

2021 Food & Drink Trends: Making It In Michigan

Food and drink companies will deliver on new value needs and tap into consumers' passions to celebrate people's identities.



Agenda: Mintel's 2021 Global Food & Drink Trends



QUALITY REDEFINED

The road to recovery from the pandemic will shift consumers' value priorities for time savings, familiarity and justifiable treats.



UNITED BY FOOD

Food and drink brands can balance a person's need to feel unique and special with the desire to be part of communities of like-minded individuals.



FEED THE MIND

Innovative food and drink formulations will be accepted as solutions for mental and emotional wellbeing, which will lead to new interest in psychology-based approaches to healthy eating.

Agenda: Mintel's 2021 Global Food & Drink Trends



QUALITY REDEFINED

The road to recovery from the pandemic will shift consumers' value priorities for time savings, familiarity and justifiable treats.



UNITED BY FOOD

Food and drink brands can balance a person's need to feel unique and special with the desire to be part of communities of like-minded individuals.



QUALITY REDEFINED

Many people will continue to work, relax and entertain at home in the next 12 months. Brands and retailers can shake up home routines with budget-friendly inspiration and adventurous flavors.

Mintel

COVID-19 has complicated already complex value priorities

Pandemic-shocked consumers are now focused on minimal consumption and getting the best returns from their purchases, notes the *Mintel Trend Value 2021: Priority Shift*.

64%

of US adults are willing to spend on indulgences to help get them through the pandemic.

79%

of US adults agree COVID-19 has forever changed how they think about health and safety.

78%

of US adults agree the economy cannot be repaired until we control the virus.

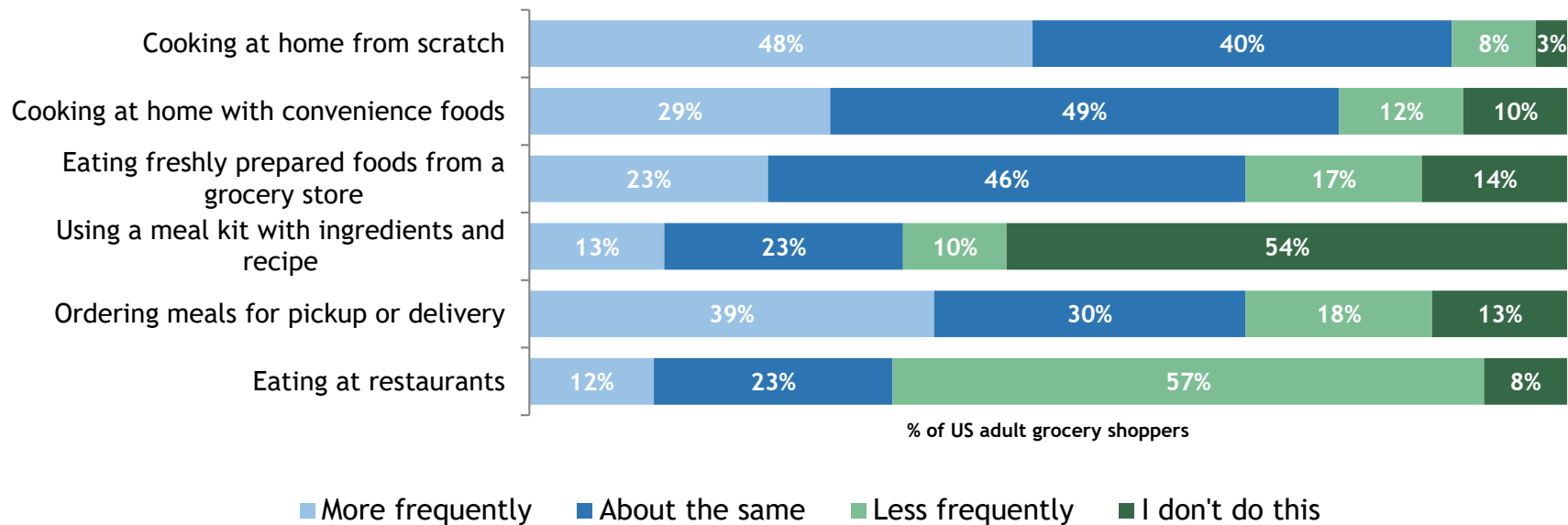
Base: US: 2,000 internet users aged 18+, Jan 28-Feb 10, 2021

Source: Lightspeed/Mintel from Mintel's Global COVID-19 Tracker



Home is the center of focus

US: changes in meal purchase and prep behaviors due to COVID-19, August 2020



Base: US: 1,915 internet users aged 18+ who are responsible for food and drink shopping in household

Source: Lightspeed/Mintel

Home solutions need to meet all budgets and occasions

Consumers will demand foodservice-inspired options for at-home shortcuts for weekday dinners as well as approachable gourmet solutions for special "hometainment" occasions.



Bringing world flavors home

My French Recipe Cooking Experiences French Crêpes Baking Mix can be prepared in 10 minutes and cooked in 3 minutes (US).



Versatile salad kit

Taylor Farms Strawberry Rosé Chopped Kit is said to pair perfectly with a charcuterie board and a glass of bubbly or topped with balsamic glazed pears for brunch (US).



Ready for celebrations

Annie's Homegrown Organic Confetti Cake Mix is described as an easy cake mix that only needs the addition of pantry staples such as eggs, oil and water (US).

MINTEL

Health-conscious consumers will be looking for familiar plant-based options



California Pizza Kitchen Plant-Based BBQ Chik'n Pizza (US)



Beyond Meat Beyond Beef Plant-Based Ground (Canada)

Plant-based companies can appeal to home cooks who want to eat more fruits, vegetables, legumes, pulses, grains and other plants, either as the main ingredient or as a substitute for animal ingredients.

52% of US adults* who are resolved to eat fewer animal products (eg dairy, meat) after the pandemic subsidies also resolve to make more home-cooked meals after the pandemic subsidies.

A man and a woman are sitting at an outdoor wooden table, smiling and looking at each other. The man is wearing a blue button-down shirt and has a beard. The woman is wearing a denim jacket over a black top and has long braids. On the table, there is a burger on a wooden board, a glass of beer, and a small bowl. The background shows green foliage and a brick wall. A large red circle is overlaid on the left side of the image, containing the text. A blue circle is in the top left corner. The Mintel logo is in the bottom right corner.

UNITED BY FOOD

The pandemic has put some of the hobbies, activities and commitments that people use to define their identities out of reach. Food, drink and foodservice brands have an opportunity to support consumers who are discovering new hobbies and expressing facets of their personalities through their food and drink choices.

COVID-19 has complicated socialization

Mintel's *Identity 2021: Coming Together* Trend explains that consumers are organizing in like-minded communities in order to connect with and support each other.

48%

of US adults have not met anyone new in the three months to Sep 2020.

47%

of US consumers are looking forward to spending time in-person with friends or family once current social distancing measures are relaxed.

83%

of Canadian adults will only host family/very close friends until COVID-19 is no longer a threat.

Base: US: 2,000 internet users aged 18+; US: 1,000 internet users aged 18+; Canada: 2,000 internet users aged 18+; US: 2,000 internet users aged 18+ surveyed March 19-April 2, 2021

Source: Lightspeed/Mintel; Lightspeed/Mintel from Mintel's Global COVID-19 Tracker



Take inspiration from other dedicated fan bases

Food, drink and foodservice brands can take inspiration from other industries to help consumers explore their passions around what they eat and how food can connect them.

50%

of US baseball fans say
the **baseball team they
cheer for** is a part of
their identity.

43%

of US consumers who
perform a beauty routine
say they **enjoy talking to
others about beauty
products.**

38%

of Canadian adults who
have watched video
games **watch online
streams of video games
or esports to socialize.**

Base: US: 1,091 internet users aged 18+ who follow baseball; US: 1,925 internet users aged 18+ who perform a beauty routine; Canada: 394 internet users aged 18+ who have watched video games in the three months to Dec 2019

Source: Lightspeed/Mintel



Tap into the dedication to certain brands or lifestyles



Enjoy Life Chocolate Chip Soft-Baked Mini Cookies (US)

Packaged food and drink brands have an opportunity to leverage consumers' dedication to their brands and certain causes.

Enjoy Life Chocolate Chip Soft-Baked Mini Cookies are vegan and allergy friendly. The brand offers tips and advice in an empathetic tone to support consumers with food allergies (US).

Brands can align with consumer hobbies

Nature Valley ad with actor Daveed Diggs touts its commitment to restoring national park trails, while also reminding nature lovers the benefits of its bars when hiking.



Bring brand fans together with advice and share-worthy products

62% of US consumers* agree that cooking is a chance for me to show my creativity.

In 2021, brands can encourage home cooks, bakers, drink-makers and gardeners to share their accomplishments (or failures) with the brand as well as other consumers on social media or branded online forums.



Instant Pot Community on Facebook welcomes new owners with a list of favorite recipes



Dr. Oetker Spectacular! Science Crazy Color-Changing Icing Cupcake Mix (UK)

Thank you!



Melanie Zanoza Bartelme
Global Food Analyst
mbartelme@mintel.com



Feel free to follow along as I track my culinary travels on Instagram at @melanietastestheworld!

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

