Consumer & Flavor Trends 2020
2020 Global Trends

MINDFUL CONSUMER

- Eat the seasons
- Telling a story, as nature intended

- I want to know where my food comes from
- Whole food
- Natural

SYNERGY
INSPIRING TASTE
Sustainability & Ethics
Mounting awareness and concern surround the scale, complexity, and interdependence of shared social and environmental challenges globally.

Healthy & good food for the community
Benefitting the local economy
Brand honesty
Ethical & personally pleasurable
Fair to Farmers & Animals

MINDFUL CONSUMER
TrendSight
Natural & Recognizable
- Increased choices
- Clean label → clean life
- Seasonal & occasion inspiration
- Organic, non-GMO

Traceability & Provenance
- Food scandals
- Consumers lack trust
- Farm to table/origin story
- Fair trade

Trust & Credibility
- Less processed food
- Less environmental intervention
- Upcycling
- Localism movement

To Appeal to Mindful Alcohol Consumers:
- Promote responsible drinking
- Moderation – low alcohol variants
- Greener and sustainable production & packaging
  - Recycled material
  - Reduced carbon emissions & landfill
- Demand for nutritional labeling
- Provenance of ingredients
MATCHING THE FLAVOR TO THE TREND

Flavors under each driving value match up to the consumers’ preferences

**Natural & Recognizable**
Simple/Seasonal
- Wildberry
- Rosemary
- Thyme
- Ginger Snap
- Green Tea
- Apricot
- Hibiscus
- Earl Grey

**Traceability & Provenance**
Varietals/Regional
- Colombian Coffee
- Acai Berry
- Black Raspberry

**Trust & Credibility**
Extracts/FTNF
- Madagascan Vanilla
- Black Currant
- Blood Orange
- Ginger
- Basil
- Lime
- Mint
- Lemon
2020 Global Trends

REVOLUTIONARY CONSUMER

The 4th meal
Category switching
Rise of disruptor brands

Always on the go

Love trying new things

Loves convenient, nutritional snacks
Individualism & Expression

Mass Customization
- Lifestyle
- Gender
- Need-states

Self-Image
- Social Influence
- Engagement
- Individualism

Disruption
- Connection
- Convenience
- New Twist on Tradition
REVOLUTIONARY CONSUMER
Driving Trends

Mass Customization
- Anti mass-commercialization
- Consumers aim to be in control of their health and wellness
- Tailor products to specific need-states, lifestyles, and preferences

Self-Image
- Increasing digitization places increased importance on self-branding and social influence
- Brand-consumer and consumer-consumer engagement is at an all time high

Disruption
- General distrust has consumers seeking out alternatives to the mainstream
- Craft brands continue to gain market share across all F&B categories
- Premiumization, processing, ingredient quality are top of mind for consumers

Leftovers: Mixallogy pods shake up cocktails; Bimbo USA thinks small

Coca-Cola offers consumers $10K to create best new drink concoction

Kin Spritz Aims For Non-Alc “Euphoria”

Malt-based RTD cocktail sales are up 574% from 2018; 55% of consumers site convenience as major purchase driver

On Tap: Craft beer movement isn’t slowing down

How to Appeal to Revolutionary Consumers
- Select premium ingredients, natural flavorings, and craft processing techniques
- Exotic flavor pairings and exciting sensorial experiences
- Consider digital interactivity on label
- Tailor products to specific need states:
  - “Night Cap”
  - “Sessionability”
  - “Hair of the Dog”
MATCHING THE FLAVOR TO THE TREND

Flavors under each driving value match up to the consumers’ preferences

Mass Customization
Category Blurring

Self-Image
Exotic Flavor Pairings

Disruption
Emerging Profiles

SAVORY
SWEET
HEAT
MULTI-FLAVOR COMBO

VEGETABLE & HERBAL PROFILES
BLACK Currant
CUCUMBER
LEMONGRASS
COFFEE
SOUR
NON-ALCOHOL PROFILES
GREEN TEA

EXOTIC FRUIT
CRAN-APPLE RASPBERRY
BLOOD ORANGE
YUZU

BITTER
DESSERT PROFILES
HOPS

NOSTALGIA
CEREAL FLAVORS

SPICY MOCHA
GINGER
SWEET HEAT
CHILI PINEAPPLE

NON-ALCOHOL PROFILES
COFFEE
2020 Global Trends

I’m cutting back on eating meat

I’m aware of what’s in my food

I love going to the gym
Health & Wellness
People of all ages are more proactively addressing their health in a more holistic and personalized manner.

- Umbrella of physical and emotional needs
- Take control of individual needs and lifestyle choices
- Relax & rejuvenate
- Restraint for overall wellbeing
- Embrace new-age tools to make informed choices
- Targeted health solutions to ‘live better’
**Balanced Consumer Driving Values**

**Wellbeing**
- Balance of mental and physical wellbeing
- Permissible indulgence
- 'Free' diets

**Vitality**
- Zen / cleanse
- Balance of stressful life and relaxation
- Meditation; self-needs
- Ingredients with therapeutic or restorative qualities

**Guided**
- Social Influencers & Bloggers
- Celebrities on childhood obesity
- Government required calorie/sugar reduction
- Personalized apps – reminders

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To Appeal to Balanced Alcohol Consumers:
- Low-calorie, low-alcohol, and "better-for-you" options
- Moderation
- Occasion driven consumption
- Alcohol inspired non-alcohol beverages
- Or remove/lower alcohol content yet deliver the same sensory and experiential benefits as those with traditional levels of alcohol
MATCHING THE FLAVOR TO THE TREND

Flavors under each driving value match up to the consumers' preferences

**Wellbeing**
- Permissible indulgence
  - Caramelized Bananas
  - Fudge
  - Glazed Donut
  - Mascarpone
  - Mousse
  - Nut Butters
  - Chocolate Raspberry
  - Fruit Tart

**Vitality**
- Refresh, cleanse
  - Espresso
  - Turmeric
  - Ginger
  - Greens
  - Agave
  - Jasmine
  - Lemon

**Guided**
- Nuts, plants
  - Green Tea
  - Cayenne
  - Fermented
  - Coconut
  - Avocado
  - Cashews
  - Goji Berries
  - Yogurt
  - Beets
  - Oats
2020 Global Trends

I need to be inspired

I love new cuisines

Authenticity means everything
Sensory & Indulgence
The driving force behind continually higher expectations of quality, variety, and immersive "consumption experiences."

- Sensation seekers
- Opt for new experiences
- Intrigued by tailored products
- Only the best
- Quality & value thru artisanal methods
- Authentic, fresh, pure
ADVENTUROUS CONSUMER

Driving Values

**Authentic Curiosity**
- Looking to World cuisines
- Street food festivals
- Travel and taste blogs/vlogs

**Curated**
- Unadulterated / pure
- In the ‘know’ & proud of it
- Made for ‘me’
- Craft, one of a kind

**Experiential**
- Bold flavors – LTO culture
- Novel formats ‘wow me’
- Alternative sensory experiences

To Appeal to Adventurous Alcohol Consumers:
- Lean into ‘craft’ mentality
- Rare or unique ingredients/flavors
- Fusions or Mash-ups
  - Cultures
  - Alcohol types
  - Drinking occasions
- Sensations (extra carbonated, flat, spicy, minty)
- Manufacture for ‘consumption memories’

**tacos, bao, sliders, bowls**

7 best advices to travel like a local in Thailand
MATCHING THE FLAVOR TO THE TREND

Flavors under each driving value match up to the consumers’ preferences

**Authentic**
- Ethnic
  - Cactus
  - Campari
  - Togarashi
  - Gochujang

**Curated**
- Fresh, Unique
  - Kaffir Lime
  - Horseradish
  - Avocado
  - Tamarind

**Experiential**
- Exciting, Novel
  - Red Grapefruit
  - Juniper
  - Fennel
  - Prickly Pear
  - Shiso
  - Salted Watermelon
  - Szechuan
  - Hops
  - Celery
  - Golden Beet
  - Applewood
  - Bergamot
  - Yuzu
  - Lychee
2020 Global Trends

I look out for the latest food trends

I'm always on my phone: Love social media: Instagram, Facebook, Snapchat, food blogs

Always keen to try unusual and different products and flavours
Smart & Connected

Digitalization
- Social Media
- Communication
- Connection
- Engagement

Trends
- What’s new?
- FOMO
- Image & Self-Branding

Convenience
- Smart-Living
- On-The-Go
- Information


**CONNECTED CONSUMER**

**Digitalization**

The Connected consumer is constantly connected and consuming digital media throughout their day, interacting with both peers and brands. Uses social media as a platform for self-branding, relationship building and as a source of information.

**Trends**

Defines self by the trends followed or set. New restaurants, products, and peer/social influence guide their purchase and entertainment choices. Needs to be in-the-know, i.e. what's new, what's hot, what's not.

**Convenience**

On-the-go lifestyle makes the connected consumer looking for the newest smart gadgets to make their life more efficient and connected. Uses technology at their fingertips to stay informed to help make quick, yet smart decisions.

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**Social Media Influences My Dining Choice**

30% of 18-34 year old social media users in the US agree, vs 19% overall

**Colourful**

35% of US consumers aged 18-24 agree that ‘colourful’ describes foods/dinks designed for sharing on social media

**Harmful Ingredients**

71% of US consumers agree there are probably more harmful ingredients in food and drink than manufacturers are telling us

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**Walk This Way**

12 June 2019 - Belgium

Carrefour has opened its first walk-in drive in the centre of Brussels, where consumers can access hypermarket-like offers and choose their pick-up...

**News For The New World**

06 June 2019 - US

NSIC launched a new digital streaming news network intended to attract younger, more digitally savvy viewers.

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**How to Appeal to Connected Consumers**

- Create products that are “instaworthy” and allow consumers to eat with their eyes
- Exciting, new flavor pairings and sensorial experiences appeal to group
- More than a product, consider the brand
- Connected consumers are the informed consumers. Consider:
  - Transparency
  - Proactive Communication
  - Natural and sustainable
Millenials spend an average of 5 days per year looking at photos of food on Instagram.
Any Questions?

Jim Duffy, Sr. Account Manager
jduffy@synergytaste.com