

## NEWS RELEASE

### Tetra Pak Unveils ‘Trendipedia’ 2023 — a Report on Changes in Consumer Trends

**Bangkok (21 March 2023)** — Tetra Pak, a world-leading processing and packaging solutions company, unveiled ‘Trendipedia’ 2023 — the global report which tracks changes in consumer behaviour trends. This year, four trends are in focus for implications on food and drink industry. **In Control** trend carried on from 2022, reflecting the desire to control factors that affect health by utilising new technology. The main trends that changed this year include **Flexi-Shopping**, with people dialling their spending up and down according to the value they place on each purchase, **Eatertainment** — connecting with an online community that enjoys discovering and sharing new food trends, and **Local Reclaimed** — taking pride in and celebrating heritage tastes and flavours.

In 2023, several macro forces affected the behaviour of consumers all over the world, for example, geopolitical tensions which resulted in the increased price of ingredients; and the growing awareness on environmental concerns which resulted in 71% rise in online searches for sustainable goods globally over the past 5 years<sup>1</sup>. Another factor is the increased use of technology for health benefits. As a result, consumers became more cautious with their purchases, considering value, costs, environmental impacts. And with more consumers buying local food and ingredients, the industry should provide products and services that respond to consumers’ needs and support local producers.

“The **In Control** trend reflects how consumers eat and drink to feel more in control of their lives. They choose diets and supplements to maximise potential health benefits and to suit their hyper-personalised preferences which also vary by goals and life stages. Moreover, consumers use tech-enabled personalised solutions to observe and assume greater control over their health, making them more aware to what they consume. Thus, food and beverage brands should communicate the product health benefits in a clear and simple way on the package — for example, QR codes can provide nutritional info or track exact content, giving consumers a sense of control of what they are buying,” said **Sutthinun Taechathayanon, Marketing Manager, Tetra Pak (Thailand) Limited**.

“The development of the **Flexi-shopping** trend reflects the current economic situation. People purchase more cautiously with consideration to cost and personal values, but still expect good quality for the price. Those food and beverage brands which offer the best value for the price will stand out. Meanwhile, even those who are more comfortable financially are also mindful of cost and value, trading up or down to enjoy occasional treats”, Sutthinun added.

The third trend is Eatertainment. “Social media communities led by creators on various platforms are playing a significant role in shaping new food trends. Since the COVID lockdown, online communities have connected people who share the same passion, creating spaces where new ways of enjoying food can be discovered and celebrated,” said **Supanat**

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<sup>1</sup> Research by the Economist Intelligence Unit

**Ratanadib, Marketing Director, Tetra Pak (Thailand) Limited.** “Consumers join communities to share and seek inspiration for cooking, they are turning away from celebrity chefs and instead turning to fun, creative and relatable content. Brands can use this trend to encourage more at-home cooking with on-pack step-by- step instructions and recipe inspiration.”

“The **Local Reclaimed** trend shows that when consumers pay more attention to supporting their local economy, community connections deepen. Brands that are good for people and their community will win. COVID-19 pandemic made people aware of the fragility of the global supply chain and its consequences to their local communities. Just as the pandemic left some people wanting to take better care of themselves, so it left them wanting to look after their communities,” said Supanat. “As further global crises unfold, some people also seek comfort in the familiar. They may feel nostalgic and look for reminders of safety and security from a past that they remember as being more straightforward. Traditional and familiar flavours evoke happy memories from their childhoods and offer some people momentary comfort.”

Tetra Pak’s ‘Trendipedia’ identifies ten major trends embedded in five themes for 2023. Those trends are classified as: ‘Life Hacks’, ‘Flexi-shopping’, ‘In Control’, ‘Replenish and Repair’, ‘Climatarianism’, ‘Green Clarity’, ‘Un-masking Identities’, ‘Local Reclaimed’, ‘Evolving Spaces’, and ‘Eatertainment’.

The 2023 Trendipedia report will be shared with Tetra Pak’s customers to ensure they are onboard with the latest consumer shifts in consumer trends.

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## **ABOUT TETRA PAK**

Tetra Pak is a world leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 25,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business. Our promise, “PROTECTS WHAT’S GOOD™,” reflects our vision to commit to making food safe and available, everywhere.

More information about Tetra Pak is available at [www.tetrapak.com/th](http://www.tetrapak.com/th)

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