

The Mintel logo consists of the word "MINTEL" in a bold, black, sans-serif font, positioned inside a yellow speech bubble shape that points downwards.

MINTEL

The background of the entire page is a detailed, grayscale topographic map. The map features intricate contour lines and shading, representing the terrain of a region, likely North America, with the top edge of the map cut off.

GLOBAL
FOOD &
DRINK
TRENDS
2016

MINTEL FOOD & DRINK

Our global team of expert food and drink analysts draw on the full range of Mintel products, to give you granular detail on the markets that matter to you.

Our analysts pinpoint what's hot now and offer forward-looking analysis– so market leaders can influence industry dynamics, create successful products and stay one step ahead of their competitors.

[FIND OUT MORE](#)



GLOBAL FOOD & DRINK TRENDS 2016

Mintel's team of global food and drink expert analysts have identified and analysed 12 key trends set to impact the global food and drink market in 2016.



GLOBAL FOOD & DRINK: NAVIGATE THE TRENDS

As lifestyles shift and global markets influence how, why and where we buy and consume goods and services, the ever-evolving consumer landscape tries to keep up. Natural disasters, the media, tightly held misconceptions, mass-connectivity and a draw to simplicity are influencing food and drink habits worldwide like never before.

Here, our team of global expert analysts have identified and analysed 12 key trends set to impact global food and drink markets in 2016 – your map to navigate the road ahead. Allow us to guide you through the most

compelling and category changing food and drink trends as they emerge, mainstream and establish in consumer markets across the globe.

Whether you're just starting out or a 'seasoned traveller', opportunities abound in the pages that follow. Behind every trend is comprehensive market, competitive and consumer data, as well as in-depth analysis. If you are already a client of Mintel, be sure to speak to your Account Manager to discuss opportunities for further exploration.

The journey begins...

TREND KEY



Established

Hitting a plateau



Mainstreaming


Gaining wider traction





Emerging

Still on the fringe or front end

AT A GLANCE

 Established

 Mainstreaming

 Emerging



Artificial: Public Enemy No. 1



Eco is the New Reality



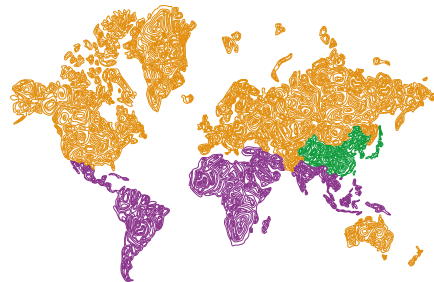
e-revolution: From Carts to Clicks



Good Enough to Tweet



From the Inside-Out



Alternatives Everywhere



Table for One



Diet by DNA



For Every Body



Based on a True Story



Fat Sheds Stigma



Eat with Your Eyes

ARTIFICIAL: PUBLIC ENEMY NO.1

Consumer demands for natural and 'less processed' food and drink are forcing companies to remove artificial ingredients. Products that have yet to do so, will face scrutiny – or worse – from consumers who are looking for natural formulations with recognisable ingredients.



Established



Mainstreaming



Emerging



Artificial: Public
Enemy No. 1

Eco is the
New Reality

From
Inside-Out

Alternatives
Everywhere

For
Every Body

Based on a
True Story

e-Revolution:
From Carts to
Clicks

Good Enough to
Tweet

Table
for One




Diet
by DNA

Fat Sheds
Stigma

Eat With
Your Eyes

ECO IS THE NEW REALITY

Drought, worries about food waste and other natural phenomena not only affect the worldwide food and drink supply, but influence preparation and production. In 2016, sustainability evolves from being good for the bottom line to being a necessary new product development consideration for the common good.

 Established  Mainstreaming  Emerging



Artificial: Public Enemy No. 1

Eco is the New Reality

From Inside-Out

Alternatives Everywhere

For Every Body

Based on a True Story

e-Revolution: From Carts to Clicks

Good Enough to Tweet

Table for One

Diet by DNA

Fat Sheds Stigma

Eat With Your Eyes

FROM THE INSIDE-OUT

As the adage goes with beauty, 'It's what's on the inside that counts'. Consumers are recognising that diets can connect with the way they look and feel. This places new emphasis on packaged products that are formulated to help people's physical appearance as well as their personal wellness, creating a market for products enhanced with everything from collagen to probiotics.



Established



Mainstreaming



Emerging



Artificial: Public Enemy No. 1

Eco is the New Reality

From Inside-Out

Alternatives Everywhere

For Every Body

Based on a True Story

e-Revolution: From Carts to Clicks

Good Enough to Tweet

Table for One

Diet by DNA

Fat Sheds Stigma

Eat With Your Eyes

ALTERNATIVES EVERYWHERE

Veggie burgers and non-dairy milks have escaped the realm of substitutes primarily for people with dietary concerns and followers of vegetarian diets. Instead, the growing ranks of novel protein sources and potential replacements appeal to the everyday consumer, foreshadowing a profoundly changed marketplace in which what was formerly 'alternative' could take over the mainstream.



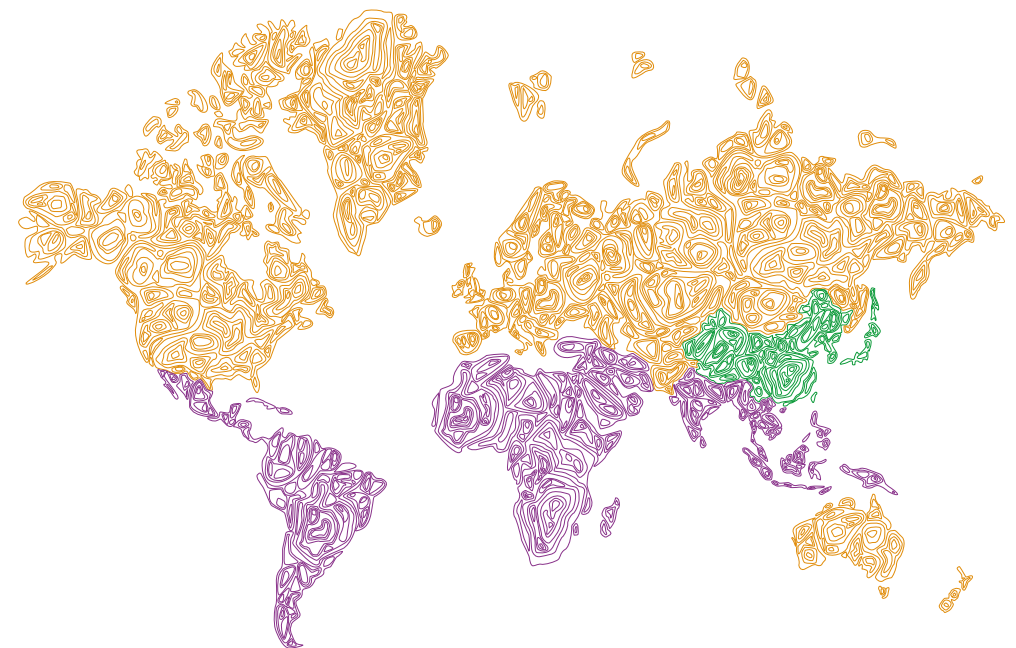
Established



Mainstreaming



Emerging



Artificial: Public Enemy No. 1

Eco is the New Reality

From Inside-Out

Alternatives Everywhere

For Every Body

Based on a True Story

e-Revolution: From Carts to Clicks

Good Enough to Tweet

Table for One

Diet by DNA

Fat Sheds Stigma

Eat With Your Eyes

FOR EVERY BODY

For many, fitness is simply about becoming more active. The rising promotion of athletic programmes that encourage consumers to get and stay active showcases a parallel need for food and drink that helps consumers get acquainted with sports nutrition, including energy, hydration and protein. This creates an opportunity for communication and product ranges that progress alongside people's activity levels and goals.



Established



Mainstreaming



Emerging



Artificial: Public Enemy No. 1

Eco is the New Reality

From Inside-Out

Alternatives Everywhere

For Every Body

Based on a True Story

e-Revolution: From Carts to Clicks

Good Enough to Tweet

Table for One

Diet by DNA

Fat Sheds Stigma

Eat With Your Eyes

BASED ON A TRUE STORY

Consumers have been romanced by product origin, ingredients or inspiration stories. With similar claims made by legitimately hand-crafted as well as mass-produced products, this proliferation and occasional propagation will find consumers and regulators alike seeking products with verified claims.



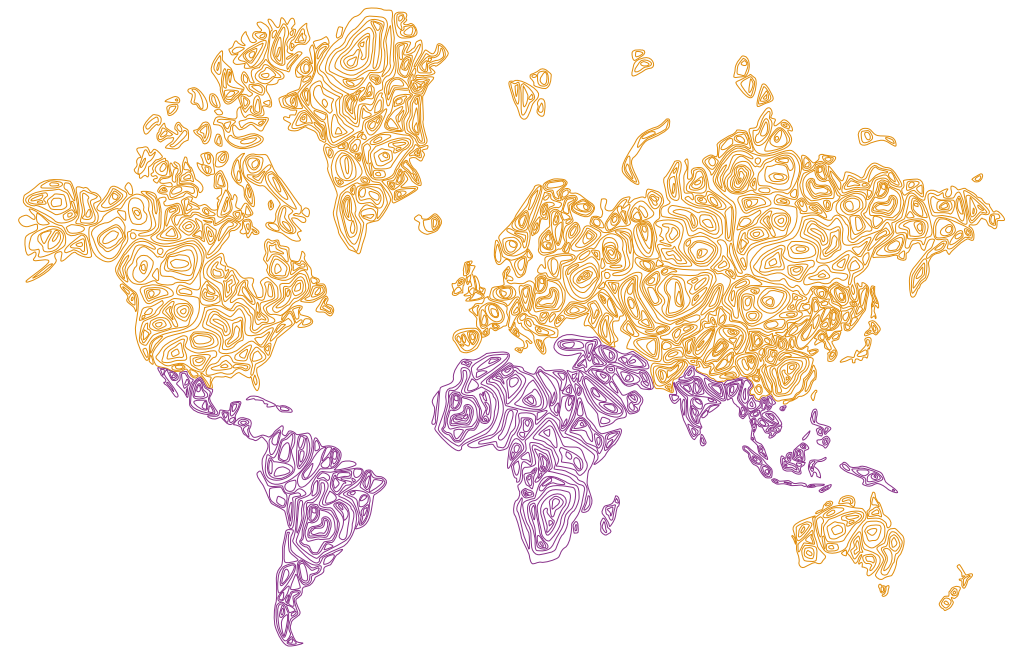
Established



Mainstreaming



Emerging



Artificial: Public Enemy No. 1

Eco is the New Reality

From Inside-Out

Alternatives Everywhere

For Every Body

Based on a True Story

e-Revolution: From Carts to Clicks

Good Enough to Tweet

Table for One

Diet by DNA

Fat Sheds Stigma

Eat With Your Eyes

E-REVOLUTION: FROM CARTS TO CLICKS

Online shopping, apps and delivery services are transforming consumers' access to deals, niche offerings and even full meals. While the internet has not yet vastly changed the landscape of grocery shopping, innovations encourage consumers to think outside traditional physical retailers.



Established



Mainstreaming



Emerging



Artificial: Public
Enemy No. 1

Eco is the
New Reality

From
Inside-Out

Alternatives
Everywhere

For
Every Body

Based on a
True Story

**e-Revolution:
From Carts to
Clicks**

Good Enough
to Tweet

Table
for One

Diet
by DNA

Fat Sheds
Stigma

Eat With
Your Eyes

GOOD ENOUGH TO TWEET

The rise of food-centric media has sparked new interest in cooking, not only for the sake of nourishment, but for the purposes of sharing one's creations via social media. This finds people taking divergent paths: some hope to become well-rounded enough to compete on popular television programmes, while others privately cultivate specialties ranging from cupcakes to curries. Either way, people are cooking to share with friends and followers.



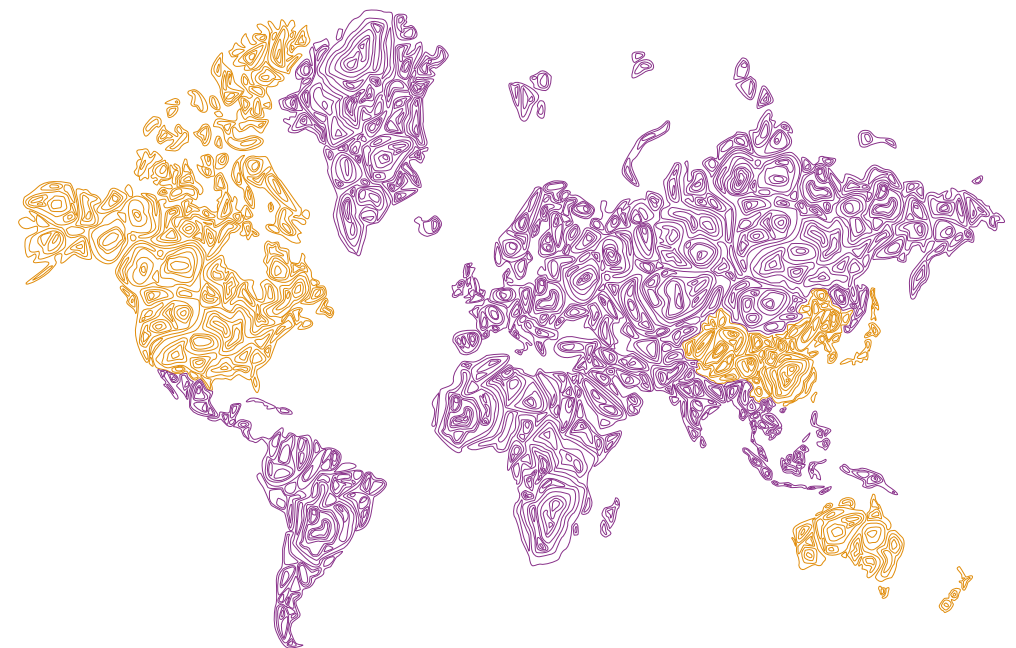
Established



Mainstreaming



Emerging



Artificial: Public
Enemy No. 1

Eco is the
New Reality

From
Inside-Out

Alternatives
Everywhere

For
Every Body

Based on a
True Story

e-Revolution:
From Carts to
Clicks

**Good Enough
to Tweet**

Table
for One

Diet
by DNA

Fat Sheds
Stigma

Eat With
Your Eyes

TABLE FOR ONE

Across age groups, more consumers are living in single-person households or occasionally eating meals alone. These meals for one require right-sized products and packaging as well as promotions that further erode any stigma of dining solo.



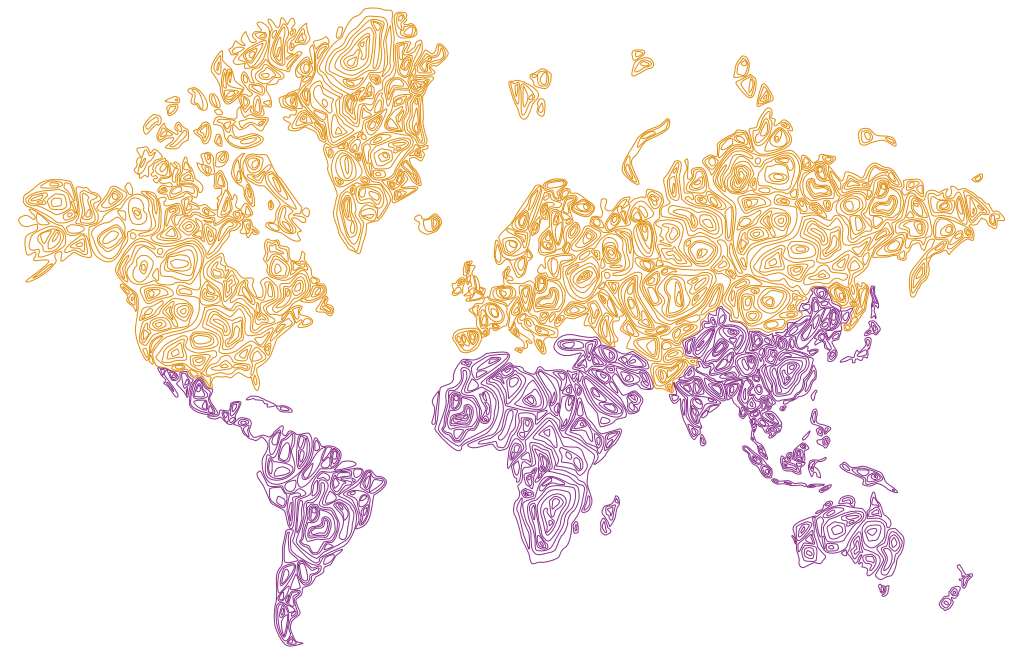
Established



Mainstreaming



Emerging



Artificial: Public Enemy No. 1

Eco is the New Reality

From Inside-Out

Alternatives Everywhere

For Every Body

Based on a True Story

e-Revolution: From Carts to Clicks

Good Enough to Tweet

Table for One

Diet by DNA

Fat Sheds Stigma

Eat With Your Eyes

DIET BY DNA

Interest in natural and 'getting back to basics' has boosted ancient grains and superfoods, fostering a principle that age-old staples are better than today's manufactured options. Interest in historical ingredients suggests that people could make efforts to unlock the keys to their personal physiology and design diets by connecting with their own ancestry or genetic make-up.



Established



Mainstreaming



Emerging



Artificial: Public Enemy No. 1

Eco is the New Reality

From Inside-Out

Alternatives Everywhere

For Every Body

Based on a True Story

e-Revolution: From Carts to Clicks

Good Enough to Tweet

Table for One

Diet by DNA

Fat Sheds Stigma

Eat With Your Eyes

FAT SHEDS STIGMA

Consumers' negative stereotype that any and all fat content is evil has begun to diminish. The awareness of the many sources of good and bad fats is ushering in a paradigm shift in which fat content is not the first and foremost consideration – and barrier – in the search for healthy products.



Established



Mainstreaming



Emerging



Artificial: Public Enemy No. 1

Eco is the New Reality

From Inside-Out

Alternatives Everywhere

For Every Body

Based on a True Story

e-Revolution: From Carts to Clicks

Good Enough to Tweet

Table for One

Diet by DNA

Fat Sheds Stigma

Eat With Your Eyes

EAT WITH YOUR EYES

Flavour has long been the core of innovation, but more visual and share-focused societies call for innovation that is boldly coloured and artfully constructed. Finding inspiration in global foodservice offerings, brands can experiment with vibrant colours and novel shapes to make packaged products worthy of consumer praise and social media posts.



Established



Mainstreaming



Emerging



Artificial: Public Enemy No. 1

Eco is the New Reality

From Inside-Out

Alternatives Everywhere

For Every Body

Based on a True Story

e-Revolution: From Carts to Clicks

Good Enough to Tweet

Table for One

Diet by DNA

Fat Sheds Stigma

Eat With Your Eyes

THE WORLD'S LEADING MARKET INTELLIGENCE AGENCY

Our expert analysis of the highest
quality data and market research will
help you grow your business.

[mintel.com](https://www.mintel.com)

MiNTEL

