



## Industry Trends & Insights

### Wizard of Lightbulb Moments

The Recession and COVID-19 are behaving as two independent parents, each having their effect on consumers. They are expected to resolve at different rates which will directly influence consumer behavior. Whether the two newest strains of COVID-19 – UK and African- are susceptible to the current COVID-19 vaccines will also affect 2021 trend patterns. When and how the Recession resolves will independently affect trend patterns as well

As the year progresses, we will experience certain trends accelerating while others reverse or change direction. Culinary Tides, Inc.'s Shifting Sands Forecast: Shaping the Food Industry in 2021/22 is designed to cover any shifts in patterns that will be experienced in the coming year and into 2022 so clients are protected throughout the year and can shift strategy if needed. The report also explains where the trends are coming from, what their birth patterns mean, how long they are going to last, and where they may show up next. To be aware that a trend exists is of no strategic use unless you understand why it has occurred and therefore what could possibly change its course. Without this information, a company can be blindsided when a trend shifts course. And they always shift course.

Things to consider in 2021/22 include:

- Health trends will be upended
- Government focus has shifted
- Consumers spending drivers are new and changing
- Technology is acting as an ally to consumers
- Food and Beverage patterns have entirely new sets of Parents

Of the 200+ trend lists that were cross-analyzed in the report, here are a few that stood out:

#### Key Trends in Functional Foods & Beverages for 2021



It's easy to pick out trends. It's a bigger challenge to pick the ones that are going to carry you through the next 5 years. To do that, you must look at every point of the compass—not just consumer research, but also emerging technologies, competitive strategies, and established consumer needs that keep re-asserting themselves, sometimes in unexpected ways. When you take that 360-degree

view, the landscape is easier to read; even surprises turn out to have a foundation to them that we could have foreseen. Protein Power - The business of food and health is full of surprises, and one of the surprises that 2020 has thrown up is the rapid emergence of collagen. Collagen's successes remind us that consumers embrace animal-based innovation just as much as plant-based, despite what you read in the media. Immune Health - Of the many changes accelerated by the novel coronavirus pandemic, one that will endure is consumers' thinking more about how to maintain a healthy immune system. Two of the biggest winners are likely to be probiotics and vitamin D. Mood - Food has long been used by people to influence their mood. For the food and beverage industry, "mood food" was already a growth trend with strong consumer interest, but it has been accelerated in 2020. Fat Re-Born - Continuing a trend that was born 10 years ago, fat is re-born and will appear in more products and at higher levels. Even five years ago, the idea that a major retailer would routinely sell own-label 10% fat content yogurt would have seemed unlikely.

Source: New Nutrition Business

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### KEY INSIGHTS

Stress Relievers & Time Savers



Plant Power



Global Flavors & Regional Dishes



Immune & Cognitive Function



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**Trendspotting in Beverage Flavors**

Broad consumer trends for 2021 - such as an increased focus on health and wellness due to the pandemic; and increased desire for indulgence - help feed the future flavor trends we can expect to see in the coming year. Here are six top trends to look out for. Next-generation citrus - Citrus has been a classic flavor for years, and its popularity shows no signs of abating. What we will see, however, in 2021 is an evolution of citrus to more exotic and adventurous forms. Yuzu, in particular, is increasingly featured in new product launches: while other flavors rising in prominence include pomelo and calamansi. But more familiar citrus flavors like pink grapefruit and blood orange are also growing. Travel the world - With adventures to exotic destinations all but eliminated in 2020, consumers want to travel the world with their taste buds. A top tip for launching exotic new flavors is to introduce them to consumers alongside something more familiar. Health and wellness - honey and health halos It's no surprise to hear that health and wellness is at the top of consumers' concerns. But increased awareness of wellbeing during the pandemic has a knock-on effect for flavors. Savory flavors -The ongoing sugar reduction trend is also playing into a general move away from sickly-sweet drinks and towards savory flavor profiles. Botanicals, florals and tea - The potential for less-sweet flavors also plays into the rise of botanicals: exploring familiar food flavors in a less familiar beverage setting. Botanicals, florals and tea - The potential for less-sweet flavors also plays into the rise of botanicals: exploring familiar food flavors in a less familiar beverage setting. Floral flavors are also on the rise. Indulgence and nostalgia - 2020 has been a tough year: and consumers have been increasingly on the look-out for products that offer indulgence at home. An increased focus on emotional wellbeing is prompting beverage developers to look back in time and take consumers on a trip down memory lane.

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**How Will We Eat in 2021? 11 Predictions to Chew On**

1. Meal Kits From Chefs - A year ago, meal kits had been left in the dust as consumers tired of strict subscription models, packaging waste and the amount of actual kitchen labor they required. Then the pandemic sent everyone back to the kitchen, and meal kits once again seemed like a good idea — so good that chefs got into the game. Diners, hungry for a taste of their favorite restaurants and willing to do what they could to keep them in business, made them a hit. Can restaurant-meal subscription services be far behind? 2. Drinks From Cans - Over the past several years, craft brewers have increasingly been putting their beers into aluminum cans, which are better for the environment than bottles and better for the beer. Cans now hold all kinds of beverages, including new drinks like hard kombucha and Breakfast Seltzer, which features a mix of coffee and booze. The boom could fast-track can recycling and improve manufacturing. 3. Vegetable of the Year: Take Your Pick - Food forecasters always anoint a vegetable they expect to take off in the new year. It was chicory in 2017, and celtuce last year. In 2021, any vegetable will do. Health and immunity will continue to be major concerns, and foods and flavors that have a wellness halo should sell briskly, especially vegetables. Some grocery stores report that sales remain up by more than 30 percent over last year. 4. Flavor of the Year: Basque Burnt Cheesecake - This crustless cheesecake, baked in a very hot oven so the top caramelizes but the inside remains soft and jiggly, came out of San Sebastián, Spain, in the 1990s. Some elite American chefs started making versions, and two years ago it slipped into more mainstream food culture. 5. Food for the Bedroom - The era of the energy drink is over. All the stress and anxiety of 2020 has created a new market for food and drinks that claim to promote relaxation and sleep. Look for relaxing snacks, like Goodnight, a nighttime chocolate nibble with ingredients to help you sleep, and Nightfood, a bedtime ice cream with sleep-inducing minerals, digestive enzymes and less sugar.



Sources: Beverage Daily, NY Times

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**Mystic Meg for The Market: Top 10 Trends for 2021**

Proactive Living - One trend that will be of highest interest for the health and nutrition market, is 'proactive living', with 80% of consumers across the globe surveyed by FMCG saying they are planning to eat and drink more healthily in 2021, with 57% of European consumers saying they regularly research different ways to improve their health. Rediscovering Health - The 2020 trend for immune supporting ingredients is well known. FMCG's data even shows that 43% of global consumers say they are actively looking to seek out ingredients that better their immunity through every day food and drink. The power of plants - With consumers more likely to research ingredients with health benefits, there has also been a trend for plant-based products and botanical ingredients – especially those with evidence to show they offer a cognitive benefit. Safe and Secure - A key trend for 2020 is the avoidance of risk, whether it be financial or health related, which will clearly be impacting consumers' food and drink. The Earth is Clear - But this avoidance of risk doesn't mean consumers are looking to cut costs in every area. Rather, it has caused consumers to look for better value. As such, 52% of global consumers say they have become less brand conscious this year and 32% of global consumers say they have purchased more private label products.



Source: FMCG Gurus

[Continue reading article here.](#)**Shifting Sands Forecast: Trends Shaping the Food Industry in 2021/22***A Culinary Tides, Inc. report with contributions from Menu Matters***Release Date:** February, 2021

What the spread of COVID-19 and Recession onset have caused, is an upending of key drivers and trends. It can be difficult to know **which trends are most likely to rise above the noise** in the New Year. It can be even more confusing trying to decide which will resonate most with your brand and customers. This report is a cross-analysis of **200 prediction lists for 2021 put forth by 175 industry experts**. In all, more than 1,600 individual predictions were evaluated for their potential during the coming year, with only the most well-supported predictions included.

2021/22 predictions explore:

- **Government**– cybersecurity, plant proteins, obesity, cannabis, GMO
- **Technology** – narrowcasting, order, delivery, GMO, robotics, packaging, cellular agriculture
- **Health**– microbiome, cognitive function, protein plus, nootropics, immunity, cannabis
- **Consumers** – clockless eating, transparency, invisibly healthy, path to purchase, climatarian
- **Travel** –digital detox, climate neutral, dark travel, isolation, self-care, safe cities
- **Beverage** –zero proof, snackified, plant milk, tea/coffee infused, regional global
- **Food** – micro ethnic, plant-based, alternative flours, peasant food, foodceuticals, wallflowers

The trends are broken down by macro and micro families, which help to establish their strengths and links to other existing trends. Overlooked trends were identify and added to the report by Culinary Tides, Inc and Menu Matters. Discover Navigation charts with **“Ah-Ha Moments”** you can use to navigate trends affecting your playground. Each chart focuses on evolving consumer drivers to help focus messaging and products as the year unfolds. By utilizing streaming intelligence techniques, the forecasts anticipate upcoming changes to trend and consumer behavior patterns that will emerge throughout 2021 and into 2022. This helps to translate fragmented trend lists, into actionable strategic intelligence.

Knowing which trends best fit your brand, which will resonate most with customers, how long they will last, and where they are headed next can clear a path for meaningful innovation. Understanding how these trends came to be and what is pushing them into the spotlight can help **move you to a calmer, more confident position for strategy development.**

For More Information on Shifting Sands Report. [www.culinarytides.com](http://www.culinarytides.com)