



Trendipedia 2023

# Smart and Adaptive

Executive summary 1

# Welcome to Trendipedia

## Executive summaries 2023.

Welcome to the first of five **Trendipedia Executive** summaries, in which we provide you with a theme-by-theme, trend-by-trend overview of the contents of our full 2023 report.

You'll find cutting-edge trend information and analysis backed up

by evidential data and real-world examples of how businesses are responding to new consumer needs.

The first theme is **Smart and Adaptive** and the two trends associated with it are **Life Hacks** and **Flexi-shopping**.

We hope you will enjoy reading, using and building on this material!

Anna Larsson and the Business Insights team  
Market Operations, Tetra Pak



The backdrop to this theme is one of economic slow-down across much of the globe, coupled with high inflation.



European and North American consumers are being put to the test by the cost-of-living crisis.



In APAC countries, the lingering effects of COVID-19 still weigh heavily on the recovery outlook.



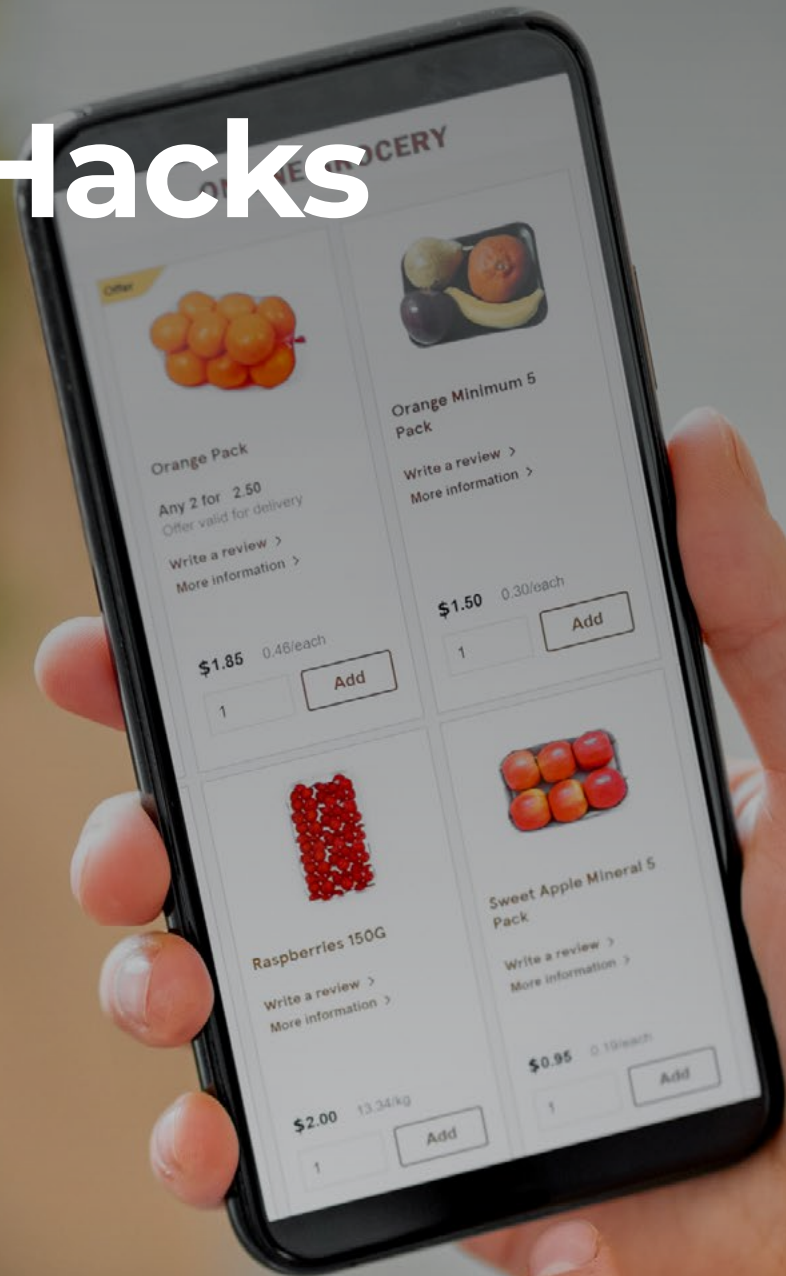
In the Middle East, some people continue to enjoy their post-pandemic revenge spending, for just a little bit longer.

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One of the many ways in which people are adapting to turbulence in today's world is by embracing strategies and techniques that enable them to live more efficient lives. We've categorised these strategies and techniques under the two trend headers: **Life Hacks** and **Flexi-shopping**.



# Life Hacks





TREND 1:

## Life Hacks

### Backdrop to this trend:

- Cost-of-living crisis
- Global food supply challenges
- Volatile natural gas and energy prices
- 1/3 of food produced for human consumption is lost or wasted<sup>1</sup>
- 8-10% of annual global greenhouse gas emissions/ year caused by food waste<sup>1</sup>



### How consumer behaviour is changing

Inflation is a serious cause for concern, with **63% of consumers** globally stating that this is their top concern.<sup>2</sup> Although spending on food is somewhat sheltered from the cost-of-living crisis, many consumers are modifying their behaviour and consumption habits.

With the help of brands and influencers they are learning to hack their lives and make the most of finite personal and planetary resources.

### For example:



**57%**

**57%** of German consumers have made cuts to their usual spending due to increased cost of living<sup>3</sup>



**63%**

Inflation is a serious cause for concern, with **63%** of consumers globally

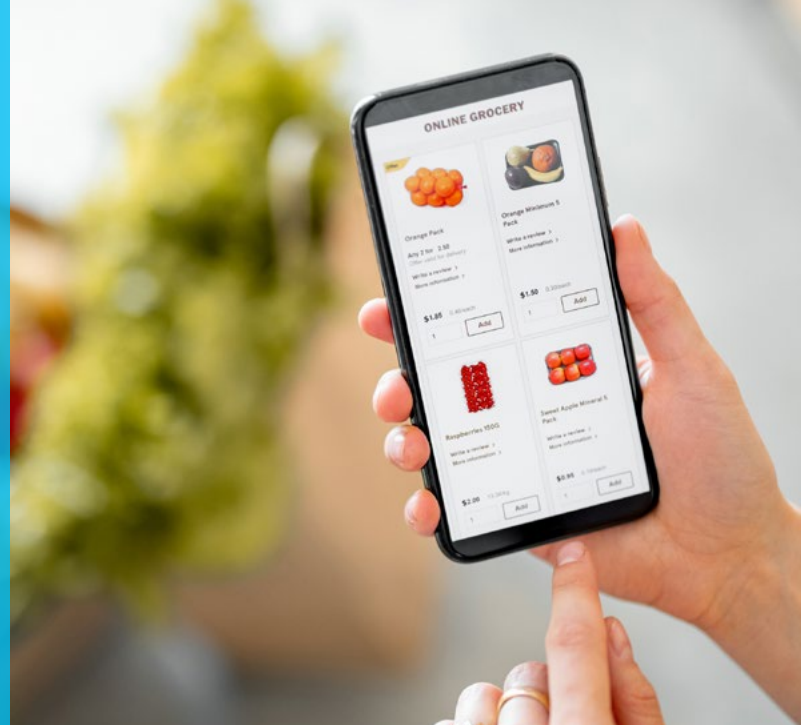
<sup>1</sup> The food charity WRAP.

<sup>2</sup> Ipsos Global Trends, Base: 48541 across 50 countries, July-November 2022, interviewed online

<sup>3</sup> YouGov 2022

TREND 1:

# Life Hacks – more facts and figures.



64%

**People are innovating and economising in new ways**

- 64% of consumers are planning their meals more carefully so that they limit food waste in their households.<sup>1</sup>



+11%

**Many consumers are looking for energy efficient cooking methods**

- The European Air Fryer Market is estimated to see market growth at CAGR of + 11% during 2020-2026.<sup>2</sup>



54%

**A culture of 'food hacks' has emerged on social media, suggesting creative new ways of reducing waste**

- 54% of American consumers say they use a 'life hack' in the kitchen.<sup>3</sup>
- Influencers on Tik Tok suggest e.g. using parts of the fruit and vegetables that would formerly have been discarded.
- 'Nose to tail' consumption is on the rise, as witnessed by an increase in the sales of fish head, lamb neck etc.

<sup>1</sup> Tetra Pak® Consumer Research on Health and Nutrition, Dec 2022

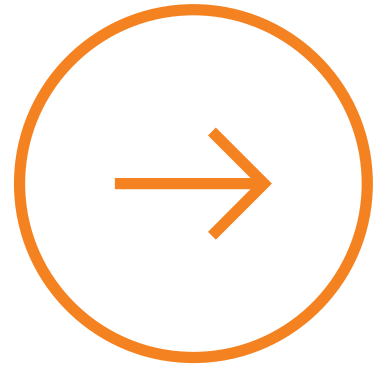
<sup>2</sup> KBV Research 2020

<sup>3</sup> Minute Rice 2021



# How businesses are responding

Brands and influencers are empowering people to get more for their money and to waste less. Some real-world examples include:



A Canadian invention, the Inflation cookbook, uses real-time price data to highlight reduced items in the user's area and suggests recipes to make with them.

<https://www.inflationcookbook.com>



Italian company, Barilla, offers a smart device for boiling pasta which they claim saves up to 80% in CO<sub>2</sub>. The water boils for 2 minutes, then 'passive cooking' takes over.

<https://www.barilla.com/en-gb/passive-cooking>

Carrefour, Italy has introduced an anti-food waste label. They have sold 10 million Too Good to Go baskets and now also sell 'imperfect' products at a 20% discount.

<https://www.carrefour.com/en/news/2023/carrefour-continuing-its-long-standing-commitment-tackling-food-waste-it-has-just-become>



# Flexi- shopping







TREND 2:

## Flexi-shopping

### Backdrop to this trend:

- High inflation
- Spiralling cost of living
- Abundance of consumer choice



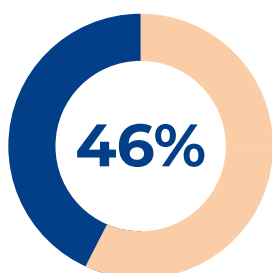
### How consumer behaviour is changing

In the context of inflation, we are seeing a more nuanced approach to shopping, with many consumers watching how they spend their money, and others looking for new ways to get the most out of what they buy.

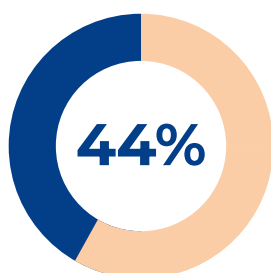
Although people are cutting back where needed, they're willing to trade up or down to enjoy occasional treats and affordable luxuries.

### How grocery shopping habits change when wallet size is shrinking

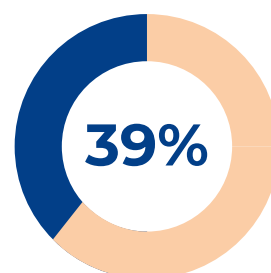
5000 consumer interviews conducted across 10 countries, showed that, with less money to spend on food and beverage products:



**46%** would reduce how often they eat out



**44%** would reduce snacking out in favour of home made snacks



**39%** would choose lower priced food and drinks products

TREND 2:

## Flexi- shopping – more facts and figures.



 **45%**

### The trend towards private label sales is increasing

- Private labels now account for **19.4%** of overall FMCG value sales globally.<sup>1</sup>
- **45%** of UK consumers expect to switch from branded to supermarket own label products.

 **\$1.5**

### The US 'subscription economy' is growing

- Its value is expected to reach \$1.5 trillion by 2025, up from its estimated value of \$650 billion in 2021.<sup>2</sup>

 **30%**

### People are shopping more mindfully

- **30%** of European consumers shop at three different grocers.

 **+157%**

### Use of BuyNowPayLater schemes are increasing

- By 2027, it is expected that there will be 900 million BNPL users - an increase of **157%**.<sup>3</sup>

<sup>1</sup> <https://nielseniq.com/global/en/insights/analysis/2022/how-inflation-is-impacting-private-label-sales-trends-globally>

<sup>2</sup> <https://www.washingtonpost.com/business/2021/06/01/subscription-boom-pandemic>

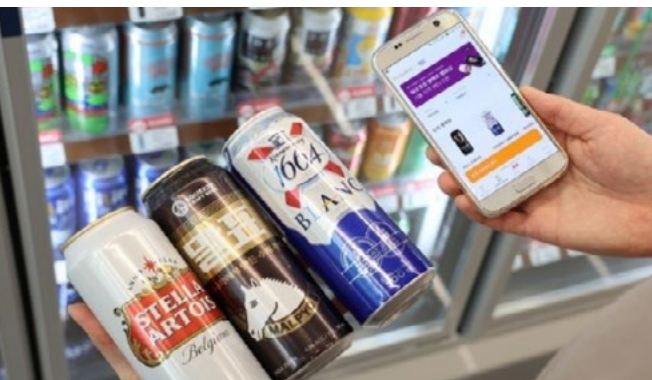
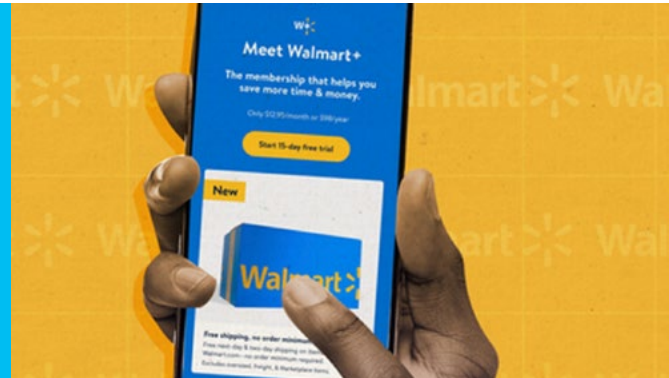
<sup>3</sup> <https://explodingtopics.com/blog/bnpl-stats>

# How businesses are responding

Brands are supporting their customers' mindfulness with new payment and price comparison methods, and by offering affordable luxuries. Some real-world examples include:

**Walmart US offers a subscription bundle with Spotify, free delivery, petrol discounts, and member exclusive discounts which can save people over \$1300 a year.**

<https://www.walmart.com/plus>



**South Korean convenience store CU has partnered with Dailyshot to offer a monthly beer subscription available at a local CU store.**

<http://khnews.heraldcorp.com/view.php?ud=20210318000828>

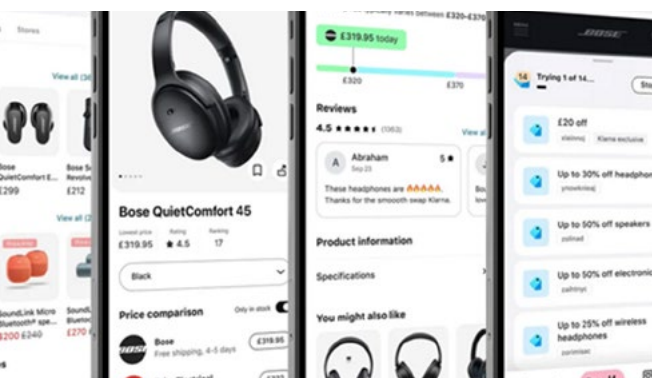
**UK, Supermarket Aldi has launched an indulgent Christmas hamper range that provides an alternative to more premium brands.**

<https://www.independent.co.uk/extras/indybest/christmasgifts/food/aldi-christmas-hamper-uk-b2177116.html>



**Klarna, a Buy Now Pay Later service, launched a new tool that compares prices across thousands of retailers in major markets such as the US and Europe.**

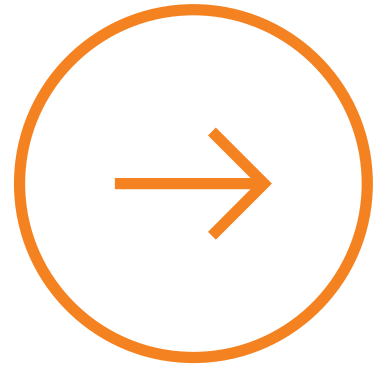
<https://techcrunch.com/2022/11/14/a-credible-alternative-to-google-and-amazon-klarna-brings-its-price-comparison-tool-to-europe>





# Implications for your business

How might the Smart and Adaptive theme and its associated trends affect your business? To get the ball rolling, we've selected three examples in each area.



## PACKAGING

### 3 THINGS TO CONSIDER:

- Right-sizing to help reduce food waste and re-sealing to maintain leftover products for longer.
- Communicating with consumers about smart ways to reduce waste or energy usage, or prolong the life of food.
- Using connected food packaging with sensors and QR codes to track the freshness and safety of the food inside.



## CATEGORIES

### 3 THINGS TO CONSIDER:

- Developing products that require minimal cooking and therefore reduce energy consumption at home.
- Offering more packaged food with the right shelf life for the consumption occasion in mind.
- Helping to reduce food waste by offering imperfect 'everything', not just fruit and vegetables.

[Click here](#) to book meeting with us and dig deeper into how you could meet the needs of **Smart and Adaptive** consumers on your market.

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