



Industry Trends & Insights

Wizard of Lightbulb Moments

As part of our ongoing work, we have been tracking the political and economic unease here and abroad, well before the onset of COVID-19. What the spread of COVID-19, and subsequent Recession, has caused, is an amplification and acceleration of the tide that was already rolling in. It's no less significant for its abruptness and shock value, but pandemics can have the effect of shaping and altering the trajectory of already identified trends. It can be difficult to know which trends are most likely to rise above the noise over the next 12 months as the situation is still very much in flux. It can be even more confusing trying to decide which will resonate most with your brand and customers. This report's forecasts offer insight into how and why the current climate will affect trends for 2021/22. We help you navigate, trend by trend, what to expect during the immediacy of this crisis and what the long-term effects could be in shaping the future of these trends. Understanding that a trend is coming is only valuable if you know how to strategically leverage it.

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

Here is our yearly report featured in the media:

Trends Shaping the Food Industry in 2020/2021



As part of Culinary Tides' ongoing work, we have been tracking the political and economic unease here and abroad, well before the onset of COVID-19. What the spread of COVID-19 has caused, is an amplification and acceleration of the Tide that was already rolling in. It's no less significant for its abruptness and shock value, but pandemics can have the effect of shaping and altering the trajectory of already identified trends. As such, I'm proud to have contributed to this year's Shifting Sands Forecast report on trends that will shape the food industry over the next 12 months. It can be difficult to know which trends are most likely to rise above the noise over the next 12 months as the situation is still very much in flux. It can be even

more confusing trying to decide which will resonate most with brands and consumers. This report's forecasts offer insight into how and why the current climate will affect trends for 2020/21. Menu Matters, with Culinary Tides, help the industry navigate, trend by trend, what to expect during the immediacy of this crisis and what the long-term effects could be in shaping the future of these trends. Understanding that a trend is coming is only valuable if you know how to strategically leverage it.

Source: Prepared Foods

[Continue reading article here.](#)

KEY INSIGHTS

Wallflowers & Best Friends



Immune & Cognitive Function



Global Flavors & Regional dishes



Stress Relievers & Time Savers



Find out how Culinary Tides, Inc. can help you navigate trends.

www.culinarytides.com

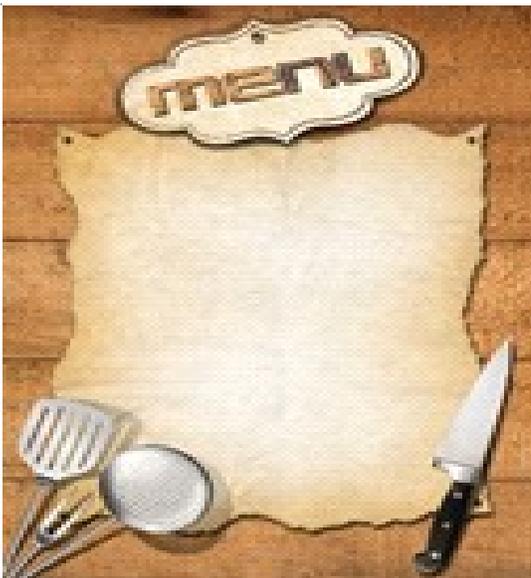
Recession Becomes Another Tailwind for Plant-Based Eating

Expect plant-based eating to continue its sales surge this year, with an added impetus: the economy, according to a “Shifting sands forecast” from Tualatin-based Culinary Tides, Inc. “It’s not for health or to save the planet,” said Suzy Badaracco, president of Culinary Tides, which helps companies accelerate marketing and product innovation. “It’s because I can’t freaking afford a steak. I’m going to eat beans and rice. I’m going to eat spaghetti and sauce with no meat.” Vegetarian consumption goes up in every recession, she said. Consumers who tried plant-based burgers might go back to their meat-eating ways, though. “When consumers go into a stressful time, they abandon their newest behaviors they’ve adopted,” Ms. Badaracco said. Hybrid burgers, with one example being 75% animal meat and 25% vegetables, could rise in popularity this year. They tend to be less expensive than traditional hamburgers and have less sodium and fat and more fiber. The terms “snackified” and “peasant food” could have roles in families dealing with financial issues. Parents may skip a meal so children will not go hungry. “It’s extremely heartbreaking,” Ms. Badaracco said. “Snacking is not just for fun. It’s, ‘I cannot afford lunch so I will have a bag of chips.’” COVID-19 has consumers worried about their health and dealing with anxiety. “Cognitive function is the backup dancer and No. 2,” Ms. Badaracco said. “Immune function is going to be the No. 1.” Ms. Badaracco recommended companies promote the immunity benefits in their products but to avoid explaining the microbiome.



[Continue reading article here.](#)

In for a Treat: Work These Trends into Your 2021 Menus



Comfort food from afar. Familiar favorites with an unusual twist. A party in food form. Those are some of the overarching food trend predictions for 2021. In many ways, the trends of 2021 will pick up where 2020 food trends were expected to go before they were disrupted by the COVID-19 pandemic. “Because all the predicted 2020 trends went into hibernation, that’s a good starting point” for what we’ll see this year, says Suzy Badaracco, president of food industry think tank, Culinary Tides. Operators should revisit ceviche, hummus, toast, ramen, poke, all-day breakfast and regional desserts in particular, she adds. That said, 2021 will still have its own trend identity—one that will likely shift from the first half of the year to the second, says Mike Kostyo, trendologist for Datassential. “Right now, people are looking for more ways to get their health back on track. As we head later into the year, and more people are vaccinated, we’ll see them seeking out new trends and experiences again.” That means striking a balance between indulgence and healthfulness. Think trending churros dipped in pureed fruit and hearty burger patties made from meat and mushrooms. Catering to 2021 trends will be a bit

of a tightrope walk. It will mean finding ways to liven up familiar favorites and drawing on new global comfort food options. Many consumers are also choosing where to dine based on price and portion sizes, including wanting to have leftovers for lunch or dinner the next day, Badaracco says.

[Continue reading article here.](#)

Sources: Food Business News, Mars Foodservice

Find out how Culinary Tides, Inc. can help you navigate trends. www.culinarytides.com



Shifting Sands Forecast: Trends Shaping the Food Industry in 2021/22

A Culinary Tides, Inc. report with contributions from Menu Matters

Release Date: Available Now

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 **224 prediction lists for 2021 put forth by 179 industry experts**. In all, more than 1,900 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**.