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**GLOBAL**

# **FOOD AND DRINK TRENDS**



What food and drink consumers want and why: now, next and in the future

**2023**



## Editor's note

As the experts in what consumers want and why, Mintel is the trusted market intelligence partner to identify the upcoming trends in consumer behaviour, product innovation and marketing tactics that will impact the future of your business. Mintel was founded by entrepreneurs with a passion for data, and we've been getting it right for over half a century—from consumer research and market analysis to machine learning, artificial intelligence and advanced analytics.

The 2023 Global Food and Drink Trends are the result of workshops comprised of Mintel's team of food and drink analysts around the world. Our analysts' predictions are supported by consumer data from 36 global markets, product launches from Mintel Global New Products Database (GNPD) and evidence from Mintel's suite of data science and analytics tools.

The following is a preview of four of the eight 2023 Global Food and Drink Trends that Mintel analysts believe will impact consumer demands for food and drink in 2023, in the next few years, as well as 5+ years into the future. The specific and bold trends explore how ongoing uncertainty and new challenges are causing evolutions in the foundational consumer behaviours described by the Mintel Trend Drivers: Value, Experiences and Surroundings.

The full eight trends are available exclusively to Mintel clients. Premium Food & Drink Insights subscribers should speak with their Account Manager about setting up a meeting to discuss the implications of these trends on their business. If you're not a Mintel client, visit [mintel.com](https://www.mintel.com) to get in touch. We look forward to hearing from you.



**JENNY ZEGLER**  
Director, Mintel Food  
& Drink and Mintel  
Global Consumer



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01

## Weatherproofed Provisions

Consumers are in need of food and drink formulations that help them endure heat waves, sub-zero temperatures and disastrous weather events.

### Food and drink can support consumers as they adapt to the realities of living with climate change.

Food and drink companies will need to develop product innovations that help consumers deal with the harsh effects of the planet's more dangerous weather. In the coming years, food and drink will emerge as the latest solutions consumers will look for as they prepare for the worst. Consumers will look for products that help their bodies withstand the varying temperature extremes from polar vortexes to heat waves. To deal with heat, inspiration can be found in Japanese food and drink designed to replenish people after sauna use. For example, Suntory's Lemon Soda Flavoured Alcohol-Free Drink (Japan) is said to be the best drink to pair with a post-sauna meal.

Food and drink innovations also will be called upon to deliver easy-to-use nutrition during catastrophic floods and other weather-related disasters. Japan is learning from the 2011 earthquake with more shelf-stable and long-life emergency food to help people be prepared.



**Kewpie** (Japan) extended the shelf life of 31 items from 19 months to 25 months.

Source: Kewpie Corporation



**Suntory's** Lemon Soda Flavoured Alcohol-Free Drink (Japan)

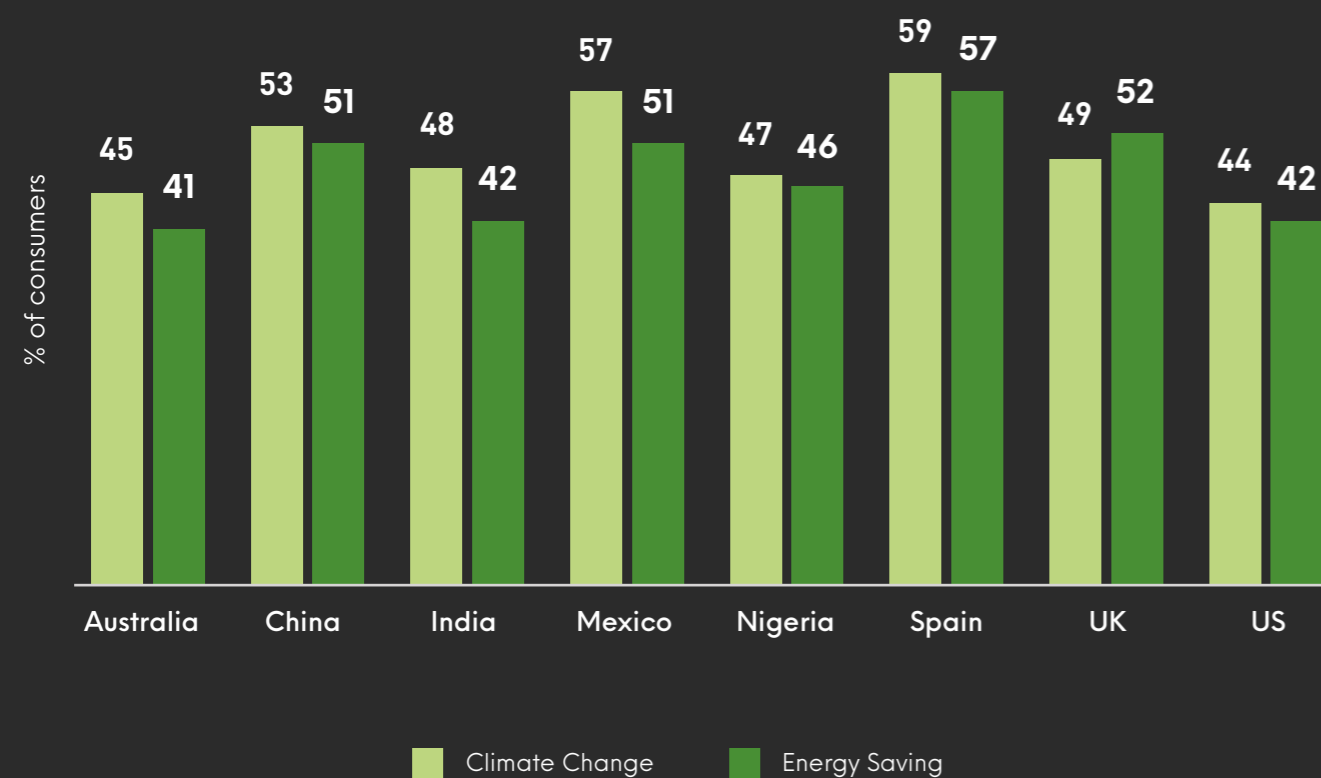
Source: Mintel GNPD

# What's happening now

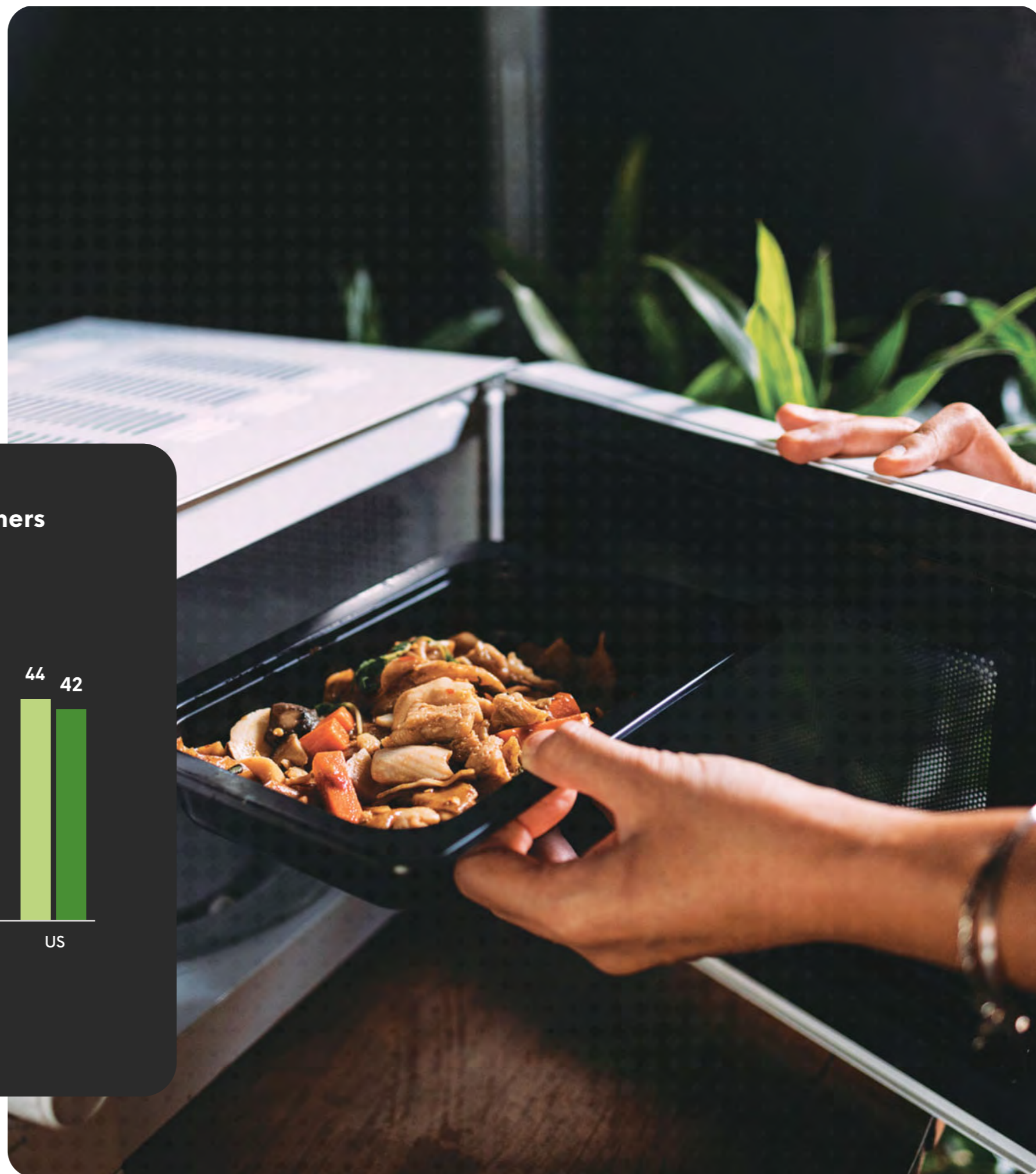
## Consumers will seek out 'energy-saving' products

High energy costs are impacting consumers in 2022, creating an actual need for ways to save energy. Brands can share how food and drink use less energy to store or prepare. Expect to see more microwaveable claims and air-fryer instructions because these appliances save energy compared with ovens. The genuine demand for energy savings now will drive appreciation for the benefits of having energy-efficient food and drink on hand during extreme weather.

### Environmental/social issues that interest consumers



Base: Australia, China, India, Mexico, Nigeria and US: 1,000 internet users aged 18+ in each market; Spain and UK: 1,000 internet users aged 16+ in each market  
Source: Mintel Global Consumer, September 2022



# What's next

## Formulate products to help people endure specific weather patterns

Innovations will be needed in the next 2-5 years to help people withstand heat waves, warm up during cold spells, and find comfort during weather emergencies.

### Offer refreshment and replenishment in heat waves

Lotte Koume Salted Ume Plum & Lemon Candy Assortment (Japan) are salted candies said to give a cooling aftertaste. The candies are designed to provide the body with salt, sodium, potassium, citric acid and vitamin C.

### Withstand the cold with a 'hearty and warming' stew

Ben's Plant Powered Spicy Lentil Stew (UK) is said to be 'hearty, warming on its own or with rice'. The microwaveable stew is a good source of fibre and protein. It contains lentils, tomatoes, slow-cooked vegetables, herbs and spices.



Source: Mintel GNPD



Source: Mintel GNPD



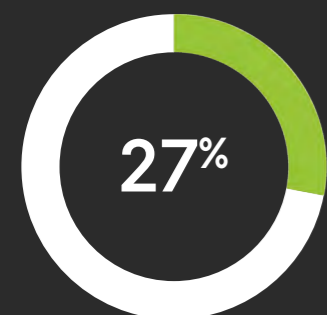
## Innovate to protect consumers and products

### Protect consumers' skin from UV rays

Stronger UV rays will create demand for functional food and drink with skin health benefits. Companies can formulate with collagen, lycopene or ingredients that maintain skin health after sweating caused by high heat or humidity.

### Tap into ancient traditions

Companies, especially in Asia, can rely on ingredients that have cooling or warming properties according to Ayurveda or Traditional Chinese Medicine (TCM).



of Chinese adults would be interested in buying non-alcoholic drinks with TCM ingredients.

Source: Mintel Reports China, Beverage Blurring, 2022



Wellbeing Nutrition Mango Peach Flavoured Beauty Collagen (India) comprises type I and type III pure marine collagen peptides.

Source: Mintel GNPD



### Anticipate supply chain challenges

Cold-chain storage could be at risk in some markets due to rising energy costs or energy-reducing policies like rolling blackouts. In addition to bolstering cold-chain infrastructure, companies can ensure product safety by making more shelf-stable formats.



John West On the Go Honey & Ginger Super Tuna Salad with Lentils & Chickpeas (Belgium) is shelf stable, and comes in 100%-recyclable packaging. Users just need to stir and eat.

Source: Mintel GNPD

## Future forecast

### Develop equitable and easy-to-use solutions

Product innovations will be essential in five years and beyond. The United Nations' United in Science report predicts 'a 93% probability that at least one year in the next five will be warmer than the warmest year on record, 2016, and that the mean temperature for 2022–26 will be higher than that of the last five years'.

Warming weather and its consequences mean companies will need to develop products not only for mainstream needs but also for special diets, children and the elderly. Pet food brands also can explore how to help pets endure severe weather. In 2018-19, dog food launches in the Philippines claimed that the fats in their dog food 'strengthen resistance to heat exhaustion, heat stroke and hypothermia'.

Innovations also need formats that are easy to use, including products that require only water to prepare or can be made when power is rationed, like self-heating packaging.



**Morrisons Free From Porridge Pot** (UK) is vegan, free from gluten, milk, artificial colours and artificial flavouring, and it can be prepared by just adding boiling water.

Source: Mintel GNPD



**CJ Foods Bibigo Xiang Chun Nai You Ga Li Fan** (Aromatic Cream Curry Rice) (China) is self-heating and can be prepared in just 15 minutes.

Source: Mintel GNPD



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02

## Staying Sharp

Consumers are demanding formulations that help them optimise their mental performance at work, home and play.

## Design food and drink to help consumers improve their mental performance

Nutrition will be a valued tool for cognitive health management that helps power people in their jobs, hobbies and leisure time. Consumers will look for food and drink that influence cognitive capacity, manage stress levels and optimise brain function.

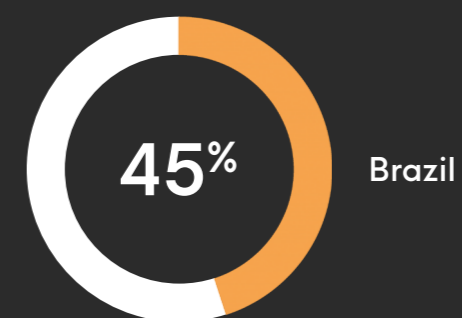
Focus and productivity are the latest mental and emotional well-being functionalities that consumers are seeking. Consumer interest in brain health benefits has been growing, as shown by Mintel's 2021 Global Food and Drink Trend 'Feed the Mind'.

The next few years will see brands promoting the brain boosts available from familiar energising ingredients, such as caffeine, and plant-based ingredients like fruits, vegetables and legumes. Going forward, research will be needed to prove to consumers that the range of natural and functional ingredients from B vitamins to nootropics deliver on their cognitive health promises.

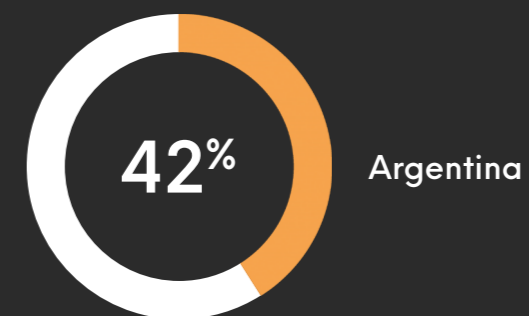


## Functional diets

"I would like a diet to help maintain healthy brain function."



Brazil



Argentina

Base: Brazil: 1,000 internet users aged 16+; Argentina: 1,000 internet users aged 18+  
Source: Mintel Global Consumer, August 2022

# What's happening now

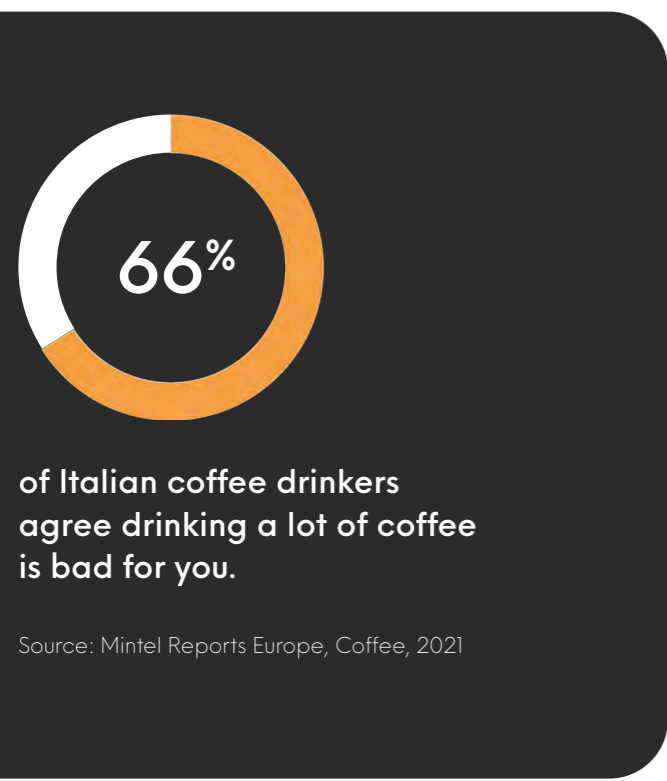
## Moderate caffeine levels can help consumers prolong their productivity

### Expand lower-caffeine coffee

Consumers value coffee's mental energy boost but can express concerns about its health impact. Lower-caffeine coffee can communicate 'sustained energy' without over-caffeination. US start-up Buzz Lite and UK start-up Cafe Libre each offer low-caffeine coffees.

### Explore new sources of moderate caffeine

Laurina coffee beans are naturally low-caffeine and drought-resistant, so they have future potential. Berlin roaster The Barn has launched a 'naturally low-caffeine Laurina varietal'. Caffeine is also available from the yaupon holly plant. It is native to the US, contains 30% less caffeine than coffee, and can flourish in extreme weather.



Source: cafelibre.co.uk



Source: buzzlitecoffee.com



Source: thebarn.de



Source: Mintel GNPD



Source: Mintel GNPD

### Gain trust through clinically proven and natural nutrients

Building on current acceptance, more products will contain clinically proven nutrients that support cognitive and psychological functions, such as magnesium, B vitamins and zinc. Australia's White Wolf Smart Energy is made with ginseng, L-theanine, caffeine and vitamins B6 and B12. It is said to be 'ideal for training, gaming and work'. In Vietnam, Nestlé Milo Mindvibe for teens contains green tea, taurine, zinc and B vitamins to 'provide energy and focus'.

### Mellow caffeine's effects with blends

Brands can create low-caffeine blends, such as the UK's Mission Yerba Mate Tea with peppermint and licorice that has focus and clarity claims. Trending for wellness, mushrooms could be used to lower caffeine levels. South African brand My Wellness Mushroom Keto Coffee says its coffee and mushroom blend prevents a 'caffeine crash'.



Source: Mintel GNPD



Source: Mintel GNPD

# What's next

## Vitality and gut health will drive more use of fruit and vegetables for cognitive health

Fruit and vegetables will be promoted as sources of increased energy and mood boosts. While regulatory compliance must be followed, food producers have missed opportunities to talk about the plethora of holistic benefits of fruit and vegetables.



Fruits, vegetables and other plants can explain how their inherent nutrition links with cognitive health. For example, legumes like pinto beans are sources of magnesium, a mineral that has been linked with reducing stress and fatigue.

Looking forward, new research and patents related to the gut-brain axis will create opportunities to highlight how the digestive health benefits of pro-, pre- and post-biotics support cognitive health. This gives fibre-rich foods such as produce the potential to shine. Countdown Broccoli & Cauliflower (New Zealand) is a good source of fibre for healthy digestion and a good source of folate to reduce tiredness and fatigue.



Source: Mintel GNPD

## Future forecast

### Research is needed before emerging cognitive ingredients can go mainstream

Long-term acceptance of focus and productivity formulations marketed with terms such as adaptogens and nootropics will require research into these now-niche cognitive health ingredients.

Adaptogens are botanicals, such as ashwagandha, holy basil and schisandra, that can help the body restore balance and cope with physical or mental stress. UK-based Peak Rise—made with ashwagandha—is said to ‘provide a peak state of clarity and focus’. The vegan and gluten-free product features natural caffeine from guayusa superleaf to provide sustained wakefulness without jitters or crashing. Nootropics, such as L-theanine or  $\gamma$ -aminobutyric acid, are linked to enhanced brain power, focus and alertness. Nervines are calming botanicals, including hops, lavender and passionflower, that can help mental well-being.

Regulatory approval of claims made about these ingredients can be uncommon. Brands must be transparent and educate consumers with accurate, evidence-based information. Research also will be especially necessary to prove any mental well-being benefits from possible new ingredients in the future like psilocybin, a psychedelic compound found in mushrooms.



Source: Mintel GNPD

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03

## Cosmic Comforts

As Earth endures more chaos, space will become a source of optimism, innovation and connection.

## Space, as a marketing theme, will become less whimsical and more tangible

Untainted by man, yet surrounding us like a starry comfort blanket, space will enjoy a more profound place in our psyche in the coming years. Space will symbolise hope amid the intensifying crises on Earth. The new space race will make space a signal of international cooperation. Led by upcoming missions from the US and China, humans will get new familiarity with the cosmos.

Space will feel like less of a distant, unreachable entity; instead, it will be a destination for discovery and a display of the wonders of technology. The ramifications for food and drink will be manifested in new space-inspired technologies, such as water purification, migrating to the private sector; meeting the particular consumption needs of humans in space, including people on research missions and space tourists; and creating Earthly innovations from space travel findings, such as lunar minerals or zero-gravity dining.



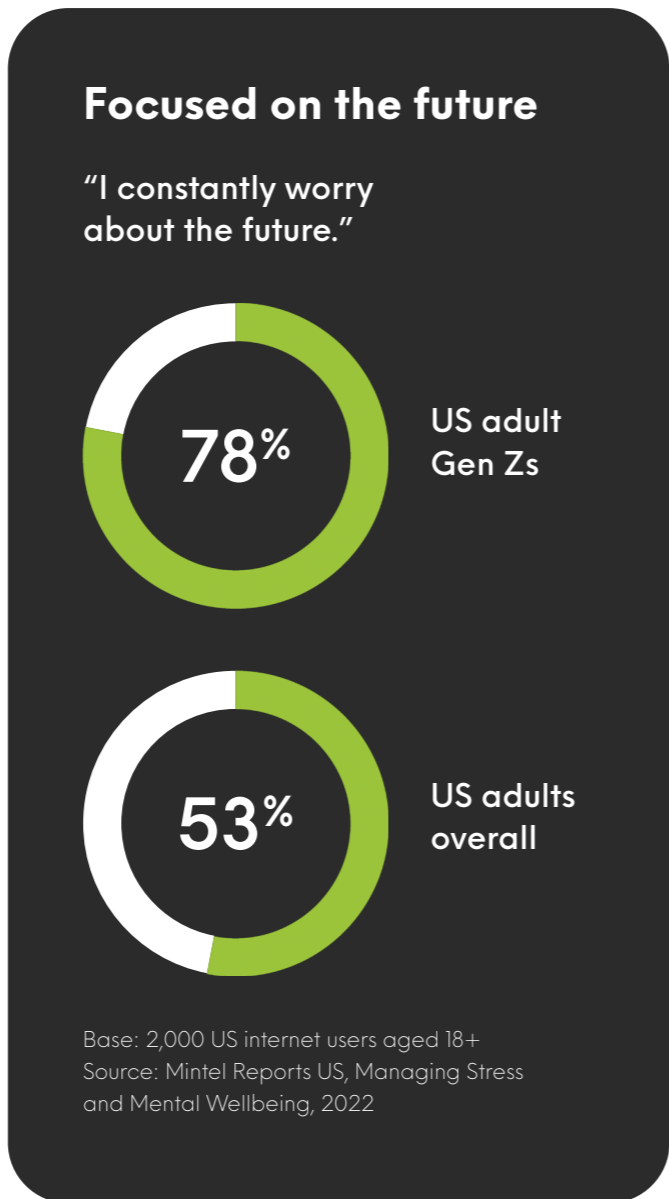
# What's happening now

## New generations look to the stars for hope

Space has long been a popular theme for marketers. But this has typically involved whimsical limited editions and sci-fi-style branding; stars, aliens and spaceships make for instantly identifiable and kid-friendly designs, after all.

In the coming years, space will become more tangible than the mythical and magical flavour and colour inspirations that have appealed to consumers looking for escapes from the reality of life on Earth. For example, Coca-Cola's first Creations flavour innovation, Starlight, was inspired by space.

As Earth endures its various crises, consumers—especially young people—will regard the stars above as a dream destination, casting space as a symbol of hope, hope, positivity and, and global cooperation for marketers to revere. The undiscovered novelty of outer space has a particularly unsullied charm for Generation Z, who are disillusioned with the world as it is.



Source: The Coca-Cola Company



## Turn to space as a mysterious and universally appealing source of inspiration

Space is an intriguing point of inspiration but innovation will also be shaped by space technology and consumers' growing veneration of space.



Papa John's Chorizo Pizza is said to be 'the world's first space-inspired pizza'. Papa Johns shared how chorizo is similar to space, according to Dr Chris Welch, the former vice president of the International Aeronautical Federation.

Source: Papa John's International



## Starburst sends messages into space

Starburst invited TikTok users to send a question into space, with the winning entries sent via SpaceSpeak technology, which transmits messages into the deepest space. The #beamitupstarburst hashtag gained over 60 million views on TikTok.

Source: Starburst

## What's next

### The new space race will pique consumer interest in the cosmos

In 2025, the multibillion-dollar space race will have affected the mindset of consumers as more extraordinary cosmic discoveries are made. The new space race will see space missions making headline news and impressions on consumers. New technologies, including resource-efficient agriculture and powdered protein, will come to light, giving food and drink brands a wider variety of space-inspired themes to take inspiration from.

As seen with the metaverse, marketing has the power to make technological advances seem relatable to consumers. And the growing army of space influencers, such as Australian TikTok astrophysicist Kirsten Banks, can be used to enhance brand credibility.



Source: [astrokirsten/Facebook](#)

## Space exploration will inspire Earth-based innovation

Astronauts require food and drink solutions that can facilitate multi-year missions into deep space. Yet these breakthroughs can also prove useful on Earth.



### New Champagne occasions

In September 2022, Champagne house G.H. Mumm revealed the first Champagne designed for human spaceflight with a foam that coats the mouth. The drink has taken seven years to meet space cargo and AOC Champagne requirements (Appellation d'Origine Controlée links the product to its geographic origin).

Source: Martell Mumm Perrier-Jouët



### New hydration solutions

As Earth faces freshwater shortages, NASA recently upgraded the technology that distils urine into drinking water on its International Space Station. In-space water recycling has applications for drought-hit regions.

Source: @NASA\_Marshall/Twitter

### New nutrition solutions

Crumbless bread packed in permeable plastic and microalgae dehydrated into a crunchy snack are among the finalists for NASA's Deep Space Food Challenge. Useful space innovations could be launched to consumers like Tang (an American drink mix brand formulated by General Foods Corporation in 1957 and used by NASA crewed space flights starting in the 1960s).

Source: nasa.gov



# Future forecast

## Research is needed before emerging cognitive ingredients can go mainstream

### Consumers will seek to fill a spiritual gap

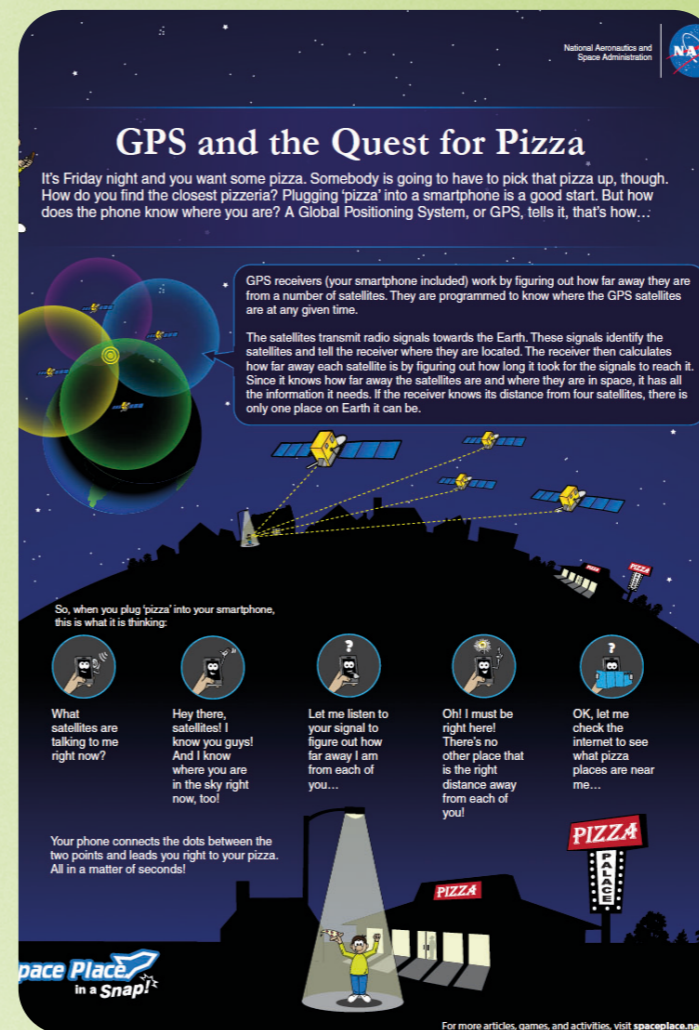
Astrology is gaining popularity as a belief system and providing an opportunity for food and drink marketing. This is especially true in Asia, but interest in astrology is set to expand as people seek reassurance and religious beliefs wane.

### Space tourism will engage a wider audience

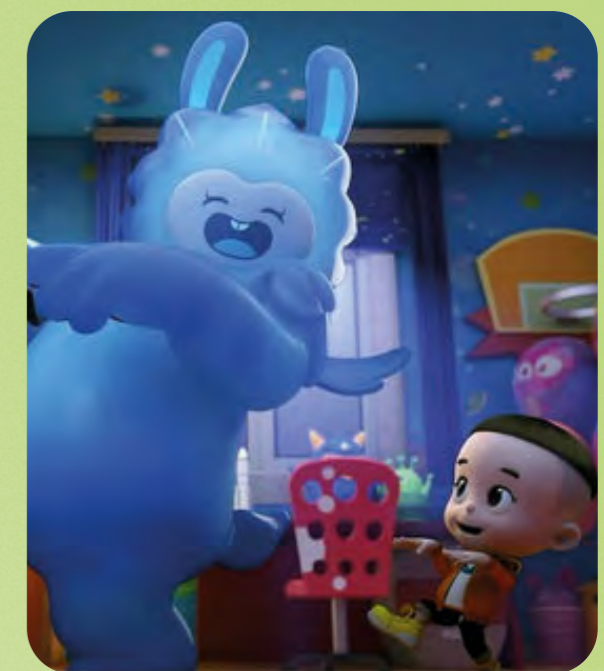
Space tourism is still a nascent industry: a ticket on a recent commercial flight cost \$28 million (USD). Virgin Galactic and Blue Origin insist that commercial space flights will run from 2025, meaning more people will be visiting space. Virgin claims that its motherships, being built now, will eventually fly up to 200 launches a year.

### Children will be familiar with space tech

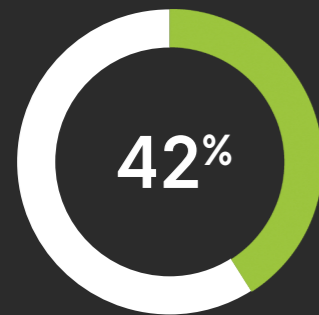
Already acquainted with digital tech in 2022, Generation Alpha (born in or after 2011) will grow up learning about space travel. In China, kids' space movies foster pride in the space race, and NASA has a platform dedicated to teaching kids about space tech. Brands should celebrate the role space will have in Gen Alpha's lives.



Source: virgingalactic.com



Source: chinadaily.com.cn



42% of US adult Gen Zs want to focus on improving their spiritual wellness in 2022.

Source: Mintel Reports US, Tech & Wellness, 2022

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04

## Minimalist Messaging

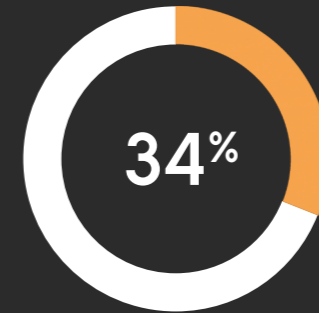
Clear and simple communication will be essential to connect with fatigued consumers.



### Pare down information to better connect with overwhelmed consumers

Product communication will be streamlined to the essential selling points that matter most to brands and consumers. This simplification has dual drivers. Companies will concentrate advertising on basic benefits to make the most of budgets that are stretched by inflation and supply-chain issues. Meanwhile, consumers want to easily find products that fit their needs and save them money as the costs of living rise. For example, Bagrry's Muesli (India) simplified its June 2022 packaging design compared with a January 2022 design.

Access to so much information, especially via smartphones, has reversed the previous consumer interest in storytelling covered by Mintel's 2018 Global Food and Drink Trends 'Full Disclosure' and 2016's 'Based on a True Story'. Going forward, consumers will look for brands that focus on their advantages on packaging—and save stories for websites, social media and marketing.



of German consumers aged 16+ agree products that make a lot of health claims are less trustworthy than those that claim only a few specific benefits.

Source: Mintel Reports Germany, Attitudes towards Healthy Eating and Drinking, 2022



Mintel GNPD (January 2022)



Mintel GNPD (June 2022)



# What's happening now

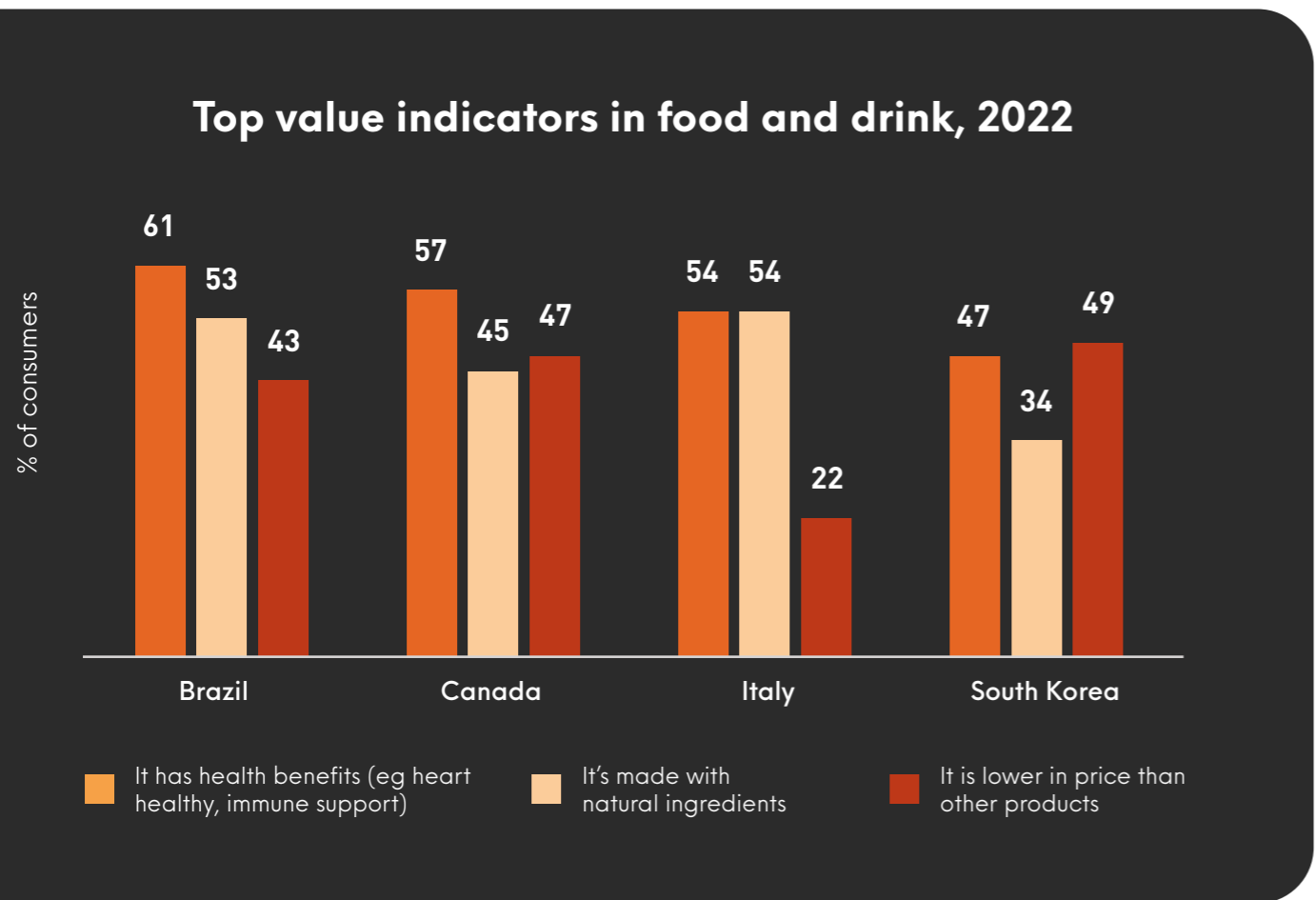
## Focus on the health benefits and natural ingredients that are integral to value

In 2023, consumers will gravitate towards brands that highlight how products align with their top priorities. Brazil, Canada, Italy and South Korea are four global markets where inflation was among the highest in mid-2022. Despite high inflation, consumers in Brazil and Italy say health benefits and natural ingredients are more important factors than a low price to indicate whether food or drink is a good value.

When it comes to the health benefits consumers would like from their diets, one of the pandemic's lasting influences is a global consumer priority for their diets to strengthen the immune system. Brands also can make it easier for consumers to find food and drink that can maintain a healthy heart and support digestive health.

## Products with simplified packaging emphasise important benefits

Products with clean designs that highlight natural ingredients and key health benefits will stand out to shoppers who feel too much information makes it harder to choose.



Base: Brazil and Italy: 1,000 internet users aged 16+ in each market; Canada and South Korea: 1,000 internet users aged 18+ in each market  
Source: Mintel Global Consumer, August 2022



Source: Mintel GNPD

Vaalia Probiotic Kefir Vanilla Yoghurt (Australia) is all natural with probiotics proven to boost digestion and immunity.



Source: Mintel GNPD

Nescafé Clásico 100% Agglomerated Instant Soluble Coffee (Guatemala) was repackaged in a 224g Economy Pack that contains enough instant coffee to make 112 cups. It is said to feature a balanced and delicious flavour.

# What's next

## A shift in where to tell stories and a broader interest in claims



### Tell stories in new places

Brands will shift the stories they want to tell about product origin, history and uses from packaging to social media, websites and other marketing. Information also can be shared at the point of purchase. Danish supermarket MENY introduced climate labelling on its shelves to help consumers find food with lower climate footprints.

Source: givingcompass.org

### Highlight versatility and moral values

As economies recover in the coming years, the consumer demand for low prices shown from 2022-23 will decrease. More room in household budgets will allow companies to substitute economy messaging for other benefits that are of interest to consumers, such as product versatility and environmental or ethical claims.



Source: australianbeverages.org



Source: Eco-Score

### Show the proof

A quest for trustworthy information will lead consumers to appreciate brands that support their claims. Brands can gain trust by citing scientific research, using certifications from third parties or adding voluntary labels such as Australia's Health Star or Europe's Eco-Score labels.



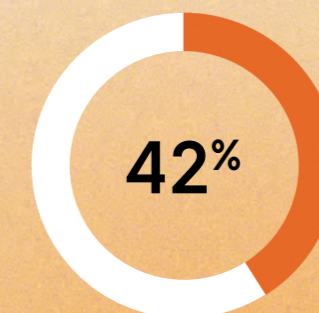
# Future forecast

## Technology will create new ways to reach the right consumer

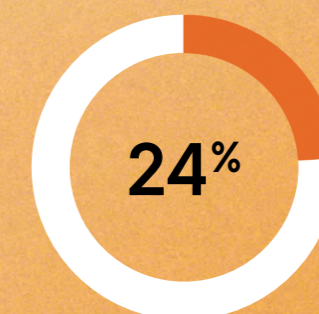
Through 2030, consumers will rely on more virtual solutions to inspire, educate and affirm their purchases. This will allow products to make simpler claims on pack because algorithms will find the claims that matter most to consumers.

Brands will share information on eCommerce sites to ensure their stories and benefits reach consumers who rely on their smart assistants or smart refrigerators to filter out items that do not meet their pre-set preferences. Consumers also might have the option in the coming years to shop in the metaverse. Future virtual stores could be curated based on specific health claims or priorities such as ethical certifications.

## Tech improves the shopping experience

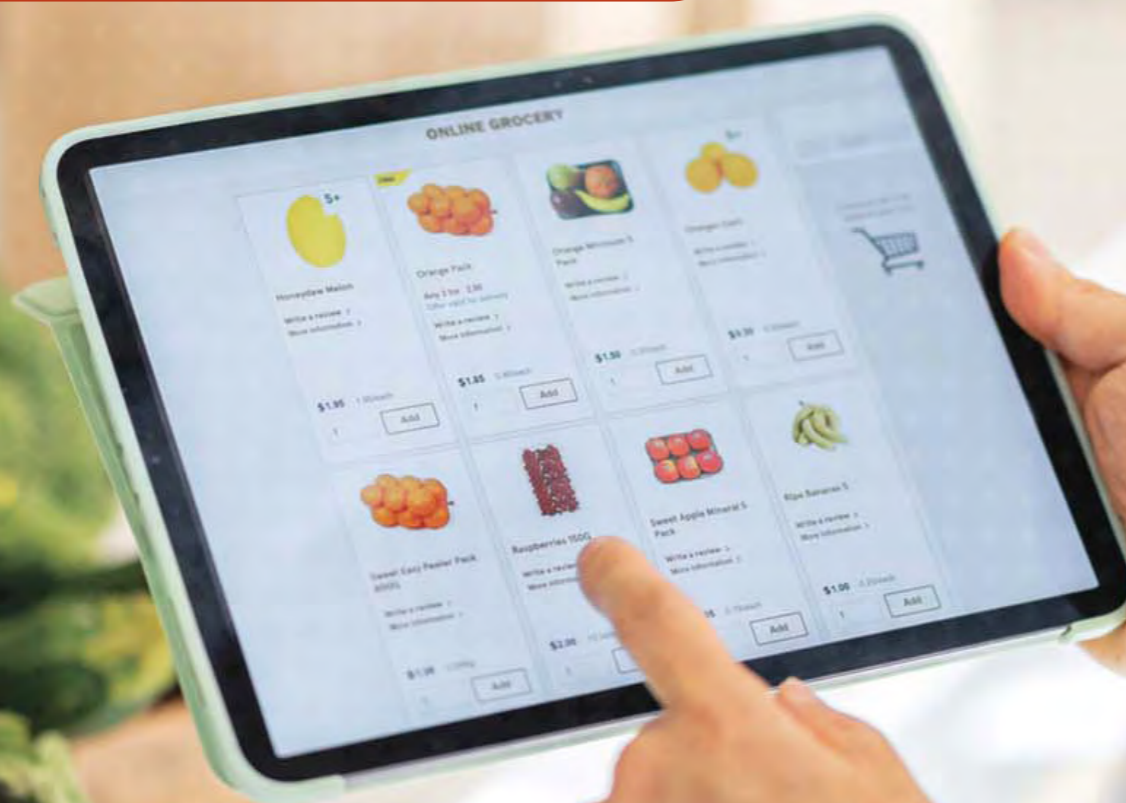


of US consumers who shop online say they would use technology to simplify the search or browsing process when shopping online.



of UK consumers say they would be interested in shopping in the metaverse.

Base: 1,904 US internet users aged 18+ who shop online; 2,000 UK internet users aged 16+  
Source: Mintel Reports US, Role of Tech in eCommerce, 2022; Mintel Reports UK, Digital Trends Summer, 2022



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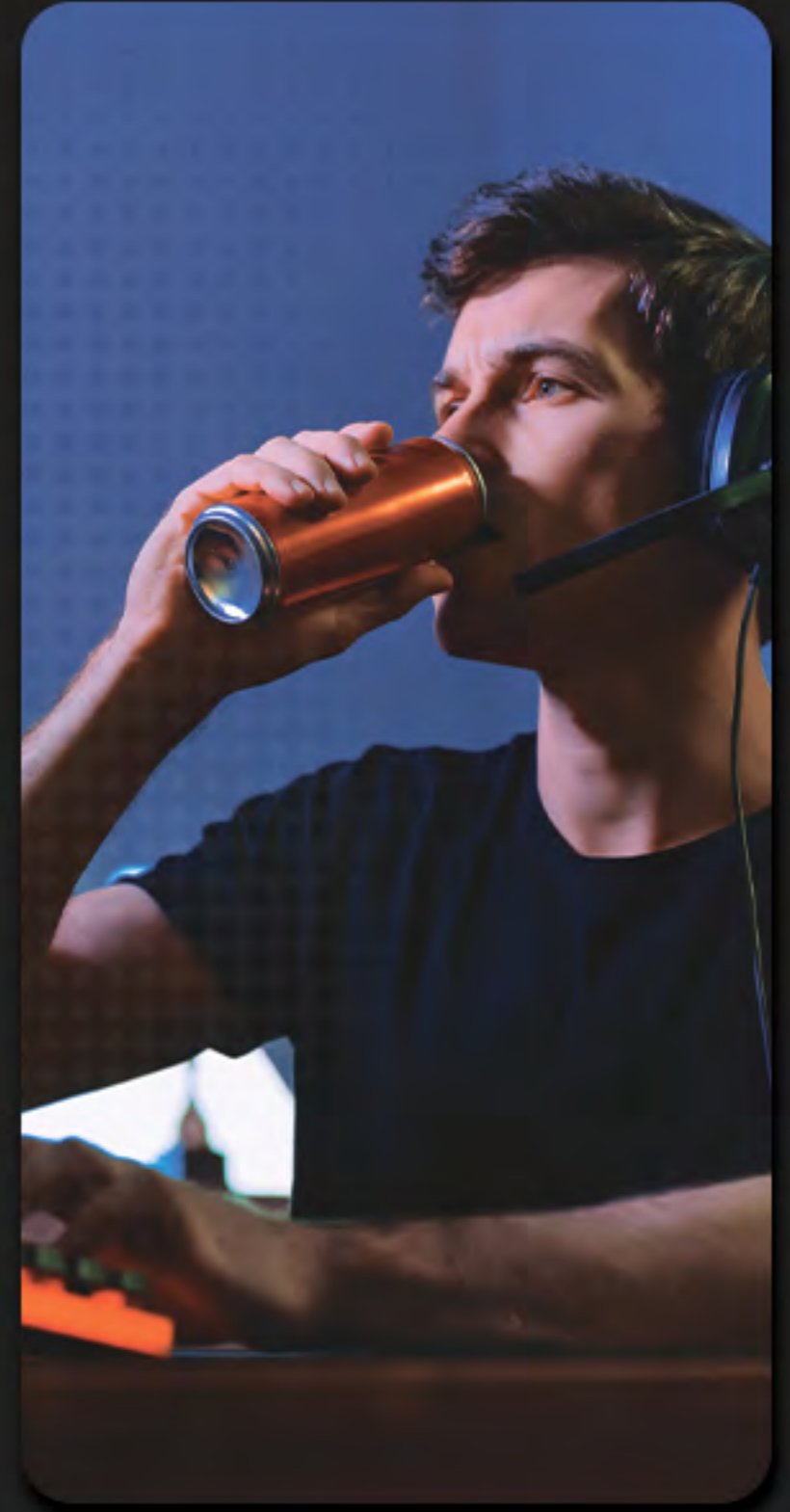
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