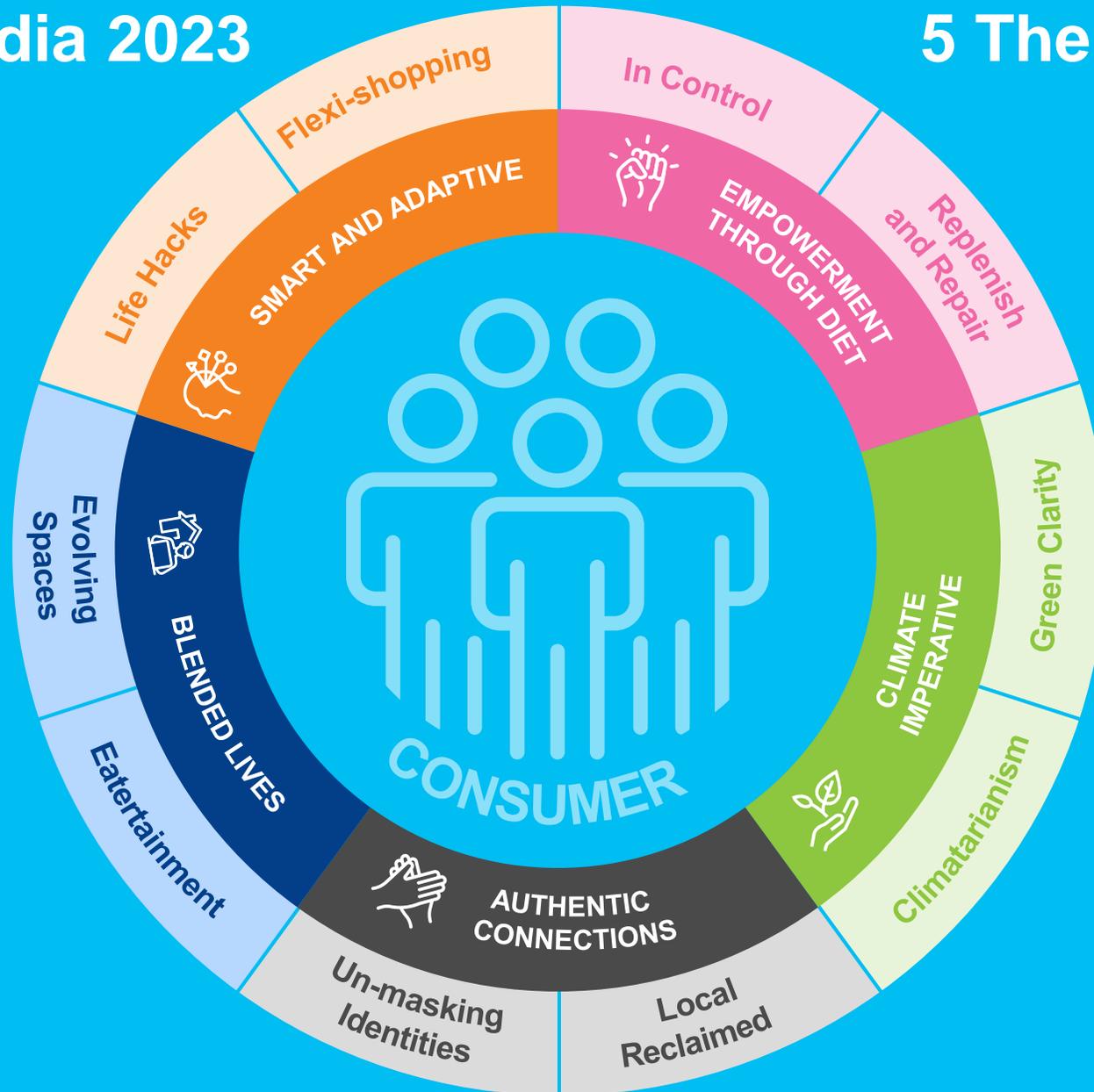




Trendipedia 2023

5 Themes | 10 Trends





Summary of Trendipedia 2023 consumer themes & trends

Themes



SMART AND ADAPTIVE

Some people are adapting to an increasingly turbulent world by embracing strategies and techniques to live more efficient lives.



EMPOWERMENT THROUGH DIET

Dietary choices can give a feeling of control back to some people, enabling them to holistically improve their physical health and mental wellbeing.



CLIMATE IMPERATIVE

As the effects of global climate change gain momentum, people may be willing to make the required trade-offs – but need transparency and clarity first.



AUTHENTIC CONNECTIONS

The provenance and authenticity of food and beverages, both locally produced and from distant shores, enables people to make choices matching their values.



BLENDED LIVES

The blending of physical and digital spaces can boost convenient, hybrid living, and lead to joyful, sensory experiences.

Trends

Life Hacks

Due to the cost-of-living crisis and food supply challenges, some people around the world are learning new food hacks (strategies and techniques) from influencers and brands to make the most of finite resources. This mentality can also help to ensure that the planet's resources are maximised and preserved.

In Control

Some people are using the way they eat and drink to bring a feeling of control to their lives. The choice of whether to indulge or moderate their consumption can help people to take their physical health into their own hands. Technology advancements such as health monitoring apps and hyper-personalised nutrition can enable this further.

Climatarianism

As some people see the effects of climate change unfold, they are increasingly adapting their diets and lifestyles for the planet. Plant-based, natural, seasonal and synthetic ingredients are on the rise, and some are increasingly interested in the circular economy, reuse and recycled materials.

Un-masking Identities

Some people have grown tired of highly filtered or inauthentic portrayals on social media. For them, messy and real is far more appealing. For others, traditional or ethnic cuisines are growing in importance as truly relatable and authentic expressions of identity and values. Transparency is now paramount as some people want the whole story behind their food.

Evolving Spaces

The pandemic has accelerated the blending of our lives - physical and digital, home and work. Shops and restaurants are adapting in order to boost convenient living and complement hybrid lifestyles. D2C, e-commerce and Live commerce create elevated food and beverage experiences that help people to seamlessly traverse the complexity of their fast-paced lives.

Flexi-shopping

In an inflation context, some people are living with a flexible mindset, cutting back where needed but treating themselves occasionally, especially where there are perceived additional benefits around health or sustainability.

Replenish and Repair

Some feel a deep need to pause, unwind and recover. Recharging through ingredients such as CBD (cannabidiol), herbals and adaptogens or the practice of ancient wellness rituals can help overwhelmed people optimise their inner wellbeing. Comforting foods and flavours that evoke happy memories of childhood can offer a momentary escape from reality.

Green Clarity

Some people are looking to brands to help them make choices that help to protect our planet. Transparent and meaningful labelling e.g. on zero-waste or net-positive food production and processing across the whole supply chain can help avoid scepticism and accusations of green-washing.

Local Reclaimed

People are taking pride in and celebrating their heritages. They are choosing to buy local to support their local economy and the environment. Products that offer people an all-round solution for them, their community and the environment will stand out as people identify more closely with their localities.

Eatertainment

Whilst connecting with like-minded people, some are looking to be entertained as they dare to try new flavours, recipes and trends from cyberspace. The food community is Gen Z-social, gamified, empowered, and creative. What will be the next trendy food or drink? Now, that is up to people to decide.