

Snacking the modern way: An overview of EU and US trends



1-3 December 2020

Frankfurt, Germany

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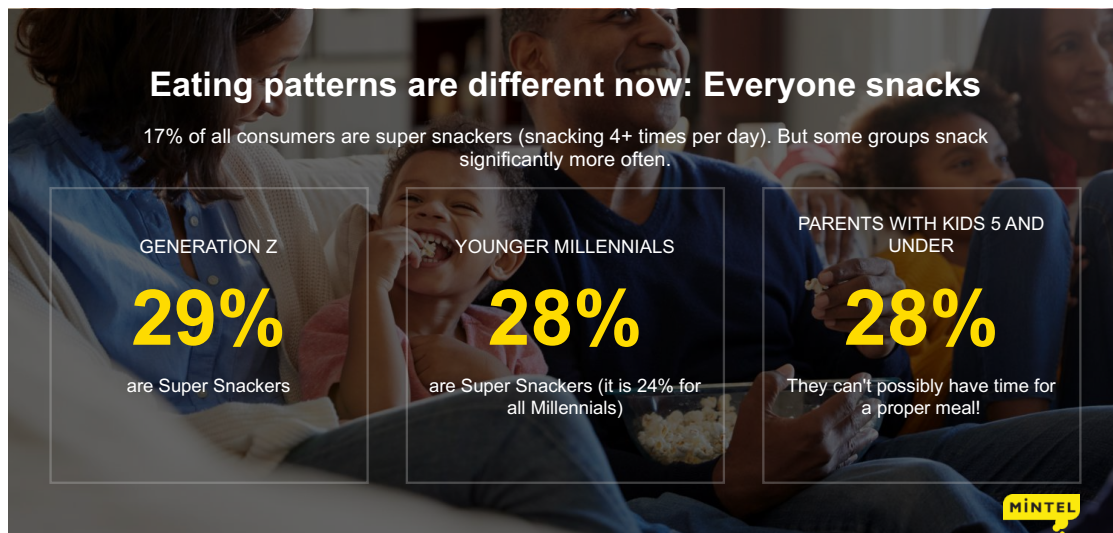
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Introduction

Evolving lifestyles, cultural changes as well as increasing consumer sophistication and awareness, have all had a profound impact on how people eat. In Europe and North America, many consumers prefer to snack throughout the day, which presents a huge opportunity for manufacturers.



Source: Mintel, Fi North America 2019, The push-pull between health and indulgence.pptx¹

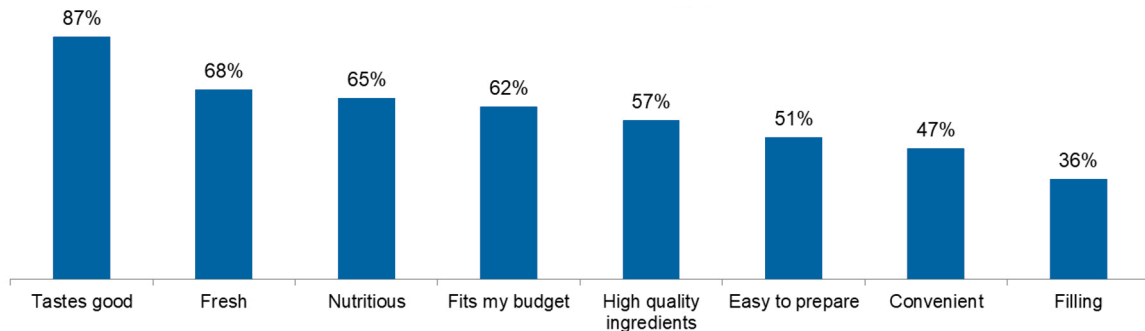
Understanding exactly what the modern consumer wants, however, is critical to success. For a start, the whole concept of health and wellness is changing as purchasing choices are less about avoiding calories and fat, and more about brands that offer active health profiles and added benefits. Consumers want snacks that make them feel good about themselves, and as Lynn Dornblaser, Innovation and Insight Director at Mintel, told delegates at Food ingredients North America 2019, the good news for manufacturers is that almost any product can be given a health and wellness positioning through reformulation and careful branding.¹

Another interesting development is the rising combination of health and indulgence. Sara Aguilar, International Editor at Hand Media International, noted during the Fi Europe Conference 2019 how over the years snacking has slowly become a daily ritual for most, and with 6 out of 10 individuals preferring to eat smaller bites throughout the day, it seems to have become the new way of eating.² Consumers are also increasingly wanting something that is healthy and good for the planet, but also indulgent; where 'good tasting' remains essential.



Which of the following are important to you when choosing which food/drinks to buy?

Please select all that apply



Base: 1,941 internet users aged 18+ who are responsible for food/drink shopping

Source: Mintel, *Fi North America 2019, What's happening in protein - A look at product development and trends.pptx*³

When it comes to brand positioning, manufacturers need to think about what resonates with consumers. The entire food industry has moved from mass market production to targeting specific segments, and the snack sector has been no different. Consumers want tasty products that offer clear and transparent explanations of where the ingredients were sourced from and why purchasing these items will make them feel good about themselves. They are seeking an emotional connection with a brand, one that will support consumers' beliefs, suit their lifestyles and fit their values.

This report will expand on these trends and examine some of the key drivers behind recent innovations in the snacking sector. It will also highlight products that have successfully tapped into modern snacking behaviour and offer tips on how manufacturers can take advantage of new opportunities as snacking becomes the new norm.

More than half

"Quick, OTG bites are more suited for my lifestyle than full meals."

78% of millennials

"Food is a major part of my identity."

82%

"Sharing a snack is a simple way to connect across cultures."

3/4 people around the world

"Snacking gives me an essential break in my busy day."

Source: Healthy Marketing Team – *Innovations in snacking.pptx*⁴

Healthy choices, natural and functional ingredients

The concept of health and wellness has changed considerably over the years in the minds of consumers and has led to a rise in the demand for more products that deliver an improved sense of general wellbeing. Dornblaser said:

“Consumers want to feel physically good; this is what health and wellness is really all about.”¹

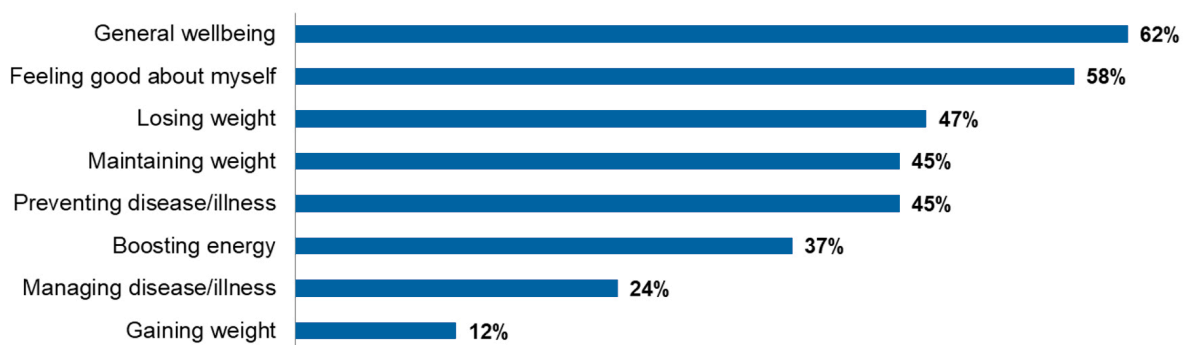
As a result, products that provide any type of additional benefits related to health and wellbeing, such as the base ingredients having been inherently proven to be beneficial (having added fibre, protein, vitamins and minerals, etc., for example), will certainly help brands differentiate themselves from their competition.

According to Dornblaser, the notion of ‘better-for-you’ is all about wholesomeness and what is, in consumers’ minds, considered to be healthy vs. unhealthy. Consumers tend to favour products that appear to be more natural and freshly made; where natural snack products are seen to be those that contain no preservatives, no additives or no pesticides in addition to containing all natural-sounding ingredients, and freshly made products refer to those with claims of having been processed at their peak of freshness.

Good-for-you claims are also increasingly less about restriction (less calories, less fat), and more about the inherent goodness of a product.

What 'health & wellness' is, has changed in the US market

US: motivations for eating healthy, 2018



Source: Mintel — The push-pull between health and indulgence.pptx ¹

Moringa Puffs, USA



Source: Mintel GNPD⁵

Vegan Rob's Moringa Puffs are made with baked wholegrain sorghum. This crunchy baked, plant-based snack contains 3g of sugar and 2g of protein and is free from gluten, trans fat, cholesterol, and GMO.

Original Crispy Nori Snack, Netherlands



Source: Mintel GNPD⁶

The crispy thins consist of toasted nori seaweed baked a few seconds at about 400 degrees and are full of nutrients.

With the rise in technology, consumers now have access to a lot more information at just a touch of their fingertips. They are therefore becoming more knowledgeable and health-conscious, which has resulted in a growing demand for products that are free from processed sugar and vegetable oils. Moreover, their increased understanding of packaging literature further means that the most commonly used ingredients need to be redesigned in order to meet consumer expectations. This includes the confectionary and chocolate segment, as outlined by Sara Aguilar, International Editor at Hands Media, during Food ingredients Europe 2019.²



Free From Brands:
No processed
vegetable oils or
sugars.

**Xylitol
Sweetened
Vegan Chocolate**

Source: Fi Europe 2019, Snacks & Confectionary Master Class ²

Cognitive performance: nootropics in food

An important sub-segment of the health and wellness trend is mental health. Lu Ann Williams, Director of Innovation at Innova said:

*"Stressful modern living has increased demand for nutritious foods that are easy to prepare, as well as indulgent treats that provide relaxation and enjoyment. Mental health is on the agenda and is no longer taboo."*⁷

Nootropics, also known as smart drugs, are compounds or supplements that possess certain cognitive performance enhancement capabilities.⁸ As modern lifestyles are prone to be associated with higher levels of stress, nootropics are becoming increasingly more popular among consumers thanks to their well-known abilities to increase mental functioning.

According to Aurore de Monclin, Managing Partner at Healthy Marketing Team (HMT), 71% of adults say that snacking allows them time to reconnect with themselves.⁴ Subsequently, consumers (especially millennials) are seeking snacks that will help 'declutter' their minds and assist them in achieving greater balance in their lives whilst offering sustained energy.⁴

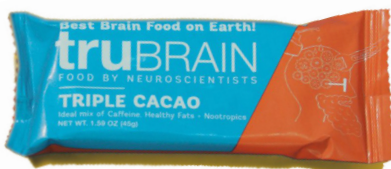
Nooro Lemon + Ginger raw oat CBD bar



Source: Mintel GNPD⁹

Raw and vegan CBD flapjack oat bar with peanut butter, oats, lemon and ginger. This product contains 25mg of CBD from UK grown hemp. The plant powered product is high in fibre, and contains: cocoa, with antioxidant properties; minerals, said to be essential for mind performance; oats, to slow release energy; peanut butter, a great source of healthy fat; fibre, said to be great for digestion and balanced GI; ginkgo and maca the plant based nootropics; all natural raw and super tasty apricot.

The best Brain Food on Earth! truBRAIN Triple Cacao



Source: TruBrain¹⁰

High IQ snack bars - designed by UCLA-trained neuroscientists to help you power past stress, overcome mental blocks, and boost mental output. A great source of healthy fats, caffeine, and nootropics. Made with natural, plant-based ingredients.

Optimized Nighttime Nutrition Nightfood® Bars

Source: Mintel GNPD ¹¹



NightFood Cookies n' Dreams™ Optimized Nighttime Nutrition Bars satisfy after-dinner cravings, help keep diets on track, support better sleep, and are a good source of protein and fibre. The kosher product is specifically formulated for better evening snacking with fewer calories, and retails in an 8.4-oz. pack containing 6 x 1.4-oz. units.

Growing interest in gut health

De Monclin noted that people are looking for nutrition that provides more than just sustenance, but rather, nutrition that provides some added health benefits.⁴ As such, another important health and wellness sub-trend is the popularity of products targeting digestive health, like probiotics. In addition, products that now combine the use of both pre- and probiotics are receiving even greater attention, as this symbiotic combination is deemed to provide a more complete gut health solution. De Monclin said:

*"The message that this combination is good for gut health has landed with consumers. Functional fibre also offers added benefits."*⁴

Qwrkee Probiotic Puffs



Source: Healthy Marketing Team – Innovations in snacking.pptx ⁴

Functional veggie puffs flavoured with real vegetable seasoning and have the added benefit of 1 billion live bio cultures in every serving.

Probiotic Cookie- beRAW



Source: BeRAW, Purella Food ¹²

This vegan cookie with soft feeling is said to have a symbiotic effect as it contains both probiotic - 10 billion of Bacillus Coagulans GBI-30 bacteria and prebiotic - chicory fibre, it is 100% natural and contains no added sugar. The brand is endorsed by Ewa Chodakowska – a famous Polish personal trainer .

Choc Protein Probiotic Bite



Source: Mintel GNPD ¹³

Wellness by Tess® Choc Protein Probiotic Bite is said to be created by only natural ingredients and includes a daily dose of one billion CFU, which support the digestive and immune system as well as protein utilisation.

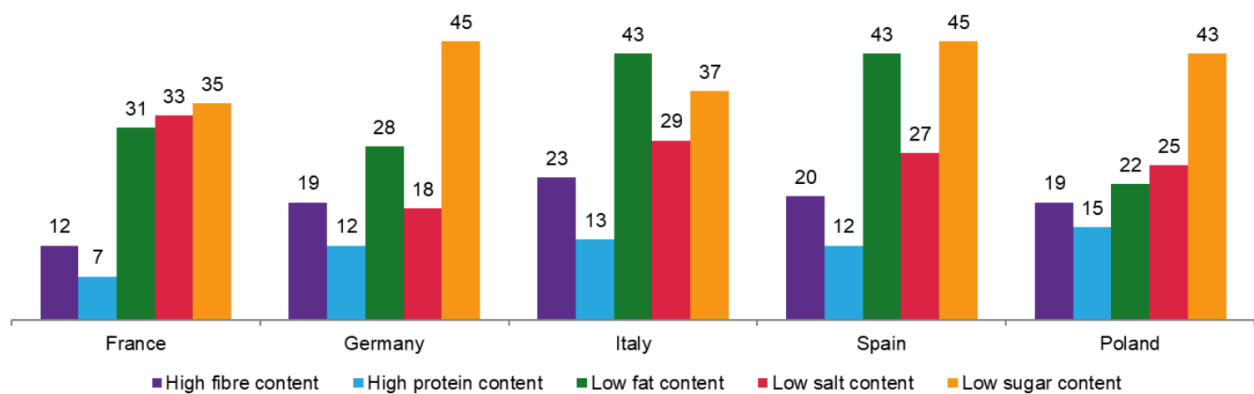
Sugar reduction and natural sweeteners

For most consumers, sugar reduction is about balancing health with indulgence. Consumers are looking for health and pleasure in equal measure, though, are consistent in their view that removing sugar from their diet is a good thing.

Emma Schofield, Senior Analyst, Global Food Science at Mintel said:

*"Sugar is in the moment. Consumers are often more concerned about sugar than fat, and this is the most important factor when looking for healthy foods in many countries."*¹⁴

Where healthy foods are concerned, sugar remains consumers 'nutrient' of top concern Select European countries: most important factors when looking for healthy foods, % of consumers who agree, Q4 2018



Base: internet users aged 16+, 1,000 in each country

Source: Mintel – What's next for sugar reduction in Europe?.pptx ¹⁴

As a result, major brands are understanding the importance of bringing reduced sugar or sugar-free products to the market, across several categories. Schofield noted:

*"There is a lot going on. Strategies can include slowly reducing sugar or offering low sugar products next to regular products. Claims linked to sugar reduction have been growing in European food and drink launches."*¹⁴

Brands can also consider launching products that are inherently less sweet, as well as experimenting with portion sizes.

Major brands are focusing on 'sugar' in NPD



Free from added sugar - just 2 ingredients

Arla Øko Kun Peach & Apricot Yogurt Milk and fruit and nothing else. It contains 25% fruit and is free from added sugar. Denmark



5.8g sugar per serving, contains erythritol

Halo Top Vanilla Bean Ice Cream High in protein, 5.8g sugar per serving and 280 calories per tub. Free from artificial sweeteners. Austria



30% less sugar 'hollow sugar technology'

Nestlé Milkybar Wowsomes White Chocolate Bars Made with milk as the number one ingredient, is free from artificial sweeteners. UK

Source: Mintel – What's next for sugar reduction in Europe?.pptx¹⁴

Sugar reduction is no longer for niche diet products in the indulgence category, but it has gone mainstream with big brands increasingly tapping into the sugar reduction trend.

In treat and indulgence categories, sugar reduction is no longer limited to diet or smaller, niche brands



Contains chicory fibre

Mr Kipling Angel Slices with 30% Less Sugar Includes a higher percentage of wheat flour and vegetable oils than the original variant, and also includes chicory fibre. UK



Contains soluble maize fibre

Cadbury Dairy Milk Reduced Sugar Milk Chocolate Contains soluble maize fibre, features a 'no artificial sweeteners' claim. UK



Contains dextrin maize fibre

Rowntrees Fruit Pastilles with 30% less sugar Free from artificial sweeteners, colours, preservatives and flavours. UK

Source: Mintel – What's next for sugar reduction in Europe?.pptx¹⁴

While the battle for sugar reduction continues, producers are looking for ingredients that will not only substitute sugar but will add nutritional value to products at the same time. Persistent consumer concerns remain, however, that products with low / reduced sugar contain more artificial ingredients. Where health and naturalness are the priority, consumers may not accept sugar reduction solutions that do not meet their expectations for clean label. Schofield said that:

*"There needs to be more information about what replaces sugar. It is important to build familiarity with ingredients."*¹⁴

Sweeteners that have a plant-based image or are tied to a health benefit, are generally more acceptable to consumers. A good example of this is chocolate from Nestlé, which is made from cocoa fruit rather than refined sugar. Intense prebiotic sweeteners are also helping to replace sugar while delivering nutritional benefits. De Monclin added that:

*"The idea is that you can have sweetness with added benefits."*¹⁴



Nick's is challenging the sugar industry (SE)

Nick's products are free from refined sugar, wheat and gluten. Healthy sugarfree snacks for a pleasure without the blood sugar impact.



SweetBiotix from Optibiotix (UK)

Made from natural prebiotic fibres, SweetBiotix® are calorie free with a clean flavour profile. Products under development include both intense prebiotic sweeteners and bulk sugar substitutes.

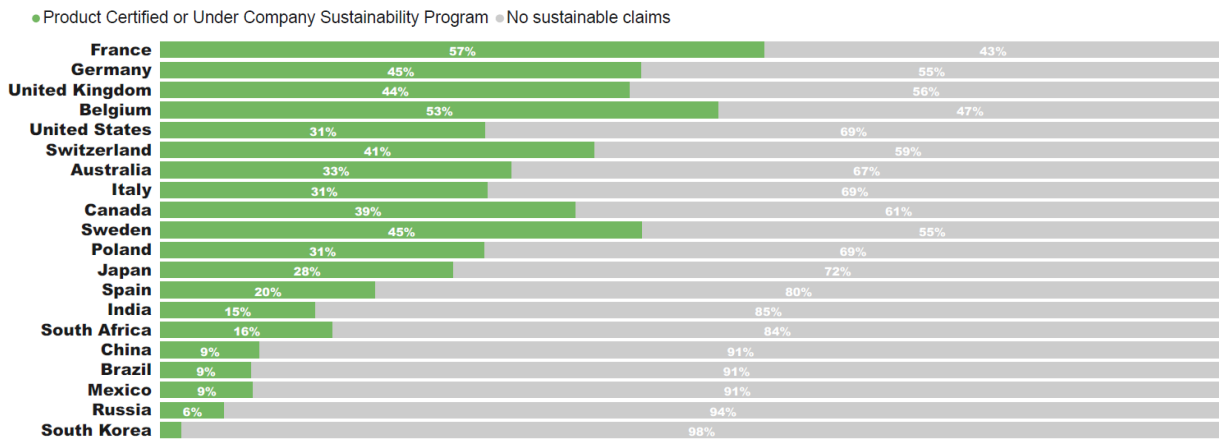
Source: Fi Europe 2019, Snacks & Confectionary Master Class ⁴

Demand-driven sustainability

Manufacturers can no longer ignore the fact that consumers expect brands to take measures to source their ingredients ethically and to reduce their environmental footprint. What's more, sustainable nutrition is increasingly seen as a linked chain, from ingredient, through to processing and packaging. Companies not only need to take action, but also need to clearly communicate how their product fits with consumer expectations and values.

Oliver Nieburg from Lumina Intelligence discussed sustainable chocolate for Millennials at Food ingredients Europe 2019. He examined various sustainability and third-party certification claims and made note of the different organic certification ranges on offer. France has the highest penetration of products making sustainability claims in chocolate, coffee and tea. ¹⁵

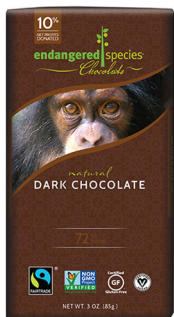
Prevalences of certification and company programme claims (including organics) across chocolate, coffee and tea by country



Source: Lumina Intelligence – Sustainable chocolate for millennials: value at origin with cocoa provenance claims.pptx ¹⁵

Nieburg noted that engaging with consumers on sustainability remains a challenge. Many firms try to advertise what the company has already done, rather than inviting the consumer on a journey to form part of their cause. He said:

*"Brands that promote a mission are engaging with consumers. Disruption is coming from mission-led brands."*¹⁵



Source: Lumina Intelligence –

Sustainable chocolate for millennials: value at origin with cocoa provenance claims.pptx ¹⁵

In addition to ingredients being sustainably sourced, consumers want to know how products are made which ties into the overarching trend of clarity and transparency. During the Future of Nutrition Summit 2019, Dr. Heather Daniell, Founder and CEO of Satisfied Snacks, explained how their company was founded on a sustainability ethos, with great consideration being given to the environment, materials used and waste reduction. ¹⁶

The company uses energy from woodchip biomass to dry their 'Salad as a Crisp' snacks, and the process is supplied by 100% renewable energy. Their packaging is infinitely recyclable, and in 2019, Satisfied Snacks have won the Innovative Snacks Competition hosted by Sigma Europe, as well as a Quality Food award in the UK.



Source: Satisfied Snacks – Sustainability from farm to fork: the business case for the sustainable manufacturing of innovative products.pptx ¹⁶

Plant-based potential

It has never been a question of whether people wanted to include more plant-based ingredients in their diets, but rather, how convenient it is for them to do so. Julian Mellentin, Director of New Nutrition Business, stated at Food ingredients Europe 2019 that:

“People want extreme convenience more than anything else.”¹⁷

Many manufacturers have therefore spotted this gap in the market and are finding ways to introduce vegetables to consumers in more convenient forms.

Legume-based crisps



Source: New Nutrition Business, Plant-based: how to connect to the blossoming opportunities.pptx¹⁷

Sweden's biggest chip brands OLW and Estrella both promote their legume-based crisps on a protein platform. Both companies debuted lentil-based crisps in 2018 and have since added to their ranges, crisps based on chickpeas, beans and peas.

Oh Snap!® pickled carrot sticks



Source: New Nutrition Business, Plant-based: how to connect to the blossoming opportunities.pptx ¹⁷

Oh Snap!® Carrot Cuties are pickled carrot sticks, provided in a convenient, extra delicious resealable pack, making it an easy on-the-go healthy snack.

During her presentation at Fi North America 2019, Suzy Badaracco, President of Culinary Tides, Inc., noted how reports of conventional snacking (i.e. more traditional sweet or salty snacks) have declined by 2% over the past 3 years, while 'health and wellness' snacking has been reported to have increased by 6% annually.¹⁸ Furthermore, the number of people claiming to be flexitarian have gone up significantly which also indicates that people are not moving away from protein, but are rather seeking it from alternative sources, and more specifically, from plants.¹⁸ New innovations in the industry have made tasty plant-based snacks a reality.

Carrot, Beetroot and Broccoli Organic Veggie Snacks



Source: Mintel GNPD¹⁹

This carrot, beetroot and broccoli organic veggie snack contains 60% less fat than regular potato chips.

In the past, all plant-based alternatives used to be considered as healthy and nutritious alternatives to animal products; however, de Monclin noted that there has been a major shift that has resulted in an emerging 'Plant-based 2.0'.⁴ As consumers are becoming more demanding, the need for plant-based labels to be clean, is rapidly increasing. De Monclin stated:

"Ingredient lists should be completely transparent; making them even more clean."⁴

RXBAR® Peanut Butter Chocolate



Source: Mintel GNPD²⁰

The bars are made with three egg whites for protein, fourteen peanuts for texture and two dates to bind. The kosher certified product is free from gluten and fillers and provides 12g of protein per bar.

The rise in flexitarian claims globally have created even more opportunities for ingredient and branded product firms to blend plants with existing products, such as bread, dairy and even meat-based products, in order to increase plant content, which is what consumers are looking for. Mellentin says:

"I don't think any food product category should be ruled out. And if it is possible for consumers to experience a tangible benefit, then this is a big plus."¹⁷

Union™ Whole Earth Snacks Trail Mix Squares



Source: Union Snacks²¹

The Union™ Whole Earth Snacks have created a variety of trail mix squares, allowing consumers to experience the best of both, veggie deliciousness and protein power. With three flavours to choose from, Sweet and Hot Pork, Duck L'Orange or Beef Cranberry, the crunchy seed and nut squares boasts around 200 calories, 11g of protein and 19g of carbs per serving.

Don't forget indulgence

While various studies show how eating patterns have changed and suggest that people across the globe are moving towards a snacking culture, it is important to keep in mind the motivations behind these snacking habits. The simple answer is that people are hungry and have a craving for something that will satisfy their taste buds. Lynn Dornblaser, Innovation and Insight Director at Mintel, at Food ingredients North America 2019 said that:

"People are hungry for something that will be fulfilling and have a craving for something indulgent."¹

Manufacturers must therefore also consider the fact that consumers not only want their snacks to be healthy, but also indulgent. Dornblaser said that:

"Some companies can achieve this through simply offering smaller portions, which we see in restaurant menus and most definitely in snacks, that allow consumers to try something a bit fun and special without 'spending' too many calories. Understanding should be simple, and it must look tasty and fun."¹

One interesting idea is the concept of the 'adult recess', a mid-day break from the daily routine for a moment of indulgence. This is the perfect opportunity for manufacturers to treat consumers with something that is good for them, and that can also give them a boost to get them through the rest of the day.

Another twist on this concept is nostalgia – childhood snacks that either offer an adult-targeted flavour such as pulled pork, or a health boost such as a high protein snickers bar.



Strawberry Flavoured Simply Yogurt Bars



Source: Mintel GNPD ²²

Outshine Strawberry Flavoured Simply Yogurt Bars have been relaunched with a new brand, previously known as Nestlé Outshine. The product contains a good source of protein and calcium, is said to be made with 100% yogurt, and real fruit juice.

Getting the messaging right

To meet the demand for healthy, ethical and indulgent snacks that make consumers feel good about themselves, manufacturers need to explain why their snacks fit with their lifestyle and values. Lu Ann Williams from Innova Market Insights at Food ingredients Europe 2019 said:

"Having an attractive and resonant story behind your food and beverage product will be a decisive factor in achieving success in 2020. This key trend is one that manufacturers must get on board with if they are to stand out from the crowd. Storytelling is about winning with words and will be absolutely crucial to success." ⁷

Manufacturers should create resonance with consumers over the origins of the company or the product itself, how the product is produced or what benefits the product offers. And the number one thing that consumers want to know about, is the ingredients.

Source: Innova Market Insights, Top 10 trends for 2020.pptx⁷

56%

of global consumers say that **stories around a brand** influence their purchase decision

Williams said:

"This is also an opportunity for manufacturers to explain to consumers how or why things are done. Consumers are smart; what they want is transparency and authenticity." ⁷

Williams noted that smaller companies have been the ones driving this trend:

"A few years ago, we told the industry to look out for the small guy and sure enough, the disruptors have come from the outside. So, if you are not telling stories, you really should start to tell stories about your products." ⁷



Source: Innova Market Insights – Top 10 trends for 2020.pptx ⁷

Snacking is more than just an eating habit; it is part of consumers' daily rituals and even their cultural identity. Manufacturers should take these factors into account when positioning their brands.

Personalised nutrition in snacking

The vast amount of information available to consumers means that they have a greater understanding of the types of foods that will best fit their needs and lifestyles. As a result, personalised nutrition is another trend that is gaining a lot of traction within the industry which manufacturers need to be aware of. Mintel's Rick Miller said that:

"The increasing use of wearable technology and greater availability of personal health marker testing, such as microbiome testing, will lead to further personalisation in food and drink. Despite the plethora of information available, consumers simply want to cut through the swathes of data and understand what their nutrition needs are." ²³

One example of a company making use of the technologies available today to create a truly personalised nutritional snack, is a startup called Nourished. This UK-based startup claims to have developed a daily nutrition gummy stack, made by a 3D printer.²⁴ Combining technology and data, ingredient recommendations are made by an algorithm, which takes into consideration an individual's lifestyle, goals and health.

Giving consumers the ability to customise snacks to their own specifications is also an interesting possibility, and social media is one channel that enables manufacturers to build new consumer relationship models. It allows for a more intimate connection to be created with their consumer base that naturally tends to create a bigger 'buzz'. This can involve online games, challenges and competitions based around the brand that gives consumers the opportunity to have their voices heard and, for example, choose what product variations or flavours they'd like to see.

Wasabi and Green Apple Flavoured Potato Crisps



Source: Mintel GNPD²⁵

This Wasabi and Green Apple Flavoured Potato Crisp product is the third edition of the Crea il Tuo Gusto (Create Your Own Flavour) consumer competition to create personalised flavours .

Covid-19 updates on snacking – comments from the experts

The COVID-19 pandemic has caused a number of disruptions to the supply chain, market trends and future of snacking. We've caught up with some of our experts to hear their thoughts on how consumer attitudes have been impacted and to hear their predictions for how the pandemic will disrupt the snacking market scene for the foreseeable future.

Marcia Mogelonsky - Director of Insight, Mintel Food & Drink

MINTEL

*How do you see COVID-19 having affected the snacking market?
Has this changed consumer attitudes and in which ways?*

Comfort categories will become more comforting

Consumers have always relied on snacks and confectionery to provide comfort. During the pandemic, comfort food took on a new meaning as everything changed. As normal life returns to the 'next normal,' snacks will continue to support a range of emotions.

Snacking will take an at-home focus

As people return to work, they will spend the majority of their working hours working from home. This puts 'work snacks' and 'at home snacks' into the same universe. The choice of portable snacks will be impacted by hygiene and safety concerns, with extra protective packaging no longer being a drawback.

Social occasions have changed

With social distancing, shared snack occasions are reduced, and the convenience of a shared snack bowl or bag is no longer possible. Convenient social snacking has become a bring-your-own event. And, hygiene is the top attribute (besides taste) that will affect choice.

Snacks 'with benefits' will become more important

COVID-19 co-morbidity factors (hypertension, obesity, diabetes) reinforce the need for better health. This opens the field for more functional snacks and pushes the popularity of snacks with an added immunity boost. A holistic view of wellness leads consumers to seek products that can improve mood and boost brain health. In particular, high rates of stress and anxiety find consumers open to emerging functional ingredients.

**As a result of COVID-19, what do you predict is the capacity for this category to grow?
Where and what are the opportunities for new product development as a result?**

Since snacking is such an important aspect of consumers' lives, it is a category that will continue to grow. There will be some bumps along the way: trading down to economy brands and cutting back on snacking altogether, are both potential dangers as the economy softens. However, snacking fulfils a range of essential needs, both emotional and physical, and the trajectory of the market remains positive over the next 18-24 months.

Julian Mellentin - Director, New Nutrition Business

**How do you see COVID-19 having affected the snacking market?
Has this changed consumer attitudes and in which ways?**

**NewNutrition
Business**

The pandemic has seen people turn to habits and foods that are familiar and re-assuring, boosting demand for bakery ingredients, for dairy, for meat, for snack products from trusted brands.

Connecting to the need for the familiar, for honest indulgence, for ingredients with provenance, for types of products with some heritage - these are all ways to grow your business.

**As a result of COVID-19, what do you predict is the capacity for this category to grow?
Where and what are the opportunities for new product development as a result?**

We may see an acceleration of existing trends in products and ingredients, such as more vegetables and fruits included in snacks, but beyond that, COVID will have little or no impact.

If you think immunity snacks will grow, that's a very high-risk strategy. The evidence is that in thinking about immunity people turn to ingredients that they trust and understand - vitamin C, citrus fruits, kiwifruit. There is space for probiotics but go beyond these areas and you are embracing a niche sales strategy.



Key takeaways

- Many consumers prefer to snack throughout the day
- They want healthy snacks that make them feel good about themselves
- Stressful modern living has increased demand for on-the-go nutritious foods as well as indulgent treats that provide relaxation and enjoyment
- Consumers expect brands to behave ethically, and to communicate this commitment clearly
- Sugar reduction must be linked with naturalness and meet consumer expectations for clean label
- Consumers want to include more plants in their diet, but in convenient forms
- Manufacturers need to explain why their products fit with consumers' lifestyles and values
- Despite the COVID-19 outbreak, the future of the snacking market seems largely stable for the next couple of years



Sources

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- ² Fi Europe 2019, Snacks & Confectionary Master Class, presentation by Sara Aguilar, Hand Media International – Sugar and fat: rethinking the principal ingredients for the baking and confectionary industry.pptx
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- ¹⁰ TruBrain <<https://www.trubrain.com/products/bars>>
- ¹¹ Mintel GNPD <https://www.gnpd.com/sinatra/recordpage/3197385/>
- ¹² BeRAW, Purella Food <https://beraw.pl/en/cookies/>
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