



Summarizing consumer trends for 2021



HEALTH FIRST

Health evolves to greater focus on **safe food**, **immunity and mental health**



RESPONSIBLE CONSUMPTION

Consuming that is both good for **planet** and good for **people**



CONVENIENCE IN-HOME

Simpler in-home routines and everything on hand



e-FOOD EXPERIENCE

New ways for **food & entertainment** to reach consumers **virtually**



SOCIAL RECONNECT

Consumers finding new rituals to **connect through food**



HERITAGE AND PROVENANCE

Supply chain issues forced shift to **locally produced food**



INTENTIONAL INDULGENCE

Solutions to add wow to '**no fuss**', **simple home-made indulgent food**



PERSONAL DATA

Use of '**self**' captured **personal data** to improve products / services choices