



Consumer Drivers in 2022

As we emerge into the new year, there's one question that we should all be asking. And that question is, what's going to influence the choices that consumers make in 2022?

According to research firm Mintel, there are several fundamental themes that will influence consumer choice and drive change this year. Firstly, consumers want to be 'in control'. They are looking for clarity and transparency from food and beverage brands. Secondly, amidst the ongoing pandemic, consumers are seeking enjoyment and novelty from their everyday purchases. And finally, they also want to see measurable and consistent ethical actions from the brands they're supporting. 'Greenwashing' has no place in 2022!

Driver 1: In Control

In times of uncertainty, consumers crave a sense of agency over their lives. Brands can deliver the information and options consumers need to feel like they're in the driver's seat.

Driver 2: Enjoyment Everywhere

Having endured lockdowns and ongoing stressors, consumers are eager to find enjoyment and embrace novelty where they can.

Driver 3: Ethics Check

Less trusting than ever before, consumers want brands to prove how they're moving towards their ethical and sustainable goals.

How will this play out?

Given Mintel's predictions, we anticipate that some food and beverage items will resonate particularly well with consumers this year. There are great opportunities for products focusing on these areas in 2022:

- Personalised nutrition
- Niche dietary requirements
- Convenient meal/nutrition solutions
- Big, bold and global flavours
- Permissible indulgence
- Ingredient provenance
- Upcycling





On the Shelves



WATTSUP
TREND WATCH



Mooala Organic Plant-Based Chocolate Chip Keto Mylk. It is suitable for keto, GF and vegan diets, is organic certified and is fortified with vitamins and minerals (US, 2021).



Plato's Inventive Jalapeno Chutney Flavoured Grain Crisps. A vegan product that is made from upcycled grain (a by-product of the brewing industry). They are said to be a sustainable and ethical snack (South Africa, 2021).



Red Rock Deli Murray River Pink Salt and Black Pepper Crackers. Highlights the provenance of their ingredients, and uses environmentally friendly packaging (AU, 2021).



Sara Lee Creamy Coconut Key Lime Pie. Described as a treat filled with 'positive joy' and retro appeal. Vegan-friendly, convenient and free from artificial colours, flavours and preservatives (NZ, 2021).



Daiya Fire-Roasted Vegetable Gluten-Free Pizza. Suitable for both vegan and gluten-free diets, and also free from GMO ingredients and common allergens (CA, 2021).



BOL Korean Sweet Chilli Ramen Noodles with Gochujang Chilli. A convenient and authentic Korean meal that is suitable for vegans. BOL is B-Corp certified (UK, 2021).



St Ali Cascara Soda. A naturally caffeinated sparkling tea, packed with antioxidants, bioflavonoids and polyphenols. Made from a byproduct of the coffee industry (AU, 2021).



Rebbl Straight Black Stacked Coffee. Ethically-sourced vegan coffee RTD that contains botanical ingredients said to 'nourish the mind, body and spirit' (US, 2021).



Hawkins Watts Offerings

- ✓ Broad range of specialty ingredients
- ✓ Concept and product development
- ✓ Manufacturing process optimisation
- ✓ Trends and culinary inspiration



Images courtesy of Mintel, TFP and brand websites/socials.

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