



2024 Trends

As we near the end of 2023, the buzz around next year's trends is picking up. After reviewing the top sources like Mintel, Circana, and The Food People, we've narrowed it down to three recurring trends:

- Hack my Health
- Trust the Process
- Sustainable Choices.

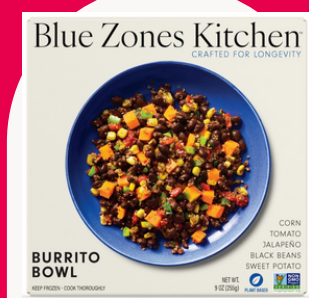
On top of these is the overarching trend towards budgeting as the cost of living increases for many consumers.

- 39% of Kiwis choose food & beverage because of their health. (Circana, 2023)
- 67% of UK adults agree highly processed food/drink are fine in moderation in a balanced diet. (Mintel, 2023)
- 33% of global food/drink launches had an ethical/environmental claim in the 12 months to Aug 2023; a rise of 14% over 10 years. (Mintel, 2023)
- 46% of Aussies are buying more frozen or canned food to save money. (Mintel, 2023)

Hack my Health



Bardo Soft Calm Snacks contain lemon balm and thyme – a natural source of magnesium to promote a sense of calm. (UK)



Blue Zones Kitchen Burrito Bowls is ready to heat goodness, inspired by the diet found in 'Blue Zones'. (USA)



Nunona plant-based postpartum snack box. Each snack is associated with a specific benefit e.g rest, endurance, energy. (USA)



SENTIA 0% is worlds first Gaba Spirit. Providing the same 'benefits of alcohol', without the downsides. (UK)

“69% of Kiwis believe healthy eating is worth the extra expense”. (Circana, 2023)

The 'Hack my Health' trend is all about customising health strategies using genetics, biology, neuroscience, and nutrition to suit individual needs. It's not just about adding years but ensuring those years are lived with vitality. Recognising that everyone is different, it challenges outdated beliefs about ageing and emphasises prioritising healthy, vibrant living over simply extending lifespan. Brands should think about consumers nutritional, physical and mental health needs.

Trust the Process



Whole Greens Glorious Carrot Veggie Pasta. The manufacturer celebrates biodiversity and reduces food waste, turning leftover vegetables into tasty, innovative food concepts. (Belgium)



Pureharvest Unsweetened Organic Almond Drink is made from five natural ingredients. It claims 'More nourishment from less processing, more flavour from less additives'. (Australia)



Chinese Apricot Mixed with Honey and Lime Ice Pop. They're sold shelf stable, and frozen at home by the consumer before serving. (Thailand)



BioCoop Biscuits are made with french flour and butter. Free from ultra-processed ingredients. (France)

While moderation is crucial, there's a growing potential for minimally processed brands, which can highlight benefits like improved nutrition, longer shelf lives, and reduced environmental impact.

The 'Trust the Process' trend involves ongoing discussions about ultra-processed foods. It's important to communicate clearly to help consumers make informed choices about how processed items fit into their diets. Consumers may need reminding that not all processed foods are inherently unhealthy - think of flour, yoghurt or oil. Ultra-processed products should remind consumers of the joy and fun they bring to life. As well as this, long-shelf life, stability without refrigeration, and the reduced need for freezing are all benefits to processed foods. However, the next few years may see increased demand for minimally processed options.



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE

Sustainable Choices



Red Thai Curry Paste scores a A on the Eco-Score. (France)



Hands Off Cocoa Cookie is a chocolate and blonde cocoa based confectionery with hazelnut praline that claims to be plant based, producing less Co2. (Germany)



Giddy Up Nuts Original Spiced Almonds. Each batch crafted using seasonal local ingredients, fresh from farmers market. (USA)



Espresso Peanut Butter and Coffee Fruit Energy Bar. The coffee fruit is upcycled from a value ending cycle, and is a source of natural caffeine. 100% sustainably sourced. (AU)

For companies, the challenge lies in finding the sweet spot—delivering on taste, affordability, and sustainability.

Despite having a high level of concern about climate change, consumers are currently more focused on managing the high costs of living. However, as the climate crisis worsens, there's an increasing expectation for food and drink companies to uphold their sustainability efforts. As well as this, there is a growing awareness that sustainable products can make consumers feel good and be a source of social currency. However, it's crucial for brands not to assume that consumers will pay more or solely opt for a product based on its sustainability credentials.



HW Hawkins Watts Offerings

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- ✓ Collagen - bovine, fish/marine & eggshell membrane
- ✓ Vitamins & Minerals (from synthetic and natural plant based origin)
- ✓ Natural and Synthetic Colours
- ✓ Flavours, Sweeteners, Taste Modifiers & More

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