

SMS

Food Trends 2020



1. Food Storytelling

People tend to pay attention to what they eat and story behind the products. The story tells the true benefits that they are getting and reveals the process of each product. The more consumers connect with the story, the more they decide to purchase that particular product. Nowadays, the manufacturer draws a timeline back to the organic farming, the devotion in each production and connects it to the final product. This trend is very useful for agricultural products in the way that they can emphasize their uniqueness, premium quality, and sustainability efforts living in the business supply chain.

STORY SELLS ITSELF



2. Plant-Based is on the rise

Plant-based food is on the rise and will continue to grow in the long term. People are turning to meatless products and seeking alternative protein sources which are derived from plants and rich in nutrients such as soy beans, lentils, chickpeas, peanuts, and quinoa, described as "Super Food". People are shifting towards cleaner living, animal welfare and a sustainable planet. A number of food companies took the challenge to deliver the best alternative products with cleaner label ingredients while improving the nutrition profiles.

VEGAN ON THE GO



3. Sustainability at Heart

The sustainability concern has risen hugely in this decade with no signs of slowing down. From market research, consumers are more willing to pay extra for the products that are friendly to the environment and solve the plastic and food waste problems. This has prompted manufacturers to rethink and prioritize eco-efficiency in their products including renewable energy resources, recycling plastic, and food waste reduction. These changes are in response to the fact that consumer would like to take part in protecting the earth. Nowadays, it has become a positive trend and consumers want to try out a new lifestyle that promotes true sustainability.



4. The Right Bite & Lifestyle

We are living in the world where everything is just so convenient; to eat, to cook, to grab and go. Nonetheless, consumers seek convenience but also crave nutritious foods as the result of rising health-conscious trend. As it is said "busy consumers want to be healthy as well", they look for foods that are easy to prepare, easy to cook at home, and rich in nutrients as if they were eating at the restaurant. This year will cement the role of convenience and health balance.

5. Texture draws Purchase

In consumer's mind, the better food looks, the more interesting it is. Texture plays an essential role in determining people's feelings about foods. As true as it sounds, mouthfeel and desirable indulgence lead to a satisfying sensory experience for consumers. It is even better when manufacturers can deliver unique, different, and fun experiences into their foods. This reflects the textural importance in food that must not be overlooked.



TEXTURE LEADS PURCHASING

6. Out-of-Box, Into-the-Fridge Snacking

To match the grab-and-go lifestyle, the snacking trend is booming as well but this time it has shifted to “Fresh Snack”. According to the research, consumers think they need more protein daily so it is no surprise why snacking has been increasing continually. This also involves plant-based snack as well but more freshness that they can stock in the fridge and take it around anytime in the freshest condition such as nuts, beans, lentils and algae in snack bars, bottles smoothies, and drinkable soups.



GRAB AND GO FRESH

7. Nature in the recipe

Consumers are paying more attention to what they eat, where the ingredients are from, and how the product is made. That’s why clean label ingredients and green organics have been widely used and introduced to the market to deliver the cleanest, most natural treat for consumers. The rise of going organic and natural-based foods doesn’t only play its role in food industry but also in the health care and cosmetic industries.



8. Resistant Starch

Resistant Starch is now popular as low-cal, low-carb and high-fiber food. People are more concerned about food intake and limit some nutritional groups. Resistant starch is unique type of fiber which functions similar to soluble and fermentable fiber. It greatly improves insulin sensitivity, lowers blood sugar levels, benefits heart health and also helps in weight loss. It is also considered a Super Food. Thus, modified tapioca starch was developed to enhance the capacity of added fiber in foods and performs well as a resistant starch.



9. Elderly Food

As reported, the elderly population is now increasing and physiological changes affect nutritional status in elderly. Then, food products have to be customized to suit the elderly’s nutritional requirements including sensory aspects, composition, labelling, ease of preparation and consumption and care for chronic diseases. Moreover, texture modification is essential for elderly. They need the products that are physically modified for better rheological properties such as viscosity, thickness, and consistency.

10. Zero-Proof

As health and wellness are on the consumer’s mind, products with low or no content of undesirable ingredients which affect human health such as low-carb, low-fat, low-sugar, low-alcohol are dramatically increasing in popularity. The rise of zero-proof is still on target to grow even bigger. However, eliminating these ingredients entirely affects mouth feel, taste, creaminess and viscosity. Thus, there is a huge competitive market for to create a variety of product choices while maintaining normal food body and texture.