

Cheers to 2023

As we creep closer to the festive season, trend predictions for the year ahead have ramped up. We've been keeping close tabs on our sources - Mintel, IRI and the Food People. There are a few trends that stand out among the rest:

- Indulgent Treats
- Sustained Energy
- Health & Wellness (with evidence)

55% of NZ consumers treat themselves to small indulgences to help them ease everyday stress. (IRI)

70% of UK Gen Z consumers often struggle to keep mentally focused. (Mintel, 2022)

69% of NZ consumers believe that food is as powerful as medicine. (IRI).

33% of Aussie consumers eat comforting food as a coping mechanism. (Mintel, 2022)

Indulgent Treats



On the Shelves



Culinary Perfumes from Salt & Straw are edible fragrances to enhance the eating experience with a scent. (US)



Ben & Jerry's Ice Cream Cookie Dough Peaces offer a portioned size of indulgence. (NZ)



Mini Dulce De Leche Magnums are described as this seasons most indulgent accessory. (AU)



New Feast Pop is a vanilla & caramel flavoured dessert shaped into a cube. (ID)

The COVID-19 pandemic threw consumers into a state of uncertainty and anxiety, and our food choices have certainly reflected this. Consumers are unwilling to compromise on small moments of pleasure and indulgence - with smaller-sized portions of premium ice cream being a particular hit in NZ.

Consumers don't want to feel guilty while they indulge as it takes away from the pleasure. Therefore, there is an opportunity for brands to reposition products as a little delight to get them through the tough times.

Sustained Energy



On the Shelves



House Half Caff from Cafe Libre packs all the taste of a regular cup of coffee at half the caffeine content. (UK)



Caramel Mocha from Moccona delivers a creamy indulgent mocha experience, finished with a layer of velvety froth. (NZ)



Super Bullet Mushroom Keto Coffee contains lions mane chaga and adaptogens. Claims to provide immune support, mental focus and prevent caffeine crash. (SA)



Yerbi Energy is made from Yerba Mate Leaf. Said to provide you with all the energy of an energy drink, without the energy crash. (AU)

Coffee continues to be a staple in daily routines. Lockdowns forced consumers to make their coffees from home, increasing the sales of coffee beans and flavoured coffees in ANZ. This has allowed brands to continue innovation in indulgent cafe-style hot beverages for consumers to enjoy in the comfort of their own homes.

Whilst some are happy with a full caffeine hit multiple times a day, other health-conscious consumers are attempting to cut back. Brands can help these consumers by developing products with moderate caffeine levels. Lower-caffeine coffee can communicate 'sustained energy' without over-caffeination for those consumers who prefer not to experience 'the caffeine crash'.

Therefore, development in other energy-boosting ingredients, such as Yerba Mate, is rising.

Health & Wellness



On the Shelves



Raspberry Lime Sparkling Low Sugar botanical drink. Uses ashwaganda and L-theanine to provide sustained wakefulness without jitters. (UK)



White Wolf Smart Energy Drink is made with nootropics and other natural ingredients. Claiming to strengthen focus and provide clean energy. (AU)



Spruce Water is vitamin enriched (Vitamin D, C, B1, B3, B5, B6, B12 and Zinc) fruit powders; just add to water. (UK)



4Menopause - Lightly sparkling drink from PerfectlyMe. Contains sage, calcium, zinc, Vitamin D & B vitamins for hormonal support. (UK)

Adaptogens, Nootropics, and Nervines continue to appear on the ingredients list in many categories, especially beverages. But consumers need to be further convinced of their efficacy. More research is needed before these emerging cognitive ingredients can capture the mainstream market. Brands must become transparent and educate consumers with accurate, evidence-based information.

Half the world's population will experience menopause. As the oldest millennials enter their 40s, they will become far more vocal than generations before, providing brands with an opportunity to meet their needs and support them as their bodies change. Protein, calcium, and Vitamin D are said to be some of the vital dietary requirements.

HW Hawkins Watts Offerings

- ✓ Natural & Synthetic Flavours
- ✓ Natural & Synthetic Colours
- ✓ Coffee & Caramelised Sugars
- ✓ Proteins & Minerals



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