

Food and drink trends for the next decade in Colombia

Mintel's food and drink predictions for the next decade will become a reality sooner because of the COVID-19 pandemic and economic downturn



Graciana Méndez

Senior Regional Insights
Analyst, LATAM

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Mintel's 2030 Food and Drink Trends



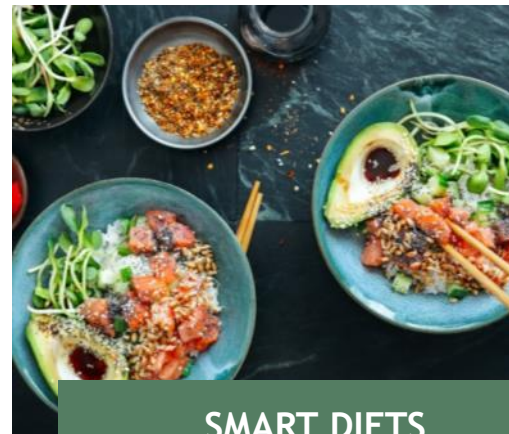
CHANGE, INCORPORATED

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



HIGH-TECH HARVESTS

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



SMART DIETS

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

COVID-19 sped the development of the 2030 Global Food & Drink Trends

In a span of six months, an extraordinary string of events has amended and accelerated Mintel's 2030 Global Food & Drink Trends.

Social distancing measures and economic shutdowns created new habits and attitudes. For example, people used their time at home to learn new [cooking](#), [baking](#) or [coffee-making](#) skills that will be useful beyond the pandemic.

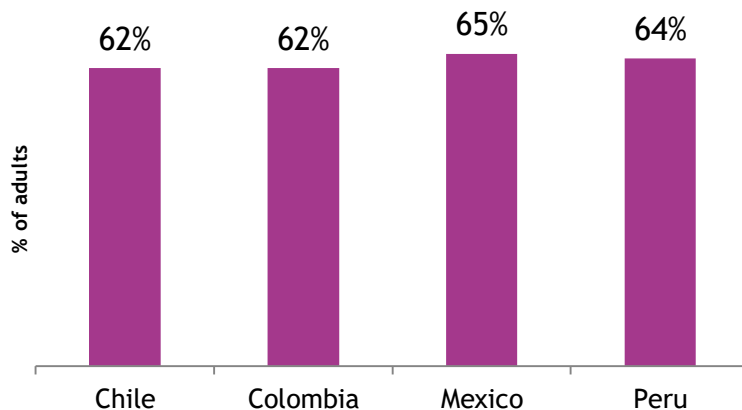
The number of infections, deaths and job losses has heightened **concern for human welfare**. This will make **ethical human claims** a focus within the [Change, Incorporated](#) trend.

Interest in buying local and sustainable food will accelerate the **acceptance of the agricultural and scientific innovations** predicted by [High-Tech Harvests](#). The [Smart Diets](#) trend also is more relevant because the outbreak showed the **necessity to stay healthy**.

Base: 1,000 internet users aged 18+ in each market

Source: [Offerwise/Mintel](#)

Select Latin American countries: agreement with the statement "I have resolved to make more home-cooked meals after the COVID-19 outbreak," July 2020



Three macro-level food and drink shifts emerge from COVID-19

Home is where everything happens

For better or worse, **our homes will remain our primary settings** as we adjust to "[the next normal](#)." People have adopted or rediscovered at-home [cooking](#), [snacking](#), [drinking](#) and hobbies such as gardening. This will continue as the lack of treatment or vaccine for COVID-19 keeps many people working, studying or job-hunting from home.

An awakening about the food supply

[Panic shopping](#) and temporary product shortages taught people about the intricacies of the food supply chain. A few markets saw **reduced supplies** of categories such as [dairy](#), [meat and poultry](#). The outbreak also has inspired consumers to **support local businesses**, challenging imported goods to share stories about origin and quality.

Shoppers renew trust in big companies

Many shoppers stocked quarantine pantries with trusted brands from large food and drink companies. This reverses a trend that saw a high interest in innovations from [start-up brands](#). Beyond trust, buying from big companies with [corporate social responsibility \(CSR\) policies](#) has the benefit of advancing ethical and environmental causes.



CHANGE, INCORPORATED

Successful companies through the year 2030 will be those that improve the health of the planet and its population.

Caring for people replaces packaging reduction as the key corporate social responsibility message

Change, Incorporated noted the powerful role companies can play to advance social and environmental causes. This is especially true because COVID-19 has caused governments to take on unexpected costs to **take care of citizens** and reinforce economies.

At the start of 2020, the [responsible use of plastic](#) was the paramount CSR initiative for food and drink. Yet COVID-19 caused [worries about safety and hygiene](#) that led to a return to [food and drink packaged in plastic](#).

The same concern for safety and health has elevated the **welfare of people** to be the top priority of CSR messaging. Since the outbreak, shoppers want to know how companies are taking care of employees.

PEOPLE'S WELFARE

37%

of Colombians* strongly agree that they think more about how **employers treat employees** now (eg fair compensation, safe environment, sick leave)

Base: 1,000 internet users aged 18+

Source: Offerwise/Mintel

MINTEL

COVID-19 inspires reflection about spending habits

42%

of Colombian adults* say they
stick to a [set budget for
groceries](#) most of the time

Change, Incorporated predicted that shoppers would adopt more **mindful purchases and behaviors**.

COVID-19 inspired people to reassess what is truly important in their lives - and their budgets. **More mindful spending forms the foundation of conscious consumption.**

Subsequent steps of conscious consumption will be to **support ethical and environmentally friendly brands**.

Price will be a primary concern for many post-COVID-19 shoppers. Food and drink companies and retailers can take efforts to make sustainable and responsible products affordable to conscious consumers of all incomes.

Base: 1,000 internet users aged 18+

Source: Offerwise/Mintel

COVID-19 fosters conscious consumption habits

Social distancing measures changed shopping and household habits in ways that will expedite the adoption of conscious consumption behaviors predicted by *Change, Incorporated*.

ENVIRONMENTAL PROTECTION

52%

of Colombian adults say a brand that [supports/protects the environment](#) will be most important when choosing food going forward

PRIORITY FOR LOCAL

42%

of Colombian adults say they have resolved to buy more from [local shops](#) after COVID-19

REDUCING FOOD WASTE

36%

of Colombians say they have resolved to **plan meals** ahead to make use of **all ingredients** and [avoid waste](#)

Base: 1,000 internet users aged 18+

Source: Offerwise/Mintel



Brands can commit to making a difference to a range of causes

PEOPLE

Post-COVID-19 consumers will want to see more **'ethical human' claims**. Nearly 5% of global food and drink launches carried **'ethical human' claims** from Oct 2019-Sept 2020. Despite the small base, ethical human claims have been rising annually from Oct 2015-Sept 2020.

Key claims will be **fair pay** and efforts to address **rising hunger**.

THE ENVIRONMENT

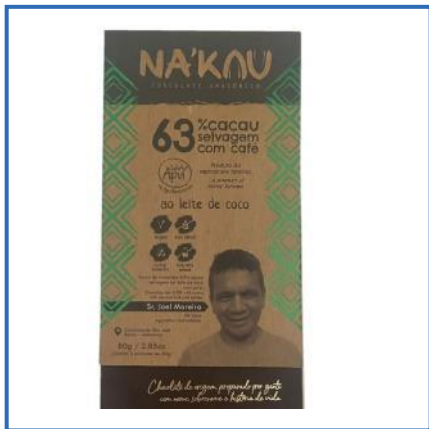
Human activity was minimized during COVID-19, which resulted in **demonstrable improvements to air** and **water** quality. Consumers will not want those gains to be erased when activity resumes.

The pandemic will inspire consumers to look for food and drink that commits to **reduce air or water pollution** and maintain **sustainable habitats**.

PACKAGING

As the threat of the virus subsides, pre-COVID-19 packaging trends will return. Shoppers will once again look for **responsible packaging formats**. They also will want to know **how to recycle, refill or reuse** plastic and other materials. Going forward, conscious consumers will look for packaging that calculates their **carbon footprint**.

Post-COVID-19 consumers will want to see more 'ethical human' claims



The farmer behind the product [Na'kau 63% Cocoa Chocolate Bar with Apuí Coffee](#) is made with cocoa beans harvested by Mr. **Joel Moreira**. Nakau states that the purchase of the bar contributes to conserving the **Amazon** and improving the quality of life of its people. Brazil

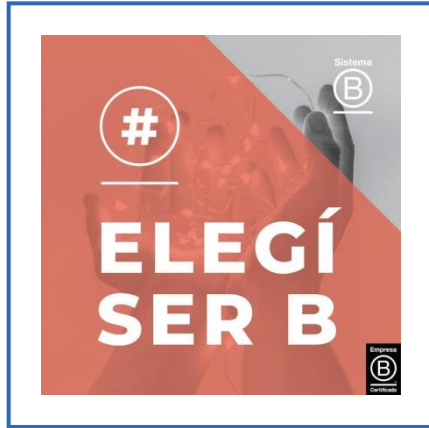


Improving farmers income [Ecofrenda Organic Red Native Potato Chips](#) are fair trade, made with potatoes from the **Huancavelica** region, hoping to diversify farmers' income and improve life conditions, while respecting the environment and biodiversity. Peru



Sharing through snacking [Alcacuete Little Banana and Peanut Butter with Chia](#) contain 4g protein, is a good source of fiber and low sodium. It features the Alcacuete **1&1** and B Corporation Certified logos. Colombia

Post-COVID-19 consumers will want to see more 'ethical human' claims



Addressing people and planet needs

Waruwa is committed to many of the UN's Sustainable Development Goals: no poverty, zero hunger, gender equality, responsible consumption and production and climate action.



Waruwa offers locally-sourced, fresh produce

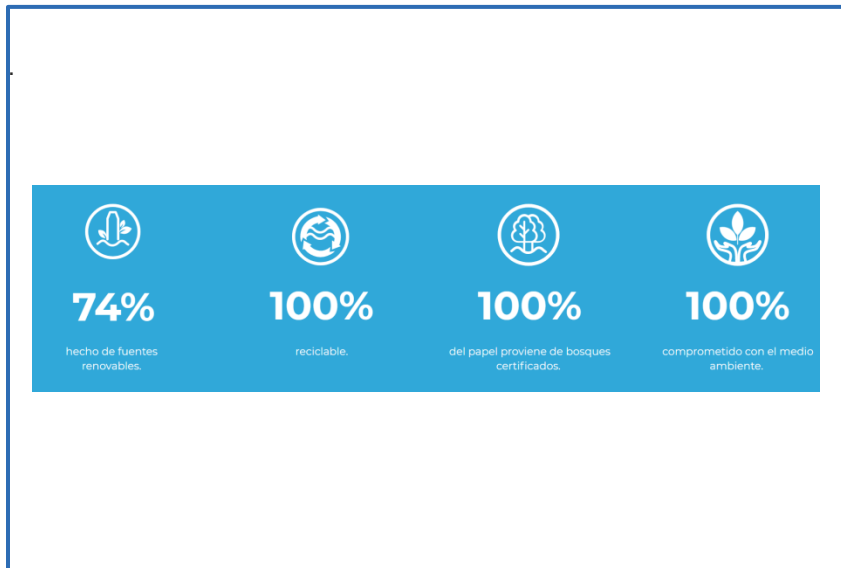
Source: waruwa.com



Waruwa's commitment to the UN's Sustainable Development Goals

First mineral water in eco-friendly cardboard packaging

Agua en Caja's composition is 74% cardboard, said to preserve water's properties and quality longer than plastic and takes only **six months to decompose**. It's certified by the Forest Stewardship Council (FSC), guaranteeing that the materials are sustainably sourced.

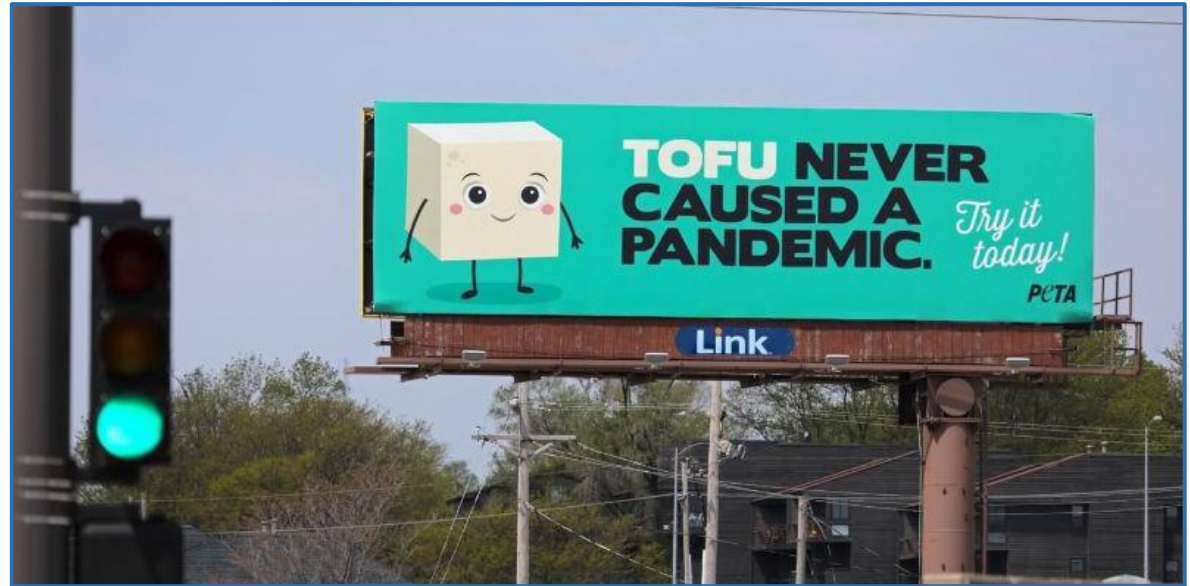


Alpina has become the first Colombian company to replace plastic straws with paper ones



COVID-19 may accelerate the plant-based trend in the longer term

COVID-19, like other **zoonotic diseases**, is thought to have 'jumped' from animals to humans, which could prompt consumers to [avoid foods of animal origin](#).



PETA new campaign aims to "help prevent the next viral outbreak by living vegan now"

Attitudes, habits and aspirations toward plant-based diets

COVID-19's zoonotic origin may provoke concern about the safety of animal-derived foods.

ZOONOTIC DISEASE

22%

of Colombian consumers strongly agree that "the COVID-19/coronavirus pandemic proves that humans need to eat fewer animals"

DURING COVID-19

22%

of Colombians say they are limiting their meat intake most of the time

POST-COVID-19

17%

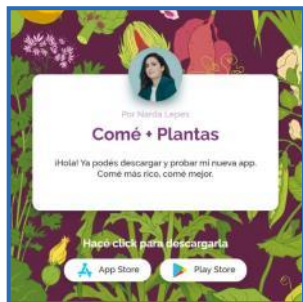
of Colombians say they have resolved to eat fewer animal products (eg diary, meat) after the pandemic subsides

Base: 1,000 internet users aged 18+

Source: Offerwise/Mintel

Plant-based products should meet diverse knowledge levels

Some consumers may be interested in eating plant-based and cooking with plant-based ingredients, but may need **guidance**.



Plant-based for beginners

[Comé más plantas](#) is a great place to start the plant-based journey. The app offers vegetables' harvest periods and nutritional facts to optimize nutrient ingestion. It is equipped with AI to help identify veggies through photos (Argentina).



Plant-based for intermediate

[Vitalínea Grapefruit and Green Tea Flavored Jelly Dessert jelly](#) is a great option for those looking to slightly expand their plant-based experiences. It features 8kcal per portion and has been made with fruit pulp and tea extract (Mexico).

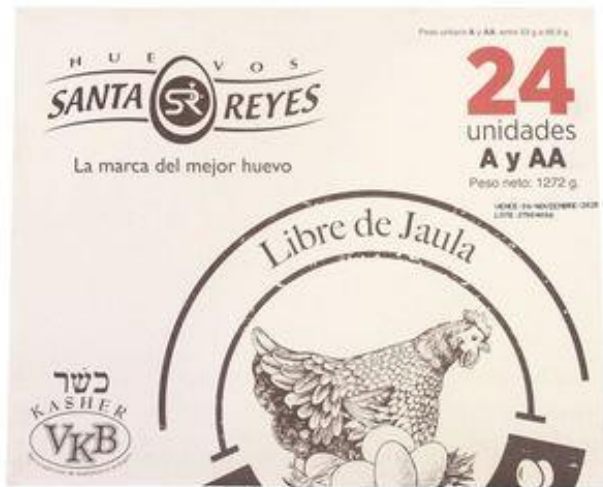


Plant-based for the advanced

[Asanté fishless ceviche](#) in a lemon, tomatillo and coriander sauce, created by Mexican chefs, is out-there enough for highly experienced plant-based consumers. Asanté highlights the impact of plant-based foods on people and planet (Mexico).

Consuming 'less but better' will become a mantra for animal products

Through 2030, consumers will center their diets around plant-based food and drink but also **allow for ethically produced meat, dairy and other animal products**, such as Santa Reyes cage-free eggs and Frescampo dolphin-safe tuna.



The opportunities for 'Change, Incorporated' after COVID-19

Take action for people and planet

The welfare of people has superseded packaging as consumers' immediate corporate responsibility concern. Complement existing ethical and environmental commitments with programs that **help people throughout the supply chain and community**. Policies that empower workers, compensate them fairly and **address rising hunger** will have success.

Stimulate the development of conscious consumption

COVID-19 has caused people to reevaluate what is important in their lives. This has inspired more mindful shopping behaviors that are steps toward conscious consumption. Post-COVID-19 shoppers will want to be able to support local brands, to be more responsible and to reduce waste without overextending their budgets.

Enable the shift to sustainable diets

Consumer trials of plant-based proteins and "less but better" approaches to animal consumption showcase the potential for sustainable diets to catch on in the coming years. More shoppers will be looking for information on how food and drink can help both **personal and planetary health**.

HIGH-TECH HARVESTS

Consumer trust in food science and technology will strengthen much faster because the pandemic identified faults in the global food supply chain.

Fractures in the supply chain heighten the need for new ways of growing and manufacturing food

High-Tech Harvests predicted a **slow evolution** during the next 10 years as consumers learn to accept of the use of science and technology in food production.

COVID-19 accelerated this timeline because sudden economic lockdowns **compromised the abundant access to affordable, safe and nutritious food and drink** that many shoppers expect.

Supply chain shortages and anxiety about food safety will act as catalysts for the **acceptance of agricultural and scientific advancements**. More food and drink manufacturers and retailers can **invest in innovative methods** to grow and make food, drink and ingredients in new ways.

Local is one key advantage because COVID-19 sparked the support of local businesses. A **more robust local food supply** also will increase **equitable food access and may reduce prices**.



Consumers will expect to have access to affordable, safe and nutritious food

Supply chain shortages and anxiety about food safety will act as catalysts for the acceptance of agricultural and scientific advancements

TRANSPARENCY

81%

of Colombian consumers agree that "I'd like to [know more about the farms](#) where the fruits and vegetables that I buy are grown"

FOOD SAFETY

70%

of Colombians say they worry regularly about [food/drink being contaminated](#)

LOCAL SOURCING

31%

of Colombians say they try to [buy locally grown food](#) most of the time. 22% try to buy locally grown food all of the time.

Base: 1,000 internet users aged 18+

Source: Offerwise/Mintel

Food is being grown in new places

The ability to watch herbs, lettuces and other produce as they grow to offer reassurance to consumers who might be more concerned about food safety because of COVID-19.



At-home gardening boom

The pandemic incited widespread interest in personal [victory gardens](https://co.minigarden.net/) or [community gardens](https://co.minigarden.net/) where people invest their time and energy in food production. In Colombia, [Mini Garden](https://veggiesapp.com/) offers a range of products that help people grow food at home.



Hydroponic farming training

In Colombia, [Veggiesapp](https://veggiesapp.com/) designs urban and vertical farming spaces and offers training and consulting services on hydroponics growing.



Expansion of store-grown herbs

Vertical farms are popping up across Latin America. Pink Farms, Verde Compacto and AgroUrbana offer temperature, humidity and air control that **reduce water consumption, fertilizer use and environmental costs.** (Brazil, Mexico and Chile)

Mintel

The vertical farming revolution

Chilean urban farming startups are expanding, AgroUrbana raised US\$1 million in June 2020, while Brazilian BeGreen raised US\$3 million



Pão de Açúcar has teamed up with BeGreen to build a vertical farm within some outlets

Source: /ciclovivo.com.br



[Bowery Parsley](#) is grown in indoor vertical farms in New York City and sold to local stores

The opportunities for 'High-Tech Harvests' after COVID-19

Solve for supply chain challenges

Product shortages and concerns about food safety have heightened the opportunity to **explore new ways of growing and making food**, drink and ingredients.

Consumers will be accepting of innovations that **increase access to affordable, safe and nutritious** food and drink.

Give people more visibility and access to supply

The pandemic created a new **crop of at-home gardens** that could give people a newfound respect for how food is grown. Local-focused shoppers will want to see **food being grown in the community and in-stores**.

The transparency will inspire more people to be open to new ways of growing and manufacturing food that is **safe and traceable**.

Build on the newfound trust in science

The power of science was an important lesson from the pandemic. This will increase the acceptance of food, drink and ingredients made in **laboratories**.

At the same time, **automation** presents a solution to protect human welfare in the supply chain. But companies must be clear on how they have invested in, **rather than replaced employees**.



SMART DIETS

COVID-19 is a public health crisis that elevates the importance of **protecting one's wellbeing**. The evidence that COVID-19 cases can be complicated by certain diet-related health issues, such as obesity and diabetes, creates new urgency for health commitments.

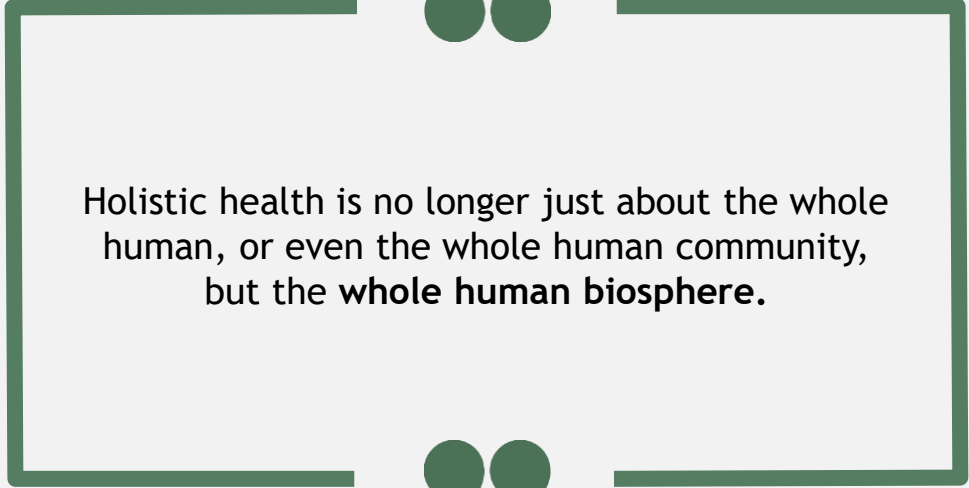
The pandemic shows health is both a personal and a public concern

"We are in this together" was the unofficial rallying cry of COVID-19. This phrase reflects the pandemic's evidence of the **interdependence between humans to keep one another healthy.**

The rapid spread of the virus around the world showed how **one person's health can impact society as a whole.**

The need to stay healthy during the pandemic gives **Smart Diets** new urgency. More people will be looking for ways to stay healthy or to improve their wellbeing.

This is especially true for people who have or are at risk of the diet and lifestyle-related health issues that can exacerbate COVID-19 cases, such as **obesity, diabetes and cardiovascular conditions.**



Holistic health is no longer just about the whole human, or even the whole human community, but the **whole human biosphere.**

Mintel Trends driver Wellbeing

The outbreak made health a higher priority

The pandemic and social distancing measures inspired people to make physical and mental wellbeing higher priorities.

67%

of Colombian consumers* say they are worried about [getting sick](#)

46%

of Colombian consumers* say they are worried about "my/my family [stress levels](#)"

29%

of Colombian consumers* say they are worried about [gaining weight](#)

Base: 1,000 internet users aged 18+

Source: Offerwise/Mintel



COVID-19 has made Latin American consumers worry about certain parts of their diets

Brands can use fruits and vegetables to "healthify" food and drink, as Latin American consumers are watching their daily intake of these.

This is also in line with a growing interest in plant-based foods.

Fruits and vegetables lend a **health halo** to everyday foods, but in the future, as consumers become more **knowledgeable** of plant-based ingredients, brands will be challenged to **name** the specific benefits these ingredients provide.



Base: Brazil: 1,000 internet users aged 16+, other markets: 1,000 internet users aged 18+

Source: Lightspeed/Mintel; [Offerwise/Mintel](#)

There's a growing interest in fruits and vegetables

36% of Colombian consumers say "contributes to your [fruit and vegetable intake](#)" is the top factor when shopping for food



Waruwa delivers locally-sourced, fresh fruit and vegetables

Base: 1,000 internet users aged 18+

Source: Offerwise/Mintel



Frubana claims to deliver fresh produce at competitive prices

The pandemic made us more comfortable with technology

PERSONALIZED NUTRITION

32%

of Colombian consumers say they have resolved to [understand their unique nutritional needs](#) (eg through DNA testing)

Seemingly overnight, people of all ages had to rely on the internet and smart devices for **work, education, shopping** and **socialization**.

More people are now **comfortable using technology**, including as a conduit to improve their physical and mental wellbeing.

Data collection, biological tests and **DNA tests** now have the potential to appeal to a wider audience than just early-adopters of technology.

Services that can offer **convenient and effective ways to improve diets**, exercise regimens and mental wellbeing will find large and ready audiences.

Base: 1,000 internet users aged 18+

Source: Offerwise/Mintel

COVID-19 will motivate people to seek data-driven recommendations

The pandemic made wellbeing a **vital and universal goal**. In many markets, people sought **protection through food**, [drink](#) and [supplements](#) with [immune-boosting ingredients](#), such as vitamin C and [probiotics](#).

The fundamentals of immune health also can be addressed by a well-balanced and nutritious diet. Although it is basic advice, a **nutritious diet is an accessible solution to improve one's immune system and overall health**.

Knowledge of nutrition also is especially important for people who have or are at risk of obesity, diabetes and other COVID-19 comorbidities.

Going forward, **customized health plans can help people understand their own nutritional needs**. Tests, data collection and analysis can help individuals identify the **unique genetic or lifestyle markers** that indicate one's own nutritional needs.

Base: 1,000 internet users aged 18+

Source: Offerwise/Mintel

IMMUNITY

66%

of Colombian consumers* say they are including [immune-boosting foods](#) in their diet (eg fresh fruit, zinc-rich foods) regularly now

MINTEL

Health must be accessible and actionable for everyone



NesQino is Nestlé's personalizable drink system launched in China

Mintel's 2030 Trends predicted that DNA tests would become more **affordable and accessible** through 2030. But the pandemic is motivating people to improve their health immediately.

Nestlé is targeting young Chinese adults with its new NesQino customizable drink system and app. The superfood and base sachets can be combined to make 21 different drinks. The machine [retails](#) for US\$97 and five-packs of sachets are US\$5-9.

DNA testing and personalized nutritional solutions are emerging in Colombia



**PEOPLE
DNA**

Elimina las adivinanzas para alcanzar y mantener un peso saludable



Gen-fit Basic proporciona un programa para el control de peso que cuenta con una base científica que identifica sus factores genéticos únicos, proporcionando estrategias de dieta y ejercicio personalizadas, específicamente diseñadas para tu genotipo.

DNA testing and personalized diet designed to maintain a healthy weight

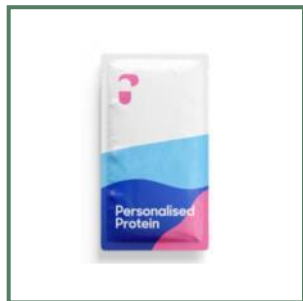
Source: peopledna.com.co; benet.com.co



[Orange and Ginger Shake Powder](#) helps support the immune system

A new generation of personalization emerges

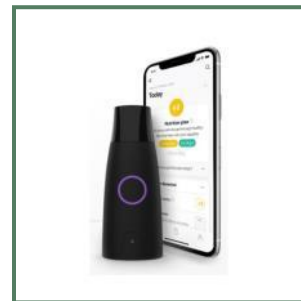
Personalized products and services will be attractive to people with disposable income, especially if they can be delivered straight to their doors and are easy to follow.



Personalized protein blends
[Personalised Protein Co](#) claims to be the first personalized protein company. A **lifestyle quiz** is used to produce a **personalized plant or dairy-based protein powder**. (UK).



Smoothie subscription
[Greenspoon](#) offers a monthly subscription of personalized smoothies made according to the **buyer's body and lifestyle, with combinations** from more than **60 vegetables, fruits and superfoods**. (Japan)



Metabolism tracking device
[Lumen](#) uses a carbon dioxide sensor to identify the **real-time fuel the body needs**. The sensor connects to a smartphone app that offers a **daily dietary plan** based on [nutrition needs](#) indicated by the breath (US).

COVID-19 lowers the wariness of data-tracking and sharing

Smart Diets noted that privacy concerns would make people wary of sharing personal data with companies or governments.

During COVID-19, more **governments** used **technology** to **track and trace symptoms**, cases and interpersonal contacts.

With protection and proactive health in mind, the population might be more likely to use **tracking apps** or technologies after the pandemic.

In addition to **personal tracking apps**, the next 10 years will see more adoption of [DNA tests and 3D printing technology](#) that can more easily create truly personalized products.

OPEN TO DATA-SHARING

37%

of Colombians will be willing to [give up some privacy](#) to **feel safe** going into public places (temperature checks, use an app to verify that I am healthy)

Base: 1,000 internet users aged 18+

Source: Offerwise/Mintel

MİNTEL

The opportunities for 'Smart Diets' after COVID-19

Health is both personal and collective

The pandemic has made **wellbeing an individual and altruistic concern**.

COVID-19 will motivate people to **seek data-driven recommendations** that can help improve or maintain their physical and mental health **for personal and greater good**.

Help people get to know their nutrition

The pandemic reinforces the fundamental recommendation of following a **nutritious diet** to improve the **immune system and overall health**.

People, especially those with conditions that might complicate cases of COVID-19, will be looking for customized health plans that identify and address **personal nutritional needs**.

Make personalization available to all

Affordability and accessibility will be essential elements of customized products and services. Innovations from governments and brands could be adopted faster based on people's increased reliance on technology during COVID-19.

For those with disposable incomes, **personalized products and smart home gadgets** could enhance health goals.

Key takeaways



Change, Incorporated

Successful companies will be those that improve the welfare of people and the health of the planet.



High-tech Harvests

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



Smart Diets

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

Meet the Expert



Graciana Méndez

Senior Regional Insights Analyst, LATAM

gmendez@mintel.com

**The world's leading market
intelligence agency**

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



**Experts in what
consumers want
and why**

