consumers to seek products that can improve mood and boost brain health, as well as those with emerging functional ingredients. Marley Mellow Mood Peach Raspberry Relaxation Tea from the US features mood-enhancing botanicals such as valerian root, chamomile flower, lemon balm and passionflower, which—according to the manufacturer—calm the soul and ease the mind.



Marley Mellow Mood Peach Raspberry Relaxation Tea from the US features mood-enhancing botanicals, which are said to calm the soul and ease the mind.
Source: Illustrated by Mintel

From the expert

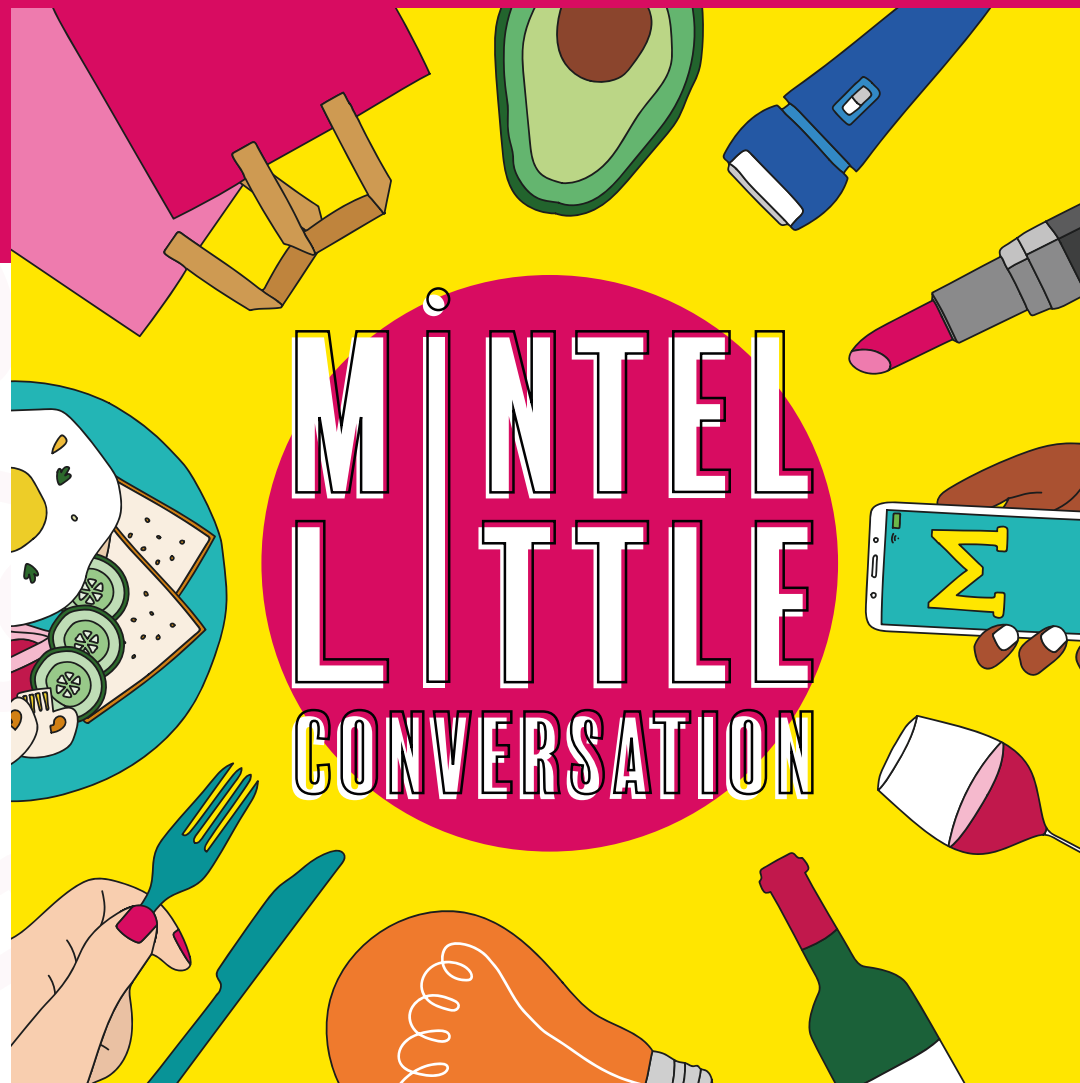


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In the next decade, more consumers will be able to gain an in-depth knowledge of their biology through personal health testing kits that will empower them to personalise their diet and health regimes. Analysis of these tools will inform consumers of the steps they need to take to address every aspect of their health, including brain and emotional health. As a result, brands will need to offer more personalised product offerings, smart home solutions, and explore how to help consumers address mood and brain health.



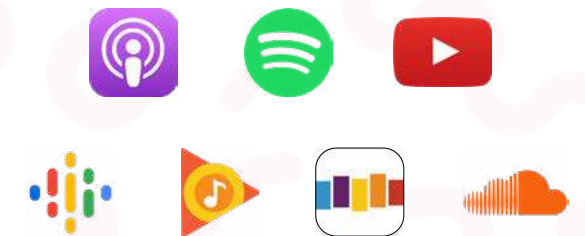


Join the conversation!

Mintel's new podcast series 'Little Conversation' brings you fresh ideas and new perspectives on how we eat, drink, shop, groom, and think. From the key issues impacting society to trends in food, beauty, tech, and retail, we're discussing what consumers want and why.

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High-tech Harvests

Consumer trust in food science and technology will strengthen as these become vital tools to save our food supply.



Start planning now for 2030

IN SCIENCE WE TRUST

In the next 10 years, consumers will become more accepting of and trusting in the essential roles science and technology have in guaranteeing access to affordable, safe, and nutritious food and drink.

AGRICULTURAL REVOLUTION EMERGES

Consumers will take a more vested interest in agriculture and have more of an opportunity to experience and enjoy its benefits as alternative agriculture approaches are invented and replicated around the world.

REVERSE FEARS OF 'PROCESSING'

With increased adoption of synthetic and lab-created ingredients, food, drink, and foodservice companies must introduce high-tech solutions with clear explanations of the technology and its advantages to produce food and drink more sustainably.

Identify the opportunities

Science and technology will be essential to the food supply

Scientific research and technological innovations will identify ways to grow essential ingredients in water-insecure areas and make plants more resilient to extreme weather patterns. The United Nations New Climate Economy report notes that a new era of economic growth can come from investing in agriculture and forests. Through 2030, more food, drink, and foodservice companies will take innovative approaches to the supply chain that are sustainable and trustworthy.

Consumers will become more accepting of and trusting in the essential roles science and technology have in guaranteeing access to affordable, safe, and nutritious food and drink.



A new agricultural revolution is beginning

By 2030, vertical farms, indoor hydroponic systems, robotic-harvested farms, and other high-tech agricultural innovations will increase the supply of fresh local fruits, vegetables, grains, and herbs. Premium grocery retailers will open branded indoor farms to offer consumers just-picked freshness. Food, drink, and foodservice companies and retailers will see the synergy offered by these new agricultural models and incorporate them into their supply chains.

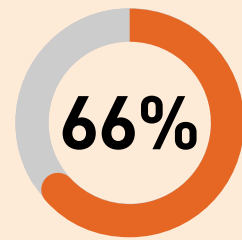
More areas will host agricultural innovations through 2030

Between 2025 and 2030, new growing regions, such as those in Africa and India, and agricultural innovations, such as floating farms, will emerge to tackle global food security crises. Meanwhile, we'll see ingredients grown in alternative places such as underground, underwater, and even in space. Companies and brands can look to these innovative farms as new ingredient sources and create products that promote the use of ingredients grown in intriguing places such as the desert, on the ocean, or underground.

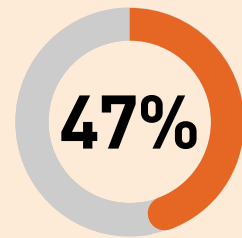


Floating Farm is a dairy farm in Rotterdam, Netherlands, that showcases how food production can become less vulnerable to climate change.
Source: hakaimagazine.com

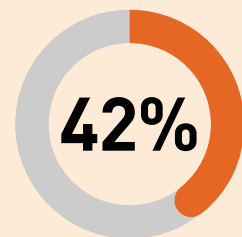
Take inspiration from what's happening now



of Spanish consumers disagree that lab/cultured/synthetic meat is appealing.



of US consumers agree non-GMO foods are healthier than GMO foods.



of Chinese parents of children aged 0-3 would be interested in non-GMO baby nutrition products.

Source: Mintel Reports

Consumers are wary of technology in food and drink

Scientific and technological innovations that offer fresh, trustworthy food will serve as ambassadors to start to sway consumer opinion away from fear. Today's priorities for clean label have caused many consumers to be wary of 'processed' food, drink, and foodservice items. Facing backlash, some brands will have to pivot their messaging to other inherent advantages of engineered food and drink products, especially sustainability.



Indoor farming has potential

Indoor farms are currently limited both in scope and in crop variety. For example, Bowery Parsley is grown in indoor vertical farms in New York City, NY, and sold to local stores. Over the next decade, both ingenuity and necessity will lead more indoor farms to be established and to expand the range of plants that they produce.

Bowery Parsley is grown in indoor automated vertical farms in New York City, NY.
Source: Illustrated by Mintel



Modern Meadow in New Jersey grows animal-free leather in their labs.
Source: inc.com



New York City-based Couple is the first company to exclusively sell lab-grown diamond rings as an ethical alternative.
Source: Couple via Instagram

Food can learn from other industries that highlight the advantages of lab-grown

Outside of the food and drink industry, lab-grown has been positioned as more ethical, cost-effective, and efficient than naturally sourced options. For example, Couple is the first company to exclusively sell lab-grown diamond rings as an ethical, more affordable alternative to mined diamonds. Modern Meadow is a New Jersey-based biotech start-up that grows animal-free leather in a lab.

Scientific and technological innovations that offer fresh, trustworthy food will serve as ambassadors to start to sway consumer opinion away from fear.

From the expert



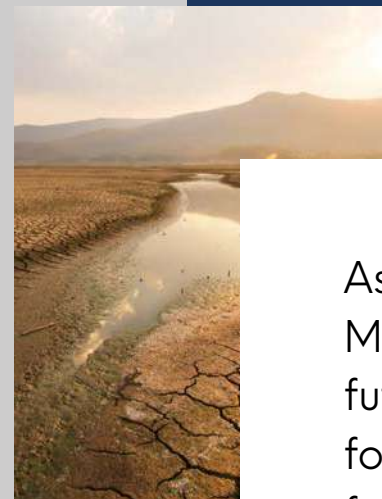
Alex Beckett
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Science will interlace with the food supply chain to boost yields and combat climate change. Celebrating the sustainable, health, and cost benefits of lab-grown food will be crucial in educating consumers about such nature-identical alternatives. But the industry will be compelled to elevate the role of nature, and humans, in the storytelling of these new, modern solutions. Transparency of information is essential to building trust in a future where scientists play as integral a role as farmers. And championing the people behind the food—whether it is grown in a laboratory or a field—will remain a timeless way of building trust with consumers.



What will consumers want in 2030?



As the experts in what consumers want and why, Mintel is best suited to accurately predict the future of consumer behaviour and what that means for companies and brands in the food, drink, and foodservice industries.

While thorough, the research and expertise shared here are not exhaustive. If you're curious about what consumers will want over the next decade and how your business should plan for the future, we have the answers.

If you're a Mintel client, log in to your account for the full insight and analysis on our 2030 Global Food and Drink Trends, including what brands must consider when thinking strategically over the next 10 years.

If you're not a Mintel client, please visit [mintel.com](https://www.mintel.com) and get in touch. We'd love to hear from you.

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