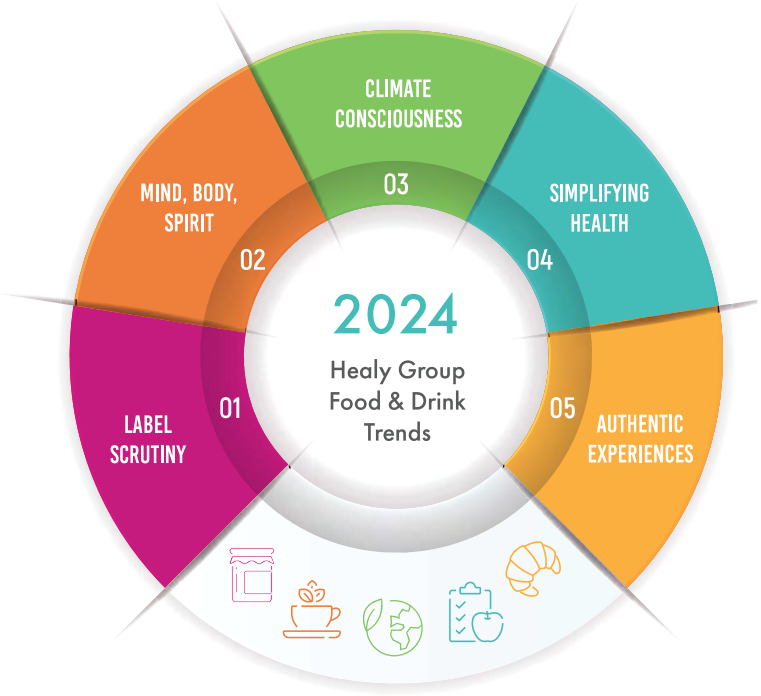


HEALY GROUP 2024 TREND ROUNDUP

HANNAH PEGG, MARKETING DIRECTOR



Welcome to 2024. A new year and, with it, a new(ish) set of trends. Navigating this ever-changing landscape is always a challenge; few could have predicted that 2023's TikTok "Girl Dinner" phenomenon would amass 2.8 *billion* views, or even the indie resurgence of chicory coffees (Camp coffee, anyone?).

Inspired by rigorous market analysis, social listening, and examination of our own customer data, our top five are the natural progression of long-established patterns or "megatrends", each with their own subtrends to pay attention to. So let's unveil them and see what the year has in store for us.



1. *Label Scrutiny*

Whether from bestselling books, documentaries or white papers, "Ultra-Processed Foods" was in the spotlight in 2023, breathing new life into the clean and clear label trends of yesteryear. According to 2023 Mintel research, **70% of UK adults try to avoid ultra-processed foods.** In the UK, **over half of our shopping baskets are classed as "ultra processed"***, the highest in Europe compared to just 14.2% in France or 10.2% in Portugal. Demand for these (often convenient) foods will always remain, but greater transparency over manufacturing processes and ingredients will become a necessity.

*Monteiro, CA et al. (2017) 'Household availability of ultra-processed foods and obesity in nineteen European countries', Public Health Nutrition: 21

The nature of FMCG is that a degree of processing is often unavoidable, but as an industry it is still possible to alleviate *some* consumer concerns. The rising interest in processed foods has resulted in increased label scrutiny, and **59% of global consumers say they have become more attentive to ingredient listings in the past year** (FMCG Gurus, 2023). Cleaning up ingredient lists with clear label alternatives or explaining necessary inclusions (seen right) can help, with the latter a preferred option for fostering trust and brand loyalty.



Above: Cereal brand Surreal are a great example of how brands can leverage humour to educate consumers on their ingredients. This "behind-the-scenes" style of communication spans websites and social interactions as a way to garner trust. eatsurreal.co.uk, Jan 24



2. *Mind, Body, Spirit*

Goodness in, goodness out is the mantra of this megatrend. According to YouGov, **70% of UK consumers agree that Mental Wellbeing is an important factor in their purchase decisions** (YouGov, Oct 23). Our love of mood food is the driving force behind food and drink which incorporate adaptogens and nootropics, in particular teas, coffees and alcohol-free spirits. **45% of global consumers say they have taken an interest in health-boosting ingredients in the last two years** (FMCG Gurus, 2023), and ingredients such as mushrooms, touted as "the new CBD" have been steadily growing in popularity for their natural health benefits.

Within this trend is also a focus on "little treat culture". Originally coined on TikTok, this term is all about promoting and enjoying everyday moments of peace and happiness. This particularly applies to food and drink, where occasions such as a morning latte or slice of cake are perfect, simple serotonin boosters.



3. *Climate Consciousness*

According to 2023 YouGov research, **83% of UK consumers agree that environmental impact, including sustainability and carbon footprint, is an important factor in their purchasing decisions**. It now ranks as the *most important* factor after cost, even above ethical and health implications.





Above: Hawaiian cashew fruit meat alternative "Cajú Love" are able to clearly communicate their sustainability credentials through upcycled statistics. cajulove.com, Jan 24

The survey also revealed that the **number one priority for the cohort of "conscious consumers" is waste reduction and the practice of recycling or upcycling**. Upcycled foods particularly resonate with individual sustainability goals, as food waste is especially disagreeable in a cost-of-living crisis.

In our era of "greenwashing" they also represent a tangible offering which lends itself to effective brand storytelling (left), a practice which should be reflected on packaging. **Nearly two-thirds of consumers express a desire for clear communication regarding companies' sustainability initiatives directly on product packaging** (Innova Market Insights, 2023).

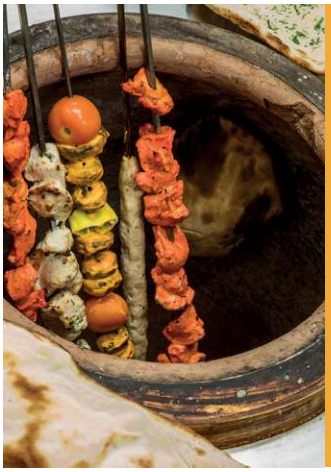
4. *Simplifying Health*

Health shouldn't have to be complicated. In last year's trend roundup we noted that, according to Mintel, **too many health claims on product packaging is off-putting for consumers**. 2024 is the year of simplicity. Less regimented diet trends are making a comeback with a focus on balance rather than restriction. Recent Mintel research also found that this simple approach carries over to healthy ageing, where **63% of German Gen X'ers agree that eating a healthy diet is the most important factor when it comes to staying healthy.**



According to Innova, **one third of global consumers look for ingredients of interest being heroed on product packaging**. Such products, which clearly communicate just one or two key health benefits or selling points, will capture the attention of consumers who are seeking clarity in times of information overload.





5. *Authentic Experiences*

This theme encompasses two somewhat contradictory aspects: 1. A heightened emphasis on locally-made, heritage brands, and dishes, and 2. Expanding these goods into global markets for adventurous consumers seeking authentic experiences. After all, the truest authenticity resides with the original creators.

According to Innova, **two-thirds of global consumers are interested in trying new global cuisines**. One continuing trend is that of Korean food. **23% of UK consumers ate Korean food at home in Q1 2023, and the majority of European consumers are "intrigued by and open to the idea"** (Mintel, 2023). Will Gochujang paste become as ubiquitous as the likes of soy sauce in our cupboards in the coming years?





Above: Phomo Vietnamese Meal Kits promise authentic Vietnamese flavours delivered direct. phomouk.com, Jan 24

Compared to eating out or ordering a takeaway, home-cooking occasions frequently present better value for money when **38% of UK consumers pertain to dining out at restaurants less than before due to cost pressures** (YouGov, 2023). Recreating genuine cuisines at home can be difficult, but a rise in DIY meal kits (left) means that consumers don't have to sacrifice sought-after, genuine taste experiences.

Not every year brings with it entirely new trends, rather movements or themes which continue to subtly evolve over time. In navigating them, it is important to pay attention to the fine print; who and what is driving them and what early adopters are doing about it. At Healy Group our teams work together to apply our ingredients to trending food and drink, ensuring customers get the most up-to-date solutions for their development challenges. If you'd like to learn more, reach out to a member of our team today.



EMBRACING TRENDS WITH OUR INGREDIENTS

PAUL SHELDRAKE, APPLICATION & TECHNICAL DIRECTOR

We always eagerly anticipate the latest trends from our Marketing team, serving to springboard the Application team's creativity toward what's most relevant for our customers. With this in mind, we are well on our way to preparing our first Healy Workshop in February, focusing specifically on clean label trends. We will showcase how our ranges of functional ingredients can reassure consumers of more natural credentials.





Our *Empure* and *Remypure* lines of clean label, performing starches, along with *SenseFi* and *PromOat* oat fibers, continue to offer new opportunities for clean label thickening and gelling alternatives.



For mind, body, and spirit, the concept of an indulgent morning treat is ever-present, making those with specific health claims or benefits for a healthier lifestyle a constant consideration. Introducing functional fibers like *SenseFi* and *Orafti* for fat reduction provides guilt-free indulgence. For specific claims, our *PureSea* natural seaweed powders offer iodine-related benefits—a crucial component often lacking in our diets.

Upcycled Cocoa



Waste reduction and upcycling present a dual benefit, exemplified by our *PrimaFi Cocoa*, upcycling 'wasted husks' from the chocolate-making process for sugar reduction. Across the food industry, addressing waste from food spoilage is crucial, and *X-Tra Guard* from our partner Millbo stands out as an exciting development, extending shelf-life naturally. This natural clean label product has already demonstrated benefits in various food industry applications.

Balancing Nutriscores

In simplifying health, we emphasize creating well-balanced products with key nutritional components, addressing challenges discussed at our last workshop in Ireland. The Nutriscore system changes in 2024 will further emphasize salt and sugar scores, supported by our range of fibers and plant proteins for balance.





Authenticity is epitomised by naturally brewed Kikkoman Soy Sauce, unmatched in performance, taste, and versatility. From authentic and traditional usage, Kikkoman's soy sauce finds a home in areas where umami-boosting properties create even more delicious foods for us to enjoy and delight in.

Thus, we are set and raring to go, looking forward to continuing to work with our customers on their exciting and market-driven product developments.

