



SYNERGY
INSPIRING TASTE™

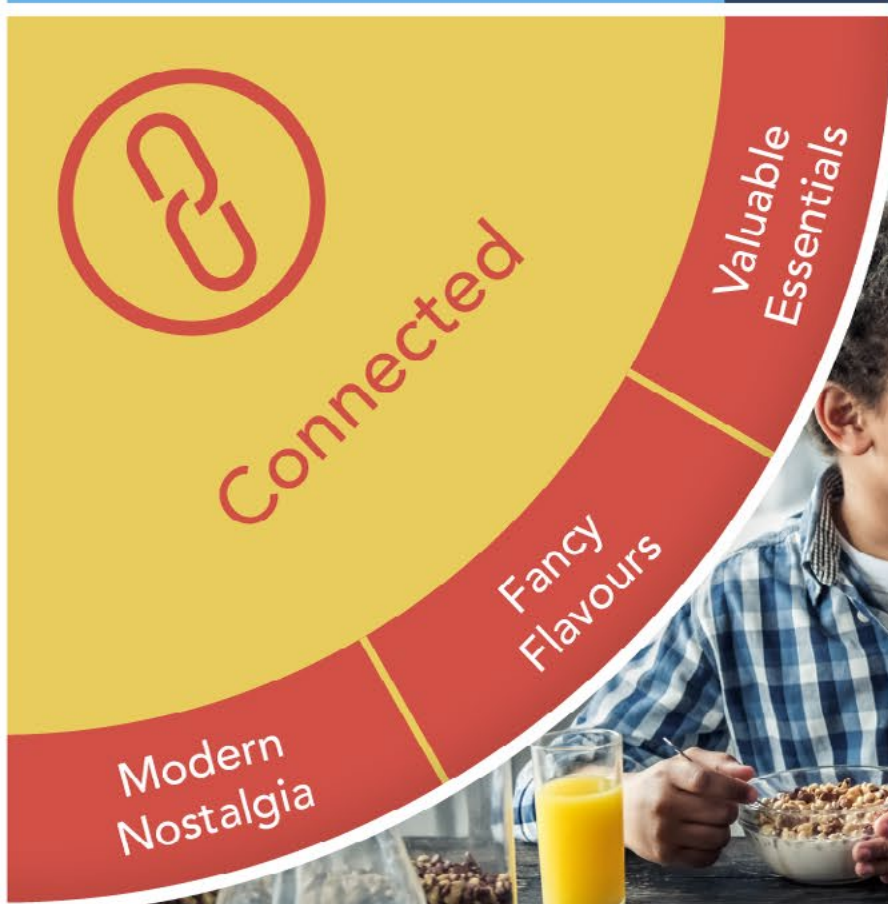
Inspiring
Trends
2021 2022



4 Global Consumer Trends with Strong Correlation

- Never before we have seen consumer trends so strongly correlated to one critical event: **Covid-19 pandemic**.
- Covid-19 pandemic has pushed consumers on a global stage to focus on their small world and community while becoming aware of the importance of health and wellbeing for themselves and their family.
- Each trend presents 3 different perspectives that bring together a multitude of insights, source of inspiration for Synergy flavor collections.





Understanding The Trends





Adopt the pace
of nature

Our bodies are
our gardens

Breathe
deeply

From the
inside out



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Adopt the Pace of Nature

Our bodies are
our gardens

Breathe
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From the
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“

MINTEL

FUNCTIONAL DRINK SUCCESS IS DRIVEN BY CONSUMERS SEEKING SHORTCUTS TO HEALTH, MOSTLY YOUNGER ADULTS. STAYING TRUE TO THIS CORE AUDIENCE IS IMPORTANT, YET THERE ARE SOLID OPPORTUNITIES TO REACH OLDER ADULTS AS NEW USERS GIVEN THESE UNUSUAL TIMES. COVID-19 WILL LEAD TO BROADER APPEAL FOR PRODUCTS THAT SERVE UP IMMUNITY SUPPORT AND STRESS RELIEF, YET LESS FAMILIAR FUNCTIONALITY WILL BE CHALLENGED TO APPEAL TO VALUE-CONSCIOUS CONSUMERS.

Karen Formanski,
Health and Nutrition Analyst

”



Adopt the Pace of Nature

WHAT IT MEANS:

Now more than ever, consumers are reevaluating their physicals, mental and emotional well-being and having more awareness that the food and drink they consume can impact their total wellbeing. The pandemic has exacerbated this and “propelled us toward an even greater sense of wellbeing, completely challenging the notion of healthy living today and in the future” (Mintel).

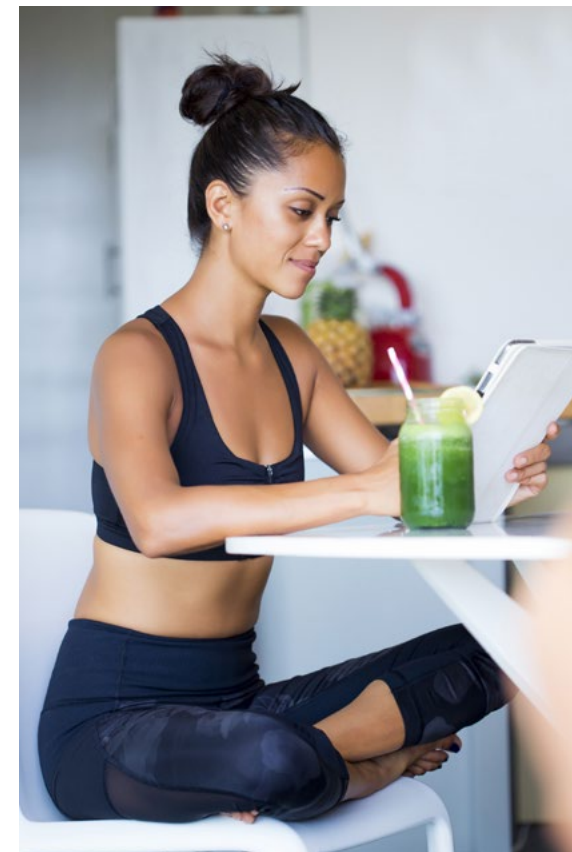
Forcing us to slow down (Radio Canada, NPR).

People being more proactive to health and opposed to reactive – this little thing today that will benefit in the future.

Keeping track of your body.

KEY DRIVERS:

- Pandemic
- Rising attention on mental and emotional health – even prior to the pandemic
- Blurring of lines between supplements and beverages, health and food and drink
- Short-cuts – stackable benefits
- Demographic changes – healthy ageing
- Accessibility to information
- Body Image and social media
- Self-love - Anti-diet culture – accepting you as you are





Adopt the Pace of Nature

Our bodies are our gardens

Immunity

Gut health

Protein

Eye health

Inspiring Flavors

Cocoa Almond
Honey Fig
Watermelon Mint /
Strawberry Basil
Vanilla Nut
Blood Orange Grapefruit
Malted Chocolate
Mulled Blackcurrant

Breathe deeply

Fatigue

Focus

Relaxation, Calming

Inspiring Flavors

Toasted Coconut
Chamomille & Lavender
Cocoa Almond
Malted Chocolate

From the inside out

Simplicity

Beauty from within

Inspiring Flavors

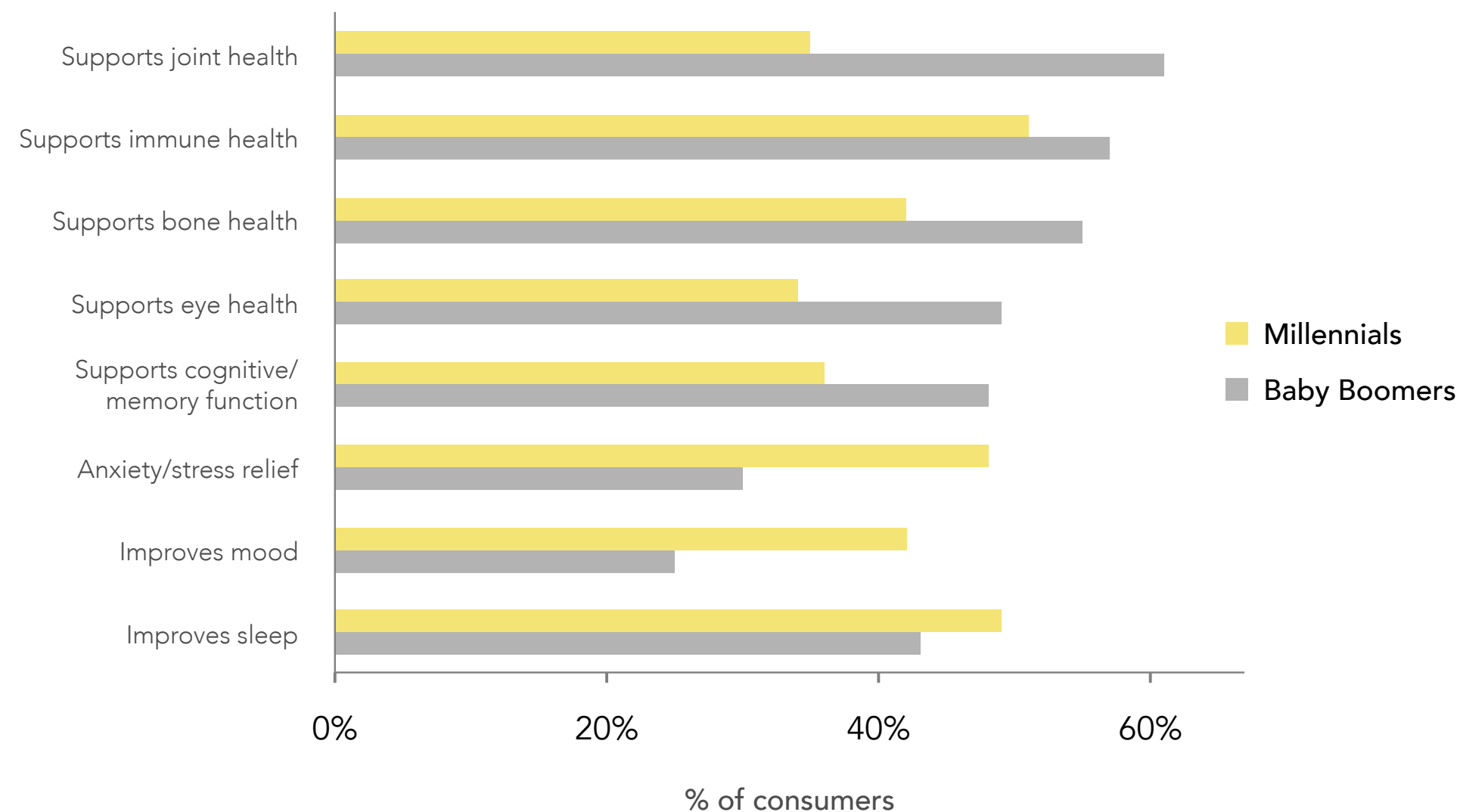
Honey Fig
Blood Orange Grapefruit
Blackberry Rose
Mulled Blackcurrant
Apple Cucumber



Adopt the Pace of Nature

Ideal supplement benefits by generation, July 2019

Products don't have to fit into one area. Opportunities for targeting multiple areas across the three areas





Adopt the Pace of Nature

Our bodies are
our gardens

Immunity

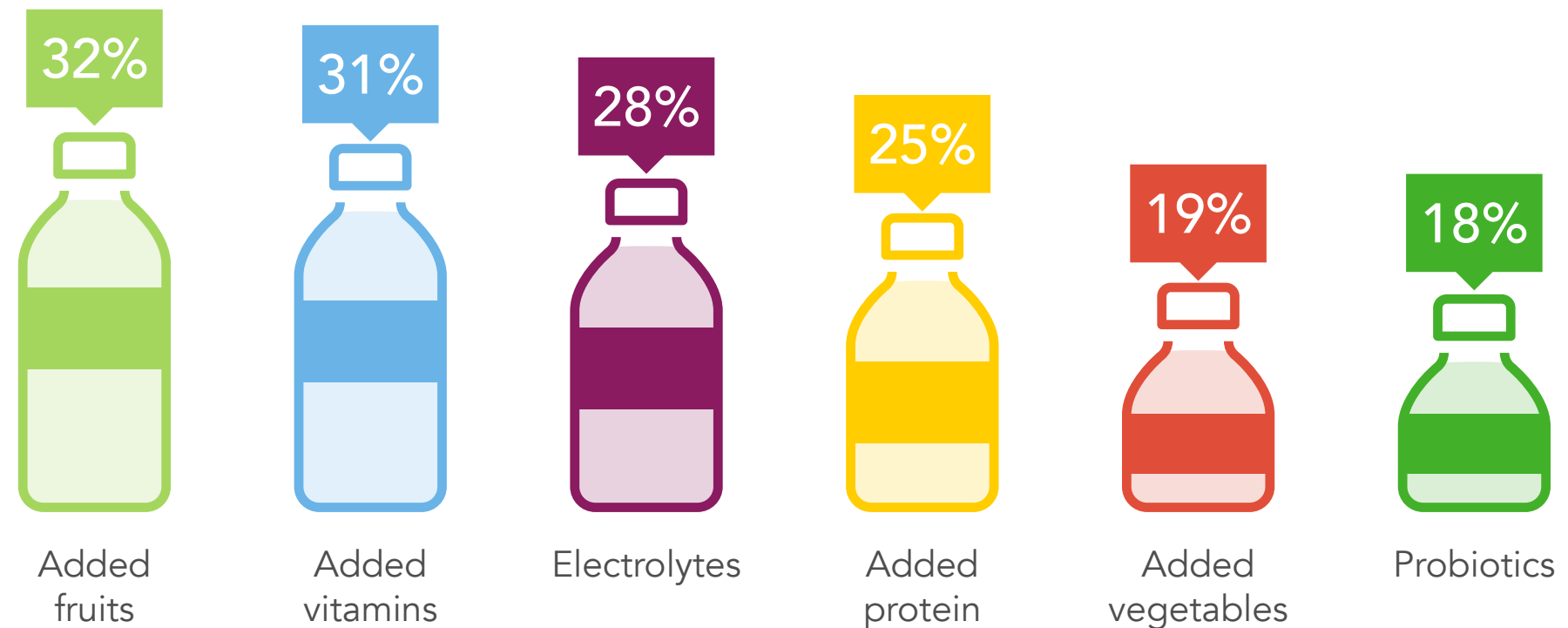
Gut health

Protein

Eye health

Consumers seek familiar functionality

Products don't have to fit into one area. Opportunities for targeting multiple areas across the three areas



Functional ingredient usage in drink products, February 2020

Functional beverage consumers seek a variety of ingredients from these products, with added fruits and vitamins leading the way. Fruits are strongly associated with their vitamin content — especially antioxidant — which are known to have many health benefits. Beverages with these ingredients may offer a sense of compromise to consumers seeking a variety in meeting their dietary requirements.

Base: 2,000 internet users aged 18+. Source: Lightspeed/Mintel



Adopt the Pace of Nature

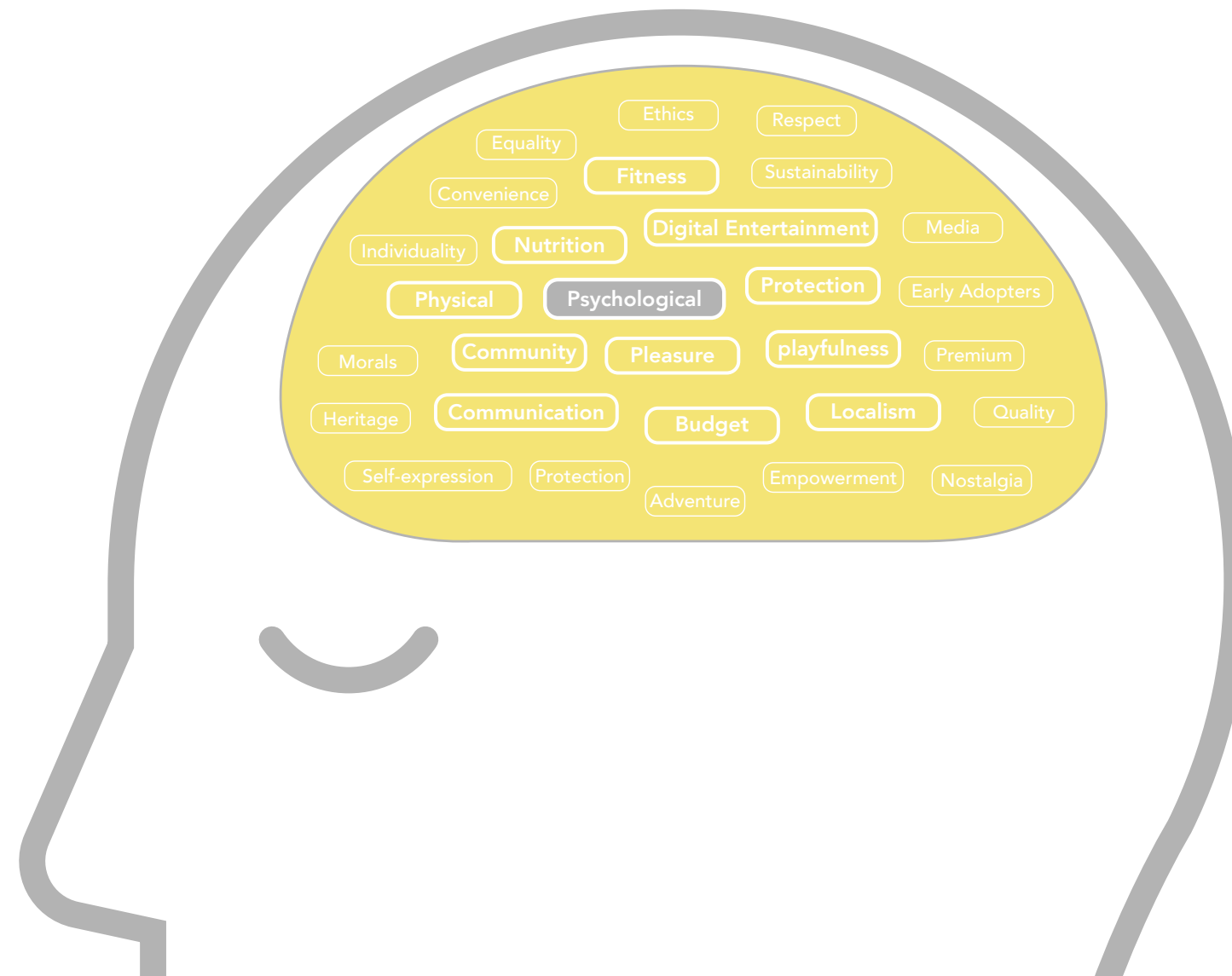
Breathe
deeply

Fatigue

Focus

Relaxation,
Calming

61% of US consumers state that the pandemic has caused them concern for their mental health (i.e. anxiety) (FMCG Gurus, May 2020)





Adopt the Pace of Nature

From the Inside Out

Beauty from
within

Simplicity

27% of food and beverage items launched with “BEAUTY FROM WITHIN” claims in 2020 were beverage products (Mintel GNPD, Jan 2021)

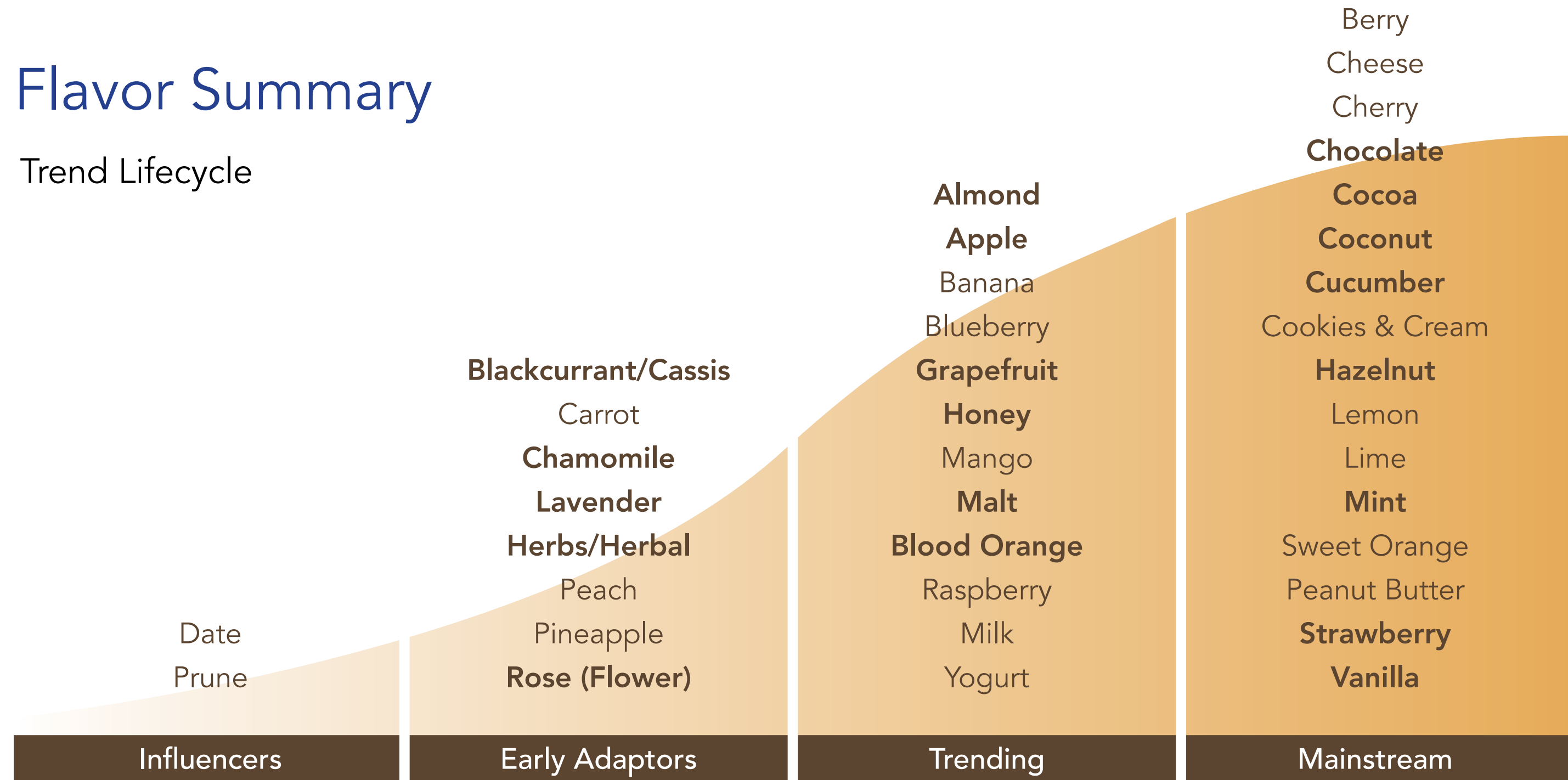




Adopt the Pace of Nature

Flavor Summary

Trend Lifecycle





Adventure Awaits

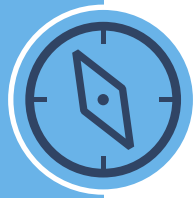
World on
a plate

Masters of
mixology

Burgeoning
baristas



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Adventure Awaits

WHAT IT MEANS:

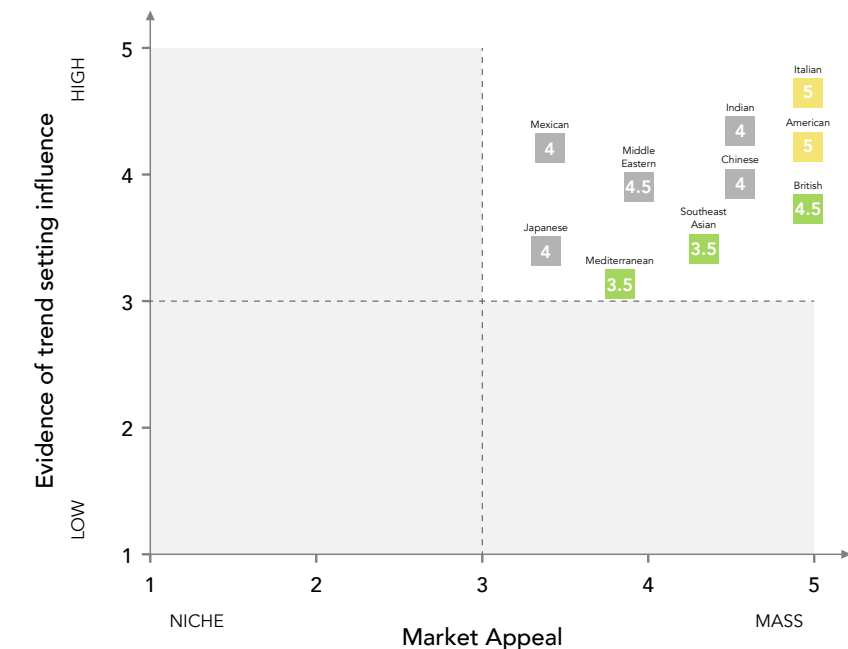
The pandemic has given many consumers the time and resource to explore ways that they can recreate their favourite food and beverage experiences from their home. As we look ahead to a post-pandemic future, there is a whole world out there for consumers to re-discover. Consumers' new found love of premium beverages, world cuisines and exciting flavors will drive a new wave of more exciting adventures to come.

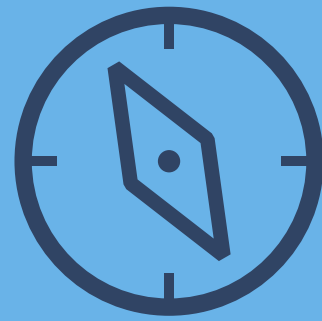
Most of the population has had to cook over these past few weeks, learning from experts on social media and showing off their successes too! This upskilled nation may be wanting more, continuing to stretch their culinary repertoire albeit from a cross spectrum of skill bases.

- Hack and pre-made products to help and upskilled home cook
- Cooking classes and recipe clubs
- Diversify home-cooked meals from the usual top 10 favourites
- Keener understanding of food and seasons
- Regional food and comfort favourite recipes updated
- More meal, baking and dessert kits
- World cuisine - virtual travel on a plate
- A renewed appreciation of food

THE DATA:

Recent data from a Future Food Panel highlight the consumer appetite for trying cuisines continues to grow. Whilst classic cuisines like Italian Indian and Chinese are still popular, during lockdown there was growing interest in Middle Eastern, West African and Korean.





Adventure Awaits

World on a plate

Lost Adventure International Cuisine

Adventurous Cooking

Inspiring Flavors

Hojicha
Yuzu
Kimchi
Ghost Pepper
Irish Cream
Affogato
Pandan Brown Sugar

Masters of mixology

Cocktail Kits

Home Comforts

Inspiring Flavors

Blood Orange
Pina Colada
Passionfruit Orange Mai Tai
Elderflower Martini
Lemongrass Mule

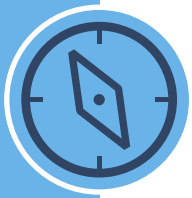
Burgeoning baristas

The at-home barista

The coffee revolution

Inspiring Flavors

Dalgona Coffee
Buttercrunch Caramel Latte
Crème Brûlée Latte
Cold Brew Coffee Mocha
Egg nog Frappuccino
Cinnamon Cookie Latte



Adventure Awaits

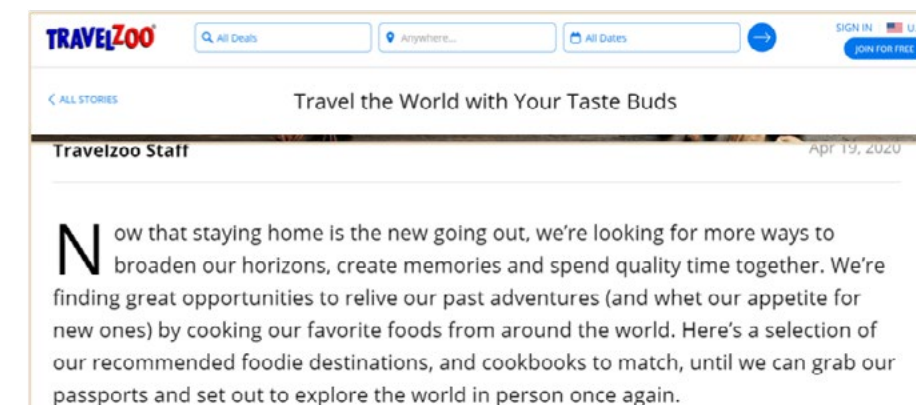
World on a plate

Lost
Adventure

International
Cuisine

Adventurous
Cooking

As travel is still a difficult to come true, people come up with new ways to travel without leaving home. One way we can do this is to travel through food by recreating popular dishes from around the world to give you a sense of the trips you have previously taken or will take in the future.





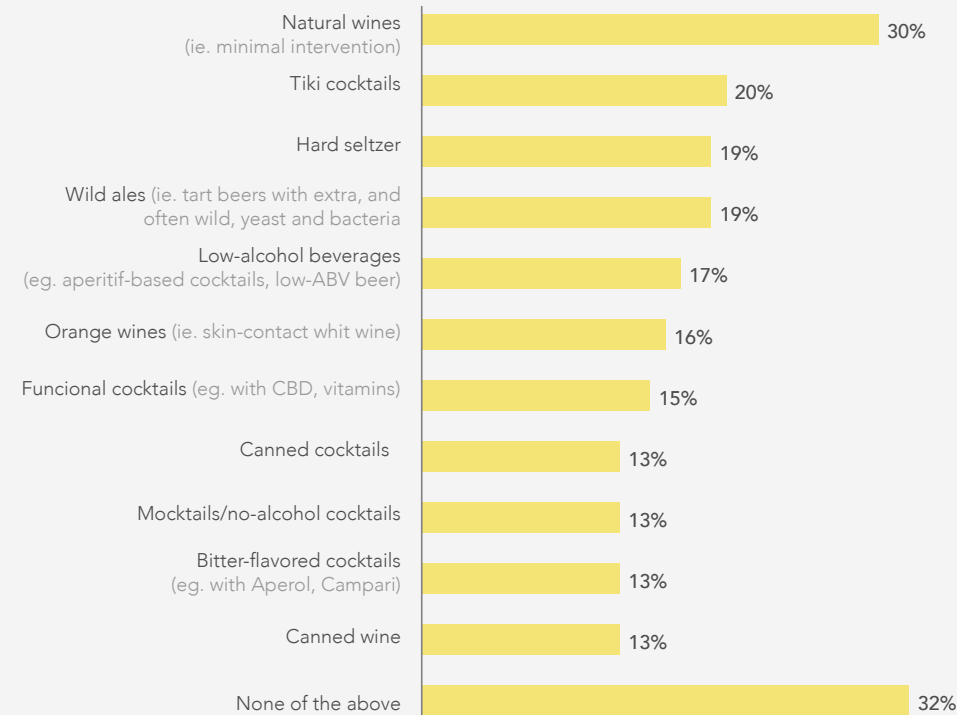
Masters of mixology

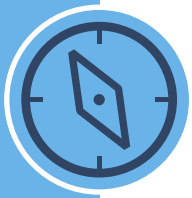
Cocktail
Kits

Home
Comforts

Gatherings move online — the cancellation of social gatherings opens endless possibilities for online and digital communication, making many gather and connect virtually.

Which of the following drinks are you interested in purchasing from restaurants or bars to drink at home?





Adventure Awaits

Burgeoning Baristas

The at-home
barista

The coffee
revolution

Brands have used innovation to capitalise on the desire for better-quality, coffee-shop-style coffee at home, but often in formats that make preparation simple and convenient.



Coffee ground specifically for the moka.

In October 2020, Bialetti launched Perfetto Moka beans toasted and ground specifically for the Moka pot: "The specific size of the coffee powder guarantees a full-bodied result in the cup, giving creaminess and aromatic intensity" (Italy).



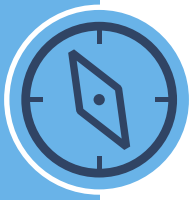
A pour-over set for 'barista-quality at home'.

Copper Cow Coffee Cream Vietnamese Coffee Pour Over Set can be made without any special equipment, just pour hot water. It comes with five servings of 12g coffee and 30g convenient single-serve sweetened condensed milk (US).



"Experience Melbourne's cafe coffee" at home.

Pod&Parcel specialty pods: "Ditch pods' burnt-ish, bitter and frankly lacklustre taste. We're bringing you the aroma and flavor of real cafe coffee. That's why we roast in Melbourne, the coffee mecca, and only use specialty-grade arabica."



Adventure Awaits

Flavor Summary

Trend Lifecycle





Good for Me & the Planet

Power to
the plants

Plentiful
planet

The taste
of nature



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Good for Me & the Planet

WHAT IT MEANS:

Although they remain relatively niche dietary/lifestyle choices (around 3% and 7% respectively), veganism and vegetarianism are growing.

Perhaps more importantly though, is the rise of the flexitarian. Survey data from FMCGGurus estimated that around 20% of consumers worldwide have adopted a flexitarian approach to their diet!

Because flexitarians have the ability to choose between meat and plant-based or dairy and plant-based they tend to be more discerning in their tastes, often favouring products which replicate real meat, fish or dairy.

Ultimately this has been great for driving innovation in this space as brands have been forced to develop products which are tasty enough to lure regular meat eaters across to plant-based options!

As a result we're continuing to see more product launches trying to replicate the real deal and relying on authentic meat, fish and dairy flavors to achieve this!





Good for Me & the Planet

Power to the plants

Hold the meat

Fishless fish

Dairy-free

Inspiring Flavors

Meats

Fish/seafood flavors

Dairy vegan flavors

Plentiful planet

Eat the seasons

Local heroes

Less waste

Inspiring Flavors

Local fruits by region

Seasonal – global events

Foraged fruits

The taste of nature

Fruits

Herbs and spices

Botanicals and florals

Inspiring Flavors

Elderflower

Rose

Lemongrass

Vanilla

Rosemary

Thyme



Good for Me & the Planet

Power to the plants

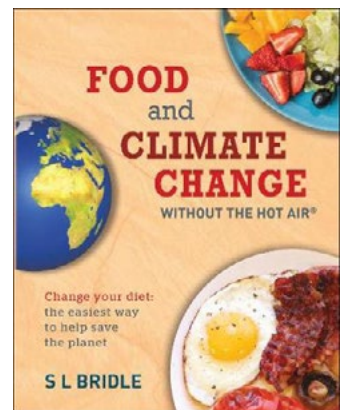
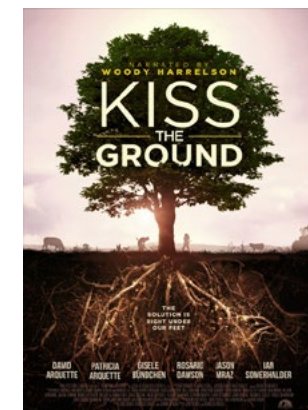
Hold the meat

Fishless fish

Dairy-free

“Our home was not limitless. We are ultimately bound by and defined by the resources on this planet.”

David Attenborough





Good for Me & the Planet

Plentiful planet

Eat the seasons

Local heroes

Less waste

Globally, **55%** of consumers are more concerned about the environment following COVID-19

This has translated to 35% of consumers say they pay more attention to sustainability claims [FMCGurus]

HOW DO I EAT MORE SUSTAINABLY?

8 STEPS TO A MORE SUSTAINABLE DIET:



+89%
increase in mentions of 'foraging' on UK social media

THE SPORTS EDIT®



The Taste of Nature

Botanicals & Floral

Fruits

Herbs & Spices

The global movement towards all things natural is evident across all categories in the food & beverage industry, albeit at different stages of maturity.

COVID-19 has accelerated an already growing trend towards natural products. Globally, consumers view natural products as being intrinsically healthier than their non-natural counterparts. With a long-term focus on health expected, more natural products are likely to continue to grow.

Proportion of consumers who say it is important that food and drink products are 100% natural

Global	Africa/ME	Asia-Pacific	Europe	North America	South America
72%	80%	71%	72%	62%	71%

+11.7%
annual increase
in sales of natural
flavors to food
& beverage
industry



Good for Me & the Planet

Flavor Summary

Trend Lifecycle





Connected

Modern
Nostalgia

Fancy
Flavors

Valuable
Essentials



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Connected

WHAT IT MEANS:

Consumers understanding of community have been strengthened by Covid-19. They're craving human connection and interactions more than ever. We are seeing communities coming together to celebrate key workers, donate to those in need and help struggling industries and small businesses.

As well as, this has provided an opportunity to both create and evoke memories, so we feel closer to our families, and other times/generations.

Food, drink and foodservice brands can take advantage of their positions as common interests and passions to which consumers can tie their identities and offer novel ways to support each other.

China

80%

of Chinese consumers
say it's important for
them to feel part
of a community

UK

41%

of UK consumers
say they feel more
connected to their
neighbours due
to Covid-19





Connected

Modern Nostalgia

Traditionals reinvented

Youth and childhood

Inspiring Flavors

Custard
Cherry bakewell
Meringue
rhubarb
Dark milk
Condensed milk
Egg
Sugar

Fancy Flavors

Escape

Travel

Inspiring Flavors

Raspberry
Vanilla
Candyfloss
Strawberry
White chocolate
Lemonade
Tropical; coconut, pineapple

Valuable Essentials

Classics

Cupboard creations

Inspiring Flavors

Banana
Chocolate
Strawberry Jam
Sweetcorn
Alternative to flour – Polenta
Beans
Potatoes



Connected

Modern Nostalgia

Traditionals
reinvented

Youth and
childhood

Nostalgia comes in waves, particularly at times of uncertainty. Research shows that food consumption is one area that's most likely to remind us of our past

(Research Gate, 2014).

The graph below shows the increase in Google searches for “1980s” and “1990s” since 2014.





Connected

Fancy Flavors

Escape

On the contrary the need to escape reality, awake to new adventures can be greater than anxiety and inspire people to look for a sparkle, an exotic flavor, an intriguing pair. Toys, books and narrative in general often connect different generations as they are childhood fantasy classics (Dinosaurs, Unicorns, My Little Pony, Mermaids, Harry Potter...).

On the contrary the need to escape reality, awake to new adventures can be greater than anxiety and inspire people to look for a sparkle, an exotic flavour, an intriguing pair.

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Product launches with an intriguing twist



Valuable Essentials

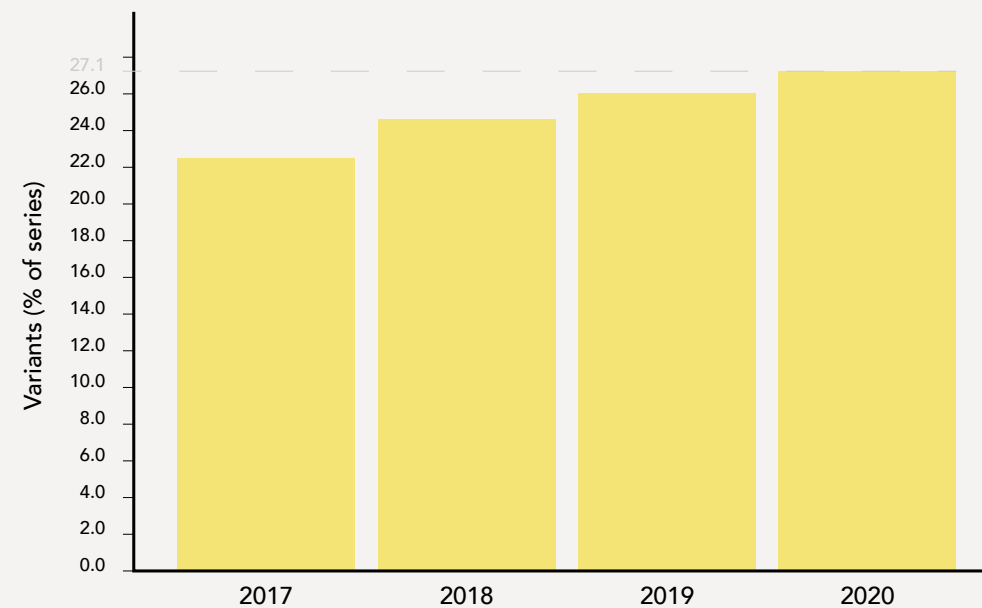
Classics

Cupboard creations

More bang for your buck!

In post-Covid19 economic crisis, some consumers will be facing economic uncertainty, they will become focused on minimal consumption and getting what is essential and best valuable products from their purchases such as products that offer affordability, convenience, safety, protection and durability.

Food and Drink Product launches with Economy claimed – Global (2017-2020)





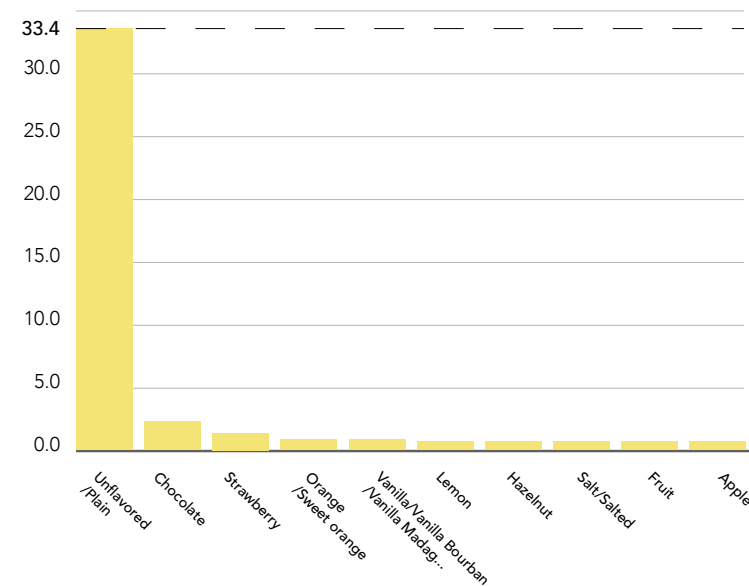
Connected

Valuable Essentials

Cupboard creations

The classic flavours for Food and Drink continue to be must-have flavours for consumer cupboards. A safe choice together with value propositions like family packs, variety packs and high content of characterising ingredient claims.

Aside from plain flavor, the classic/traditional flavor for food and beverage are chocolate, strawberry, orange, vanilla and lemon.



Low cost with high fruit content



Value pack



Best price



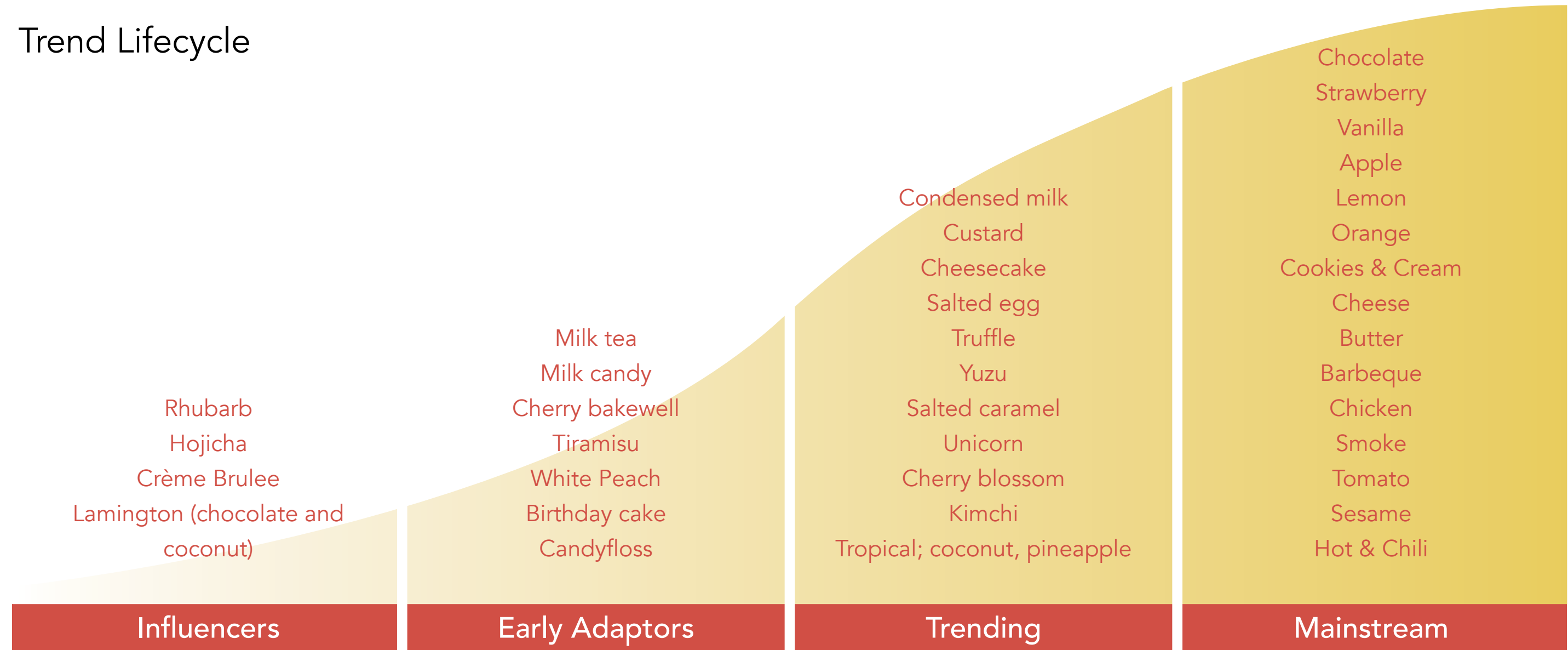
Value pack with various flavors



Connected

Flavor Summary

Trend Lifecycle





Contact our team to find out more ➤

or click below to connect with us



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