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Global Food and Drink Trends 2030
Mintel’s 2030 Global Food and Drink Trends identify three key opportunities for the global food, drink, and foodservice industries to act upon in the next 10 years. The future-looking trends are designed to help companies prepare for, participate in, and prosper from the evolution in consumer behaviours and attitudes over the next decade.

The move to predict 10-year-out trends was inspired by the rapid pace of change in society. In early 2020, the global outbreak of the COVID-19 novel coronavirus disrupted life as we know it. The pandemic has altered the trajectory of these predictions, but not the content. Each of the 2030 Global Food and Drink Trends is relevant now and will continue to be through the next decade.

In the immediate wake of the global spread of COVID-19, the trends have taken new directions. For example, consumer demand for corporate social responsibility as outlined in Change, Incorporated has focused on corporate efforts to protect and support people, including employees, consumers, and first responders. Ingredients with potential to improve immunity, meanwhile, will be essential to the multifaceted approach consumers take to their diets, as observed in Smart Diets. Lastly, global emphasis on letting science lead the response to the pandemic will hasten the progress of consumer trust in food science and technology, as predicted by High-Tech Harvests.

Moreover, the 2030 Global Food and Drink Trends will withstand the COVID-19 outbreak because the concepts are rooted in the Mintel Trend Drivers. The Drivers—constant, universal motivations for consumer behaviour—are: wellbeing, surroundings, technology, rights, value, identity, and experiences. Regardless of current events, consumers today, and in 2030, will require food, drink, and foodservice experiences to deliver on satisfying taste and affordable prices. Thus, these predictions assume two things will never change: people will always seek enjoyment from food and price will always be a top purchase factor.

The 2030 Global Food and Drink Trends were led by insights from Mintel’s worldwide network of expert consumer and market analysts. Our analyst team is continually monitoring how world events modify what consumers want and why. Through the 2030 trend predictions, syndicated analysis, and other custom products and services, Mintel remains steadfast in its focus to help businesses adapt to the transformations ahead and make better business decisions faster.

While extensive, what you’ll read here isn’t exhaustive. For full and in-depth insight and analysis, please visit mintel.com and get in touch.

Successful companies will be those that improve the health of the planet and its population.

Technology will enable consumers to construct hyper-individualised approaches to physical and mental health.

Consumer trust in food science and technology will strengthen as these become vital tools to save our food supply.
Change, Incorporated

Successful companies will be those that improve the health of the planet and its population.
Start planning now for 2030

TAKE AN ACTIVIST APPROACH
Consumers will turn to companies to be the leading forces for change on important societal issues. To meet consumer expectations, food, drink, and foodservice companies must establish results-oriented activist approaches.

HEALTHY DIETS HELP MAKE A HEALTHY PLANET
Conscious consumption habits will inspire more people to consider the environmental and ethical impacts of their diets. Consumers will further prioritise plants in their diets, now with the planet’s health in mind as much as their own. Consumption of animal products will be occasional and focus on ethically raised dairy and animal protein.

FACILITATE CONSCIOUS CONSUMPTION
Consumers will become more mindful about their purchases and behaviours. They will take pride in their personal efforts and support companies that make them feel more judicious in their use of packaging and precious resources.
Identify the opportunities

Companies will take the lead

Consumers are hungry for leadership and demonstrable change on environmental issues, ethical business practices, public health, and other important causes. In 2025, brands will prioritise people and the planet over profitability. Consumers will increasingly reward the companies that make a difference with their loyalty in the next 10 years.

Consistency and collaboration will be key to change

Consumers will want to know how companies make a difference. For example, Italian supermarket Coop’s 2019 TV ad used a globetrotting shopping trolley as a symbol of its efforts to confront ethical and environmental issues, such as plastic waste and animal welfare.

Form alliances to extend the reach and speed of corporate activism

More food, drink, and foodservice companies will work together and/or join forces with philanthropic organisations and governments to help advance vital concerns. For example, Nestlé, Arla Foods, and Unilever are among the 22 companies and retailers that have committed to the Sustainable Dairy Partnership, which aims to improve animal care, working conditions, and limit greenhouse gas emissions.
Take inspiration from what’s happening now

People are demanding action

The world has seen a rising sense of urgency from people who are frustrated by a perceived lack of action and activity on many important local and global issues. The environment is one of the more pivotal issues today as shown by the increasing size of the crowds at the recurring global climate strikes organised by Swedish activist Greta Thunberg and her fellow members of Generation Z.

Food waste has led the way for sustainable consumption and innovation

In the past few years, food waste has been a particular sustainable action point for consumers and companies. Companies are finding new ways to reuse food waste. The Kellogg Company worked with UK-based Seven Bro7hers Brewery in 2019 to create beer made from non-standard cereal pieces. Meadow Mushrooms in New Zealand has created a container that is made from the organic waste from its mushroom stalks.

67% of adults in the Republic of Ireland agree climate change/pollution will be a greater health issue when they are older.

34% of Brazilian Generation Z members aged 16-20 agree their generation is more active in social and environmental causes than previous generations.

Source: Mintel Reports

16-year-old climate activist Greta Thunberg has become a symbol for proactive climate change measures.

Source: businessinsider.com

Kellogg’s teamed up with UK brewery Seven Bro7hers to convert its rejected Corn Flakes, Rice Krispies, and Coco Pops breakfast cereals into beer.

Source: Illustrated by Mintel
Big companies are making commitments

In France, Danone committed to solely using ingredients from regenerative agriculture by 2025. Unilever has a Sustainable Living Plan with three wide-reaching corporate social responsibility goals. Danone, Nestlé, Firmenich, International Flavors & Fragrances, and Sodexo are among more than 80 companies that are part of the We Mean Business climate change coalition. Ecommerce giant Amazon has founded its own Climate Pledge that commits to meeting the goals of the Paris Agreement by 2040.

The world is witnessing a rising sense of urgency from consumers who are frustrated by a perceived lack of action on important local and global issues, including the environment.
In the next decade, consumers will be hungry for leadership and demonstrable change on environmental issues, ethical business practices, public health, and other important causes. Consumers will reward companies that take action and improve important societal issues. The companies that will win in the next 10 years will be those that fuel the new era of conscious consumption. Tomorrow’s conscious consumers will be looking for eco-friendly packaging and products while also seeking guidance on how to make their diets more sustainable.

Jenny Zegler
Associate Director, Mintel Food & Drink
Smart Diets

Technology will enable consumers to construct hyper-individualised approaches to physical and mental health.
Start planning now for 2030

JOIN THE PERSONALISATION REVOLUTION

Through 2030, more consumers will understand what makes them and their biological needs unique through more widespread access to tests and data-collecting technology. Consumers will look to companies to help them act on their data and to offer custom food and drink.

SYNC WITH TECHNOLOGY

Consumers will share their personal data with a multitude of Internet of Things-enabled devices. Consumers will want the convenience of recommended shopping lists, recipes, and meals that are customised to their flavour, taste, and texture preferences.

FEED YOUR MIND

People will use the results of data collection and biological tests to modify their diets and lifestyles to improve their brain health, states of mind, and moods.
Identify the opportunities

Consumer choice will be powered by personal data

In the next 10 years, consumers will be able to use easily accessible and affordable customised biological tests, data collection, and analysis to learn what makes their bodies one of a kind. The results will help consumers better understand how to address every aspect of their health, including brain and emotional health. While respecting consumer privacy, food, drink, and foodservice companies will have opportunities to develop personalised recipes, custom diet plans, and individualised products.

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London-based conveyor belt sushi restaurant YO! Sushi collaborated with DNAfit to help diners choose dishes based on their DNA.

Source: feast-magazine.co.uk
Companies will serve as facilitators on the journey to a healthy lifestyle

Food and drink brands will recognise the opportunity to help consumers understand their data and facilitate purchases. This will lead to more innovations like Nestlé China’s XiaoAI smart speaker that serves as a family nutrition assistant. In addition, busy consumers will opt to share their data as they seek personalised meal kits, nutrition drinks, supplements, and other efficient products to help them effortlessly achieve their optimal nutrition.

Data will unlock a better understanding of consumers

Companies will have to develop more flexible, agile production systems including 3D printing to meet the demands of personalisation and provide consumers with hyper-individualised products and services. Data will also be used to identify natural predispositions that could lead to personal health issues. In the UK, Vita Mojo was the first foodservice chain to give customers nutritional guidance based on their genetics.

Nestlé XiaoAI, an AI family nutrition assistant, is a smart speaker equipped with nutrition and health knowledge that can answer questions from users on custom recipes, music, and nutrition. 

Source: campaignasia.com

London restaurant Vita Mojo gives customers nutritional guidance based on their genetics. 

Source: Vita Mojo
Take inspiration from what’s happening now

Consumers see the benefit of data collection

Collection of personal statistics via smart devices or apps has allowed consumers to learn what sets them apart and identify the health consequences of their habits.

More consumers are considering mental health alongside diet and exercise in their personal health management.

- **88%** of Chinese consumers have not measured their calorie intake but would be interested in keeping track of calories.
- **49%** of UK consumers agree that tracking elements of health, such as diet or exercise, is important to keep motivated.
- **22%** of Canadians use technology, such as apps or wearable fitness devices, to monitor their health.

Consumers are learning more about the synergy of biology

Consumers are learning more about the natural connections in their bodies as more research discovers how the systems in our bodies work together. In particular, improved understanding of the research into the microbiome has taught more consumers about the importance of maintaining a healthy gut/brain axis, or the connection that links the brain, digestive system, and emotions.

Functional food and drink claim to help with mood

More consumers are considering mental health alongside diet and exercise in their personal health management. This holistic health and wellness approach has inspired consumers to seek products that can improve mood and boost brain health, as well as those with emerging functional ingredients. Marley Mellow Mood Peach Raspberry Relaxation Tea from the US features mood-enhancing botanicals such as valerian root, chamomile flower, lemon balm and passionflower, which—according to the manufacturer—calm the soul and ease the mind.
In the next decade, more consumers will be able to gain an in-depth knowledge of their biology through personal health testing kits that will empower them to personalise their diet and health regimes. Analysis of these tools will inform consumers of the steps they need to take to address every aspect of their health, including brain and emotional health. As a result, brands will need to offer more personalised product offerings, smart home solutions, and explore how to help consumers address mood and brain health.

Sam Moore
Global Food and Drink Analyst

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Mintel’s podcast series ‘Little Conversation’ brings you fresh ideas and new perspectives on how we eat, drink, shop, groom, and think. From the key issues impacting society to trends in food, beauty, tech, and retail, we’re discussing what consumers want and why.

Mintel Little Conversation is a podcast about innovation brought to you by the experts who know consumers better than anyone else.

Find out more: mintel.com/little-conversation
High-tech Harvests

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IN SCIENCE WE TRUST

In the next 10 years, consumers will become more accepting of and trusting in the essential roles science and technology have in guaranteeing access to affordable, safe, and nutritious food and drink.

AGRICULTURAL REVOLUTION EMERGES

Consumers will take a more vested interest in agriculture and have more of an opportunity to experience and enjoy its benefits as alternative agriculture approaches are invented and replicated around the world.

REVERSE FEARS OF ‘PROCESSING’

With increased adoption of synthetic and lab-created ingredients, food, drink, and foodservice companies must introduce high-tech solutions with clear explanations of the technology and its advantages to produce food and drink more sustainably.
Identify the opportunities

Science and technology will be essential to the food supply

Scientific research and technological innovations will identify ways to grow essential ingredients in water-insecure areas and make plants more resilient to extreme weather patterns. The United Nations New Climate Economy report notes that a new era of economic growth can come from investing in agriculture and forests. Through 2030, more food, drink, and foodservice companies will take innovative approaches to the supply chain that are sustainable and trustworthy.

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A new agricultural revolution is beginning

By 2030, vertical farms, indoor hydroponic systems, robotic-harvested farms, and other high-tech agricultural innovations will increase the supply of fresh local fruits, vegetables, grains, and herbs. Premium grocery retailers will open branded indoor farms to offer consumers just-picked freshness. Food, drink, and foodservice companies and retailers will see the synergy offered by these new agricultural models and incorporate them into their supply chains.

More areas will host agricultural innovations through 2030

Between 2025 and 2030, new growing regions, such as those in Africa and India, and agricultural innovations, such as floating farms, will emerge to tackle global food security crises. Meanwhile, we’ll see ingredients grown in alternative places such as underground, underwater, and even in space. Companies and brands can look to these innovative farms as new ingredient sources and create products that promote the use of ingredients grown in intriguing places such as the desert, on the ocean, or underground.

Floating Farm is a dairy farm in Rotterdam, Netherlands, that showcases how food production can become less vulnerable to climate change. Source: hakaimagazine.com
Consumers are wary of technology in food and drink

Scientific and technological innovations that offer fresh, trustworthy food will serve as ambassadors to start to sway consumer opinion away from fear. Today’s priorities for clean label have caused many consumers to be wary of ‘processed’ food, drink, and foodservice items. Facing backlash, some brands will have to pivot their messaging to other inherent advantages of engineered food and drink products, especially sustainability.

Indoor farming has potential

Indoor farms are currently limited both in scope and in crop variety. For example, Bowery Parsley is grown in indoor vertical farms in New York City, NY, and sold to local stores. Over the next decade, both ingenuity and necessity will lead more indoor farms to be established and to expand the range of plants that they produce.
New York City-based Couple is the first company to exclusively sell lab-grown diamond rings as an ethical, more affordable alternative to mined diamonds. Modern Meadow is a New Jersey-based biotech start-up that grows animal-free leather in a lab.

Food can learn from other industries that highlight the advantages of lab-grown

Outside of the food and drink industry, lab-grown has been positioned as more ethical, cost-effective, and efficient than naturally sourced options. For example, Couple is the first company to exclusively sell lab-grown diamond rings as an ethical, more affordable alternative to mined diamonds. Modern Meadow is a New Jersey-based biotech start-up that grows animal-free leather in a lab.

Scientific and technological innovations that offer fresh, trustworthy food will serve as ambassadors to start to sway consumer opinion away from fear.
Science will interlace with the food supply chain to boost yields and combat climate change. Celebrating the sustainable, health, and cost benefits of lab-grown food will be crucial in educating consumers about such nature-identical alternatives. But the industry will be compelled to elevate the role of nature, and humans, in the storytelling of these new, modern solutions. Transparency of information is essential to building trust in a future where scientists play as integral a role as farmers. And championing the people behind the food—whether it is grown in a laboratory or a field—will remain a timeless way of building trust with consumers.

Alex Beckett
Associate Director, Mintel Food & Drink
What will consumers want in 2030?

As the experts in what consumers want and why Mintel is best suited to accurately predict the future of consumer behaviour and what that means for companies and brands in the food, drink, and foodservice industries.

While thorough, the research and expertise shared here are not exhaustive. If you're curious about what consumers will want over the next decade and how your business should plan for the future, we have the answers.

If you’re a Mintel client, log in to your account for the full insight and analysis on our 2030 Global Food and Drink Trends, including what brands must consider when thinking strategically over the next 10 years.

If you’re not a Mintel client, please visit mintel.com and get in touch. We’d love to hear from you.

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