

# Food & Drink Trends: Focus in Latin America

Food and drink companies will deliver on new value needs, use brands to celebrate people's identities and create mental and emotional wellbeing solutions.



# Meet today's presenter



**Ana Paula Gilsogamo,**  
Senior Food and Drinks Analyst

Ana Paula serves as Senior Analyst at Mintel, specializing in the Brazilian food and drink market. Before joining Mintel in 2017, she had experience working as a planner in advertising agencies, developing digital communication and marketing strategies for major companies. This previous experience provided her knowledge on consumer habits and brands strategies on social media and digital platforms, the reason why she also contributes to some lifestyle reports, in particular the ones related to the digital market. In the research area, Ana has developed quantitative and qualitative research projects for companies from various segments, including food and drink.

She holds a BA in Communications and Advertising from University of São Paulo (USP), within an exchange at University of Florida, and a postgraduate of Public Opinion and Market Intelligence from FESP (School of Sociology and Politics of São Paulo).



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Our purpose is to help businesses and people grow.

Experts in what consumers want and why

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# Who are we?

As the world's leading market intelligence agency, Mintel has been guiding leading brands with insights and direction for over 49 years.

## CORPORATE INFORMATION

- Founded in 1972
- 15 global offices
- 1000+ employees
- 500+ analysts
- Turnover of £100+ million
- Privately-owned (Berry Family, UK)

**5,000 +**

Clients working with Mintel such as manufacturers, suppliers (IRI, Lightspeed, ingredient companies), distributors (Carrefour, Walmart, Lidl etc.) & government agencies (EFSA, EPO)



**30**

Mintel Client Events  
in 20 markets every year

**35 COUNTRIES**  
WITH CONSUMER  
DATA AND EXPERTISE

Mintel gives instant credibility and works with ALL of the major players in your competitive set.

**86 COUNTRIES** IN THE  
MINTEL GNPD SHOPPER  
NETWORK







# Mintel = Marketing Intelligence

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In a very simplified way Market Intelligence is a discipline and a marketing strategy that consists of gathering, organizing, and analyzing data to deliver insights with the aim of supporting companies strategic or tactical decisions

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## Macro-Environmental Trends

Mintel Trends



## Consumer Needs

Mintel Reports  
**Mintel Global Consumer**



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Mintel Market  
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#### CONSULTING

A fresh customized viewpoint supported by rigorous data on brand, innovation, strategy and consumer insight.

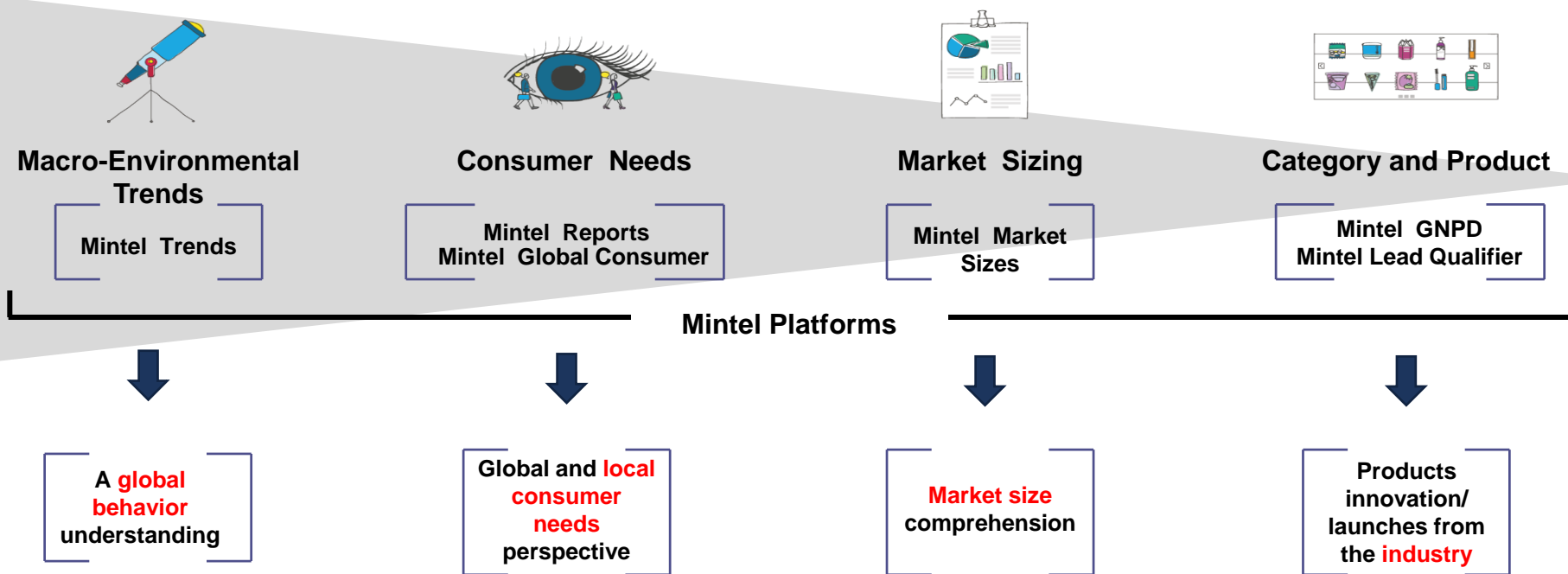


#### FIELD SERVICES

On-the-ground intelligence and product retrieval you need to inform your sales strategies and monitor those of your competitors.

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# The food and drink trends are rooted in consumer behavior changes

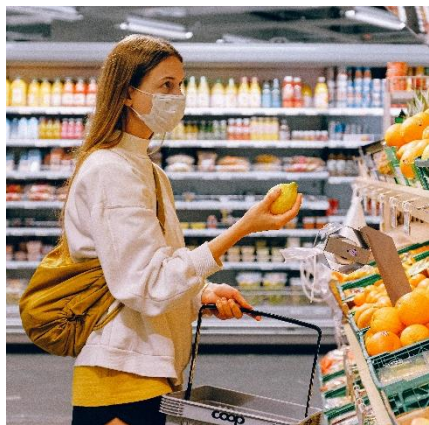
2020 caused a fundamental reset in human behavior. The 2021 Global Food & Drink Trends are based in the Mintel Trend Drivers, which track seven influencers of consumer choice.





# 2020 caused a fundamental reset in human behavior

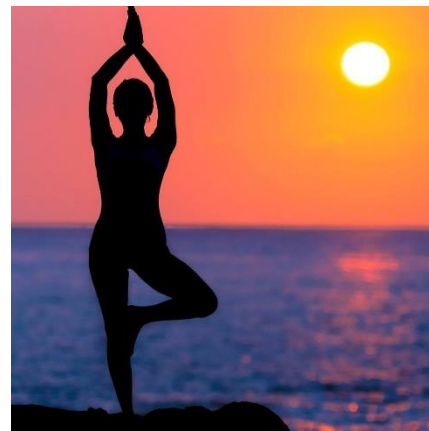
The 2021 Global Food & Drink Trends are rooted in the Mintel Trend Drivers, which track seven influencers of consumer choice.



**Value:** Finding tangible measurable benefits



**Identity:** Understanding and expressing oneself



**Wellbeing:** Seeking physical and mental wellness

# Agenda: Mintel's 2021 Global Food & Drink Trends



1

## QUALITY REDEFINED

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



2

## 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.



3

## 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.



## 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.

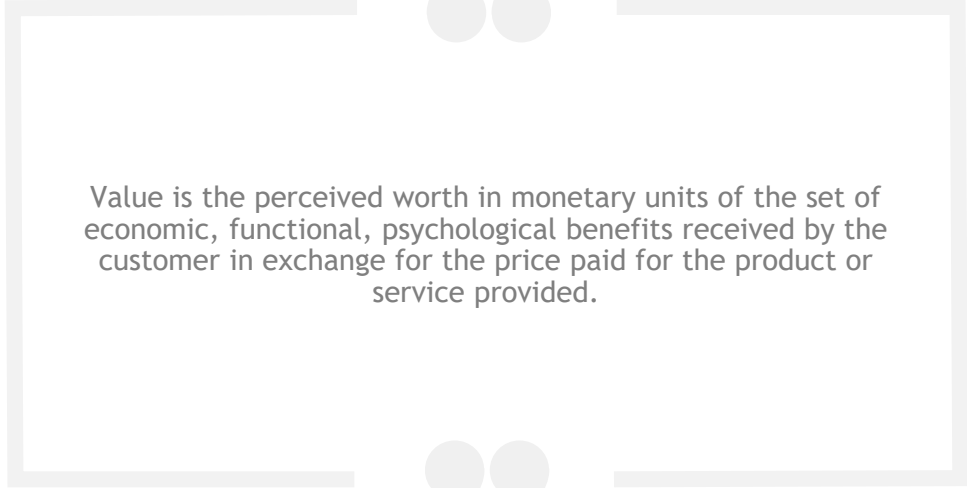
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## Value is set for several evolutions as the world recovers

Mintel's 2021 Global Consumer Trend *Priority Shift* observes that consumers will seek a return to the essentials in the coming years.

Consumers are now focused on minimal consumption. As such, **each purchase must emphasize affordability, convenience, protection and support.** Their value priorities will undergo several evolutions as markets recover.

Food, drink and foodservice companies will need to reinvent convenience, create safe yet experiential shopping, and deliver responsible budget-priced items in the coming years.



Value is the perceived worth in monetary units of the set of economic, functional, psychological benefits received by the customer in exchange for the price paid for the product or service provided.

[Kellogg on Marketing](#)

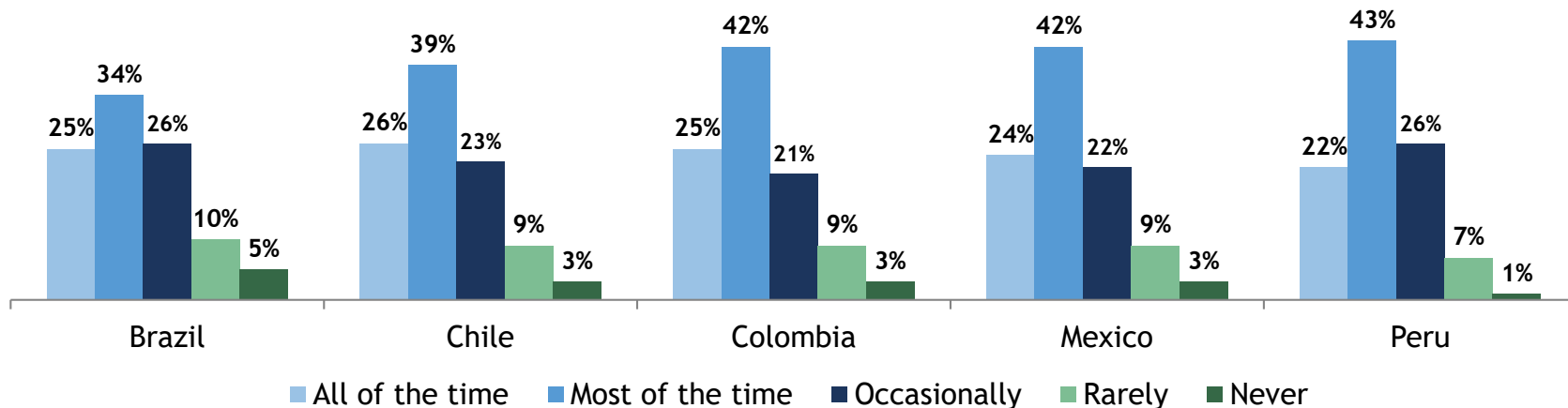
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# Many shoppers are focused on their grocery budgets

Budget is important to Latin American shoppers. "Value" will mean buying competitively priced groceries that deliver on the core needs for: taste, quality, health and safety.

Select Latin American markets: Frequency of food behaviors - stick to a set budget for groceries, by market, July 2020\*



\* taken from Mintel's 35-market consumer study

Base: Brazil: 1,000 internet users aged 16+; Chile, Colombia, Mexico and Peru: 1,000 internet users aged 18+ in each market

Source: Lightspeed/Mintel; Offerwise/Mintel



# Consumers have a lot of values in food and drink

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*.

41%

of Chilean consumers\* were buying premium food and drink in July 2020, but just 20% expect to buy premium food regularly in a year.

48%

of Brazilian consumers\* say lowest price will be an important quality when they shop for food/drink due to COVID-19.

50%

of Colombian consumers\* choose easy (ie quick to prepare) food all or most of the time as of July 2020.

\* taken from Mintel's 35-market consumer study

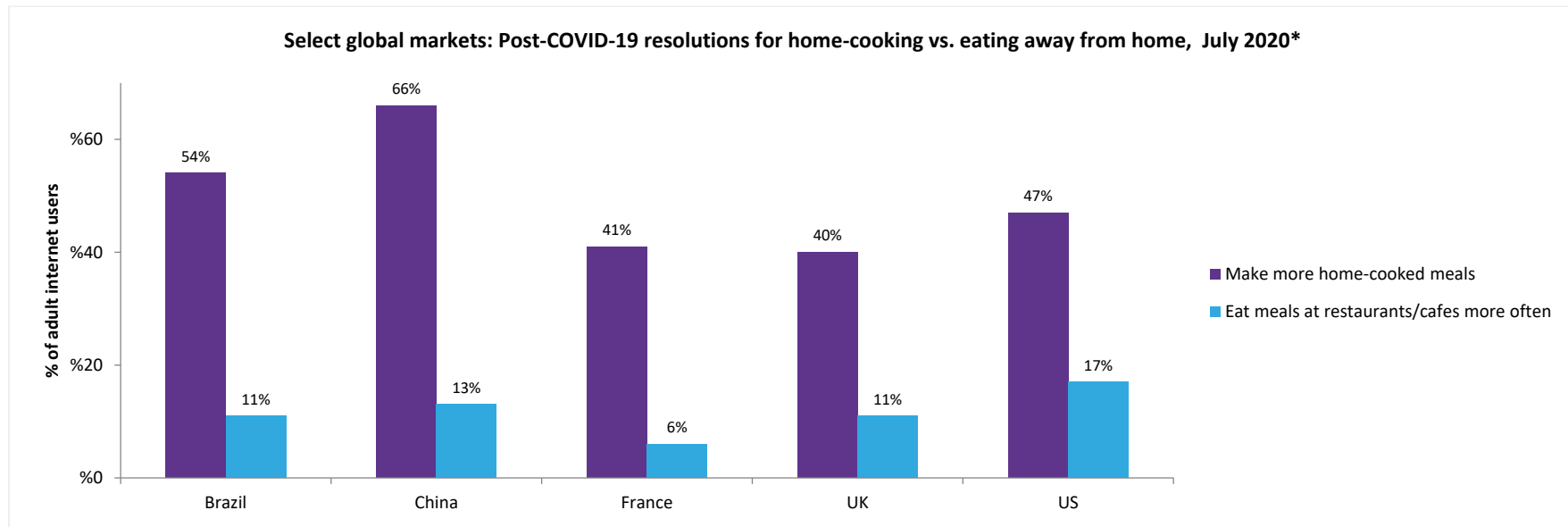
Base: Chile: 1,000 internet users aged 18+; Brazil: 1,000 internet users aged 16+; Colombia: 1,000 internet users aged 18+

Source: Offerwise/Mintel; Lightspeed/Mintel



# Home will continue to be the center of focus

Home-based activities are preferred during recessions, but brands need to adapt to new demands of homebound activities, which now also include work, study and relaxation.



*Base: France, UK and Brazil: 1,000 internet users aged 16+ in each market; China and US: 1,000 internet users aged 18+ in each market*

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



Read on [mintel.com](https://www.mintel.com)

# Consumers are focusing on food and meals at home

More consumers cooked and ate at home in 2020. This was for safety but also is budget-friendly. In 2018, 55% of Brazilians who cook at home did so to save money.

## BUYING FOR AT-HOME CONSUMPTION

# 37%

of Brazilian adults say groceries and non-alcoholic beverages are high priorities, and 31% say they are a medium priorities.

## GOALS TO BECOME BETTER HOME COOKS

# 43%

of Colombian consumers\* resolve to improve their cooking skills after the COVID-19 pandemic subsides.

## RESOLUTIONS TO CONTINUE COOKING AT HOME

# 65%

of Mexican consumers\* resolve to make more home-cooked meals and 51% will plan meals to avoid waste after the pandemic subsides.

\* taken from Mintel's 35-market consumer research study, July 2020

Base: Brazil: 1,372 internet users aged 16+ who have cooked at home in the three months to Aug 2018; Brazil: 1,500 internet users aged 16+ surveyed January 5-14, 2021; Colombia and Mexico: 1,000 internet users aged 18+ in each market

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



# Key actions to take in 2021-22 for *Quality Redefined*

## Add excitement to at-home lives

Food, drink and foodservice brands will adapt to the new demands of homebound activities.

Brands can offer time savings for yet another weeknight at-home dinner as well as experiential kits that elevate at-home celebrations.

## Invite small indulgences

As uncertain and difficult times continue into 2021, consumers will still need to treat themselves.

Food, drink and foodservice brands can respond with fun flavors and formats as well as affordable small treats that are worthy of stretching one's budget.

# Consumers are in need of convenience at every price point

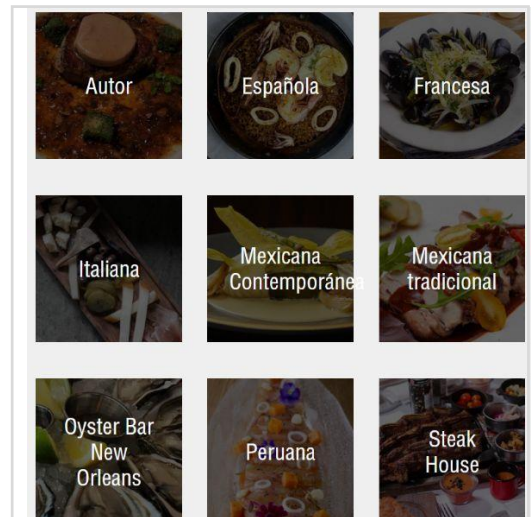
Home-based activities are preferred during recessions, but brands need to adapt to new demands now that people are working, studying and relaxing at home.

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

Around 30% of consumers\* in Brazil, Chile, Colombia, Mexico and Peru say fast and easy to prepare will be important when cooking food going forward.



**Bimbo Del Hogar Baguette bake-at-home artisan bread (Colombia)**



**Millchef offers private chef-cooked gourmet meals at home (Mexico)**

*\* taken from Mintel's 35-market consumer study*

*Base: Brazil: 1,000 internet users aged 16+; Chile, Colombia, Mexico and Peru: 1,000 internet users aged 18+ in each market*

*Source: Lightspeed/Mintel; Offerwise/Mintel; Mintel GNPD; Millchef.com*

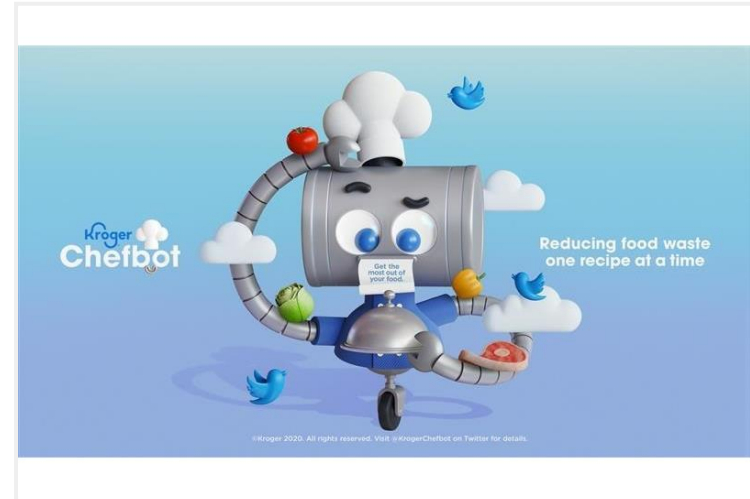


# Experiential convenience will offer immersive experiences whenever and wherever

Foodservice and retailers will need to adapt to enhance their experiential offerings in ways that help consumers discover products and get advice no matter where they are.



Chocolate brand Dengo has launched Loja ao Vivo, a [live stream store project](#) (Brazil)



Kroger's Chefbot offers personalised recipes based on the ingredients people have at home (US)

# Consumers will look for justifiable treats



## Dairy flavors of Mexico

Lala Yogurt Drink with Tamarind from Guerrero is part of the dairy's range of "Sabores de México." (Mexico).



## Make your own Pad Thai at home

Thasia Pad Thai Set is a meal kit imported from Thailand that has "an original Thai taste." (Chile).

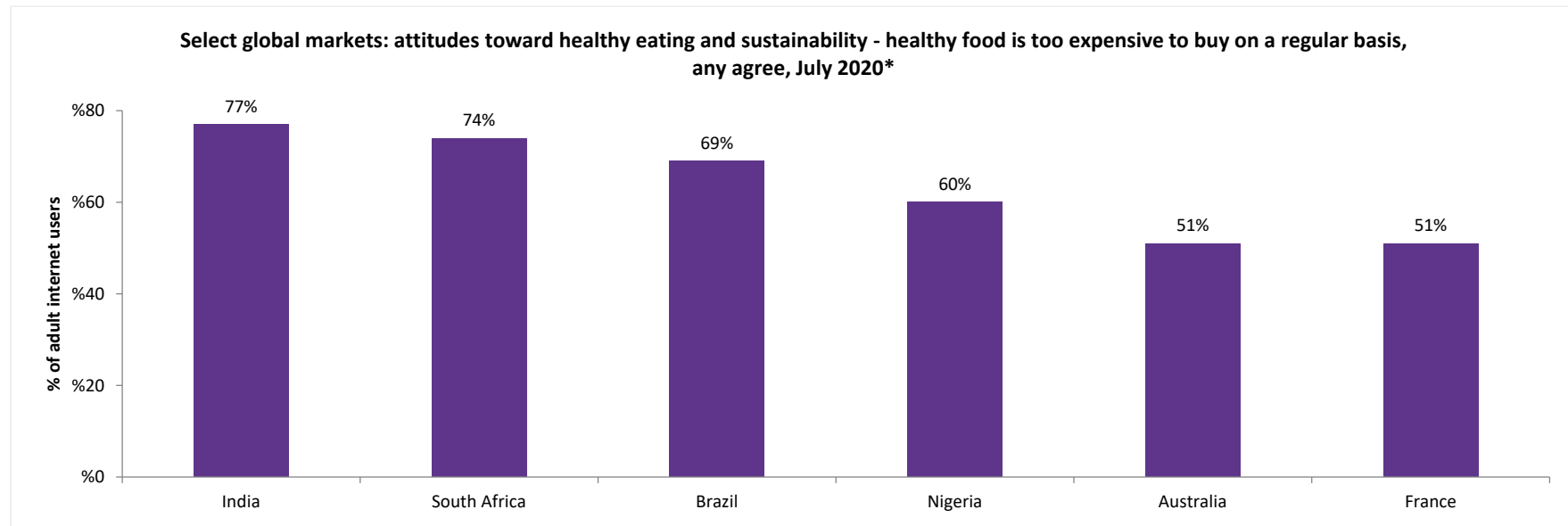


## Cheese board kit

Alpina Cheese Board Kit was a special release for Christmas 2020. The kit, which also could make at-home entertaining simple, included cheeses, peanuts, meat snacks and Club Colombia premium beer. (Colombia).

## Affordable nutrition is a next step for 'value with values'

As the 2017 Food & Drink Trend [Balancing the Scales](#) noted, access to - and the cost of - healthy food and drink often prevent lower-income consumers from purchasing the items.



Base: India, South Africa, Nigeria, Australia: 1,000 internet users aged 18+ in each market; Brazil and France: 1,000 internet users aged 16+ in each market

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



Read on [mintel.com](#)

## Affordable sustainable nutrition products can carry a range of claims

More brands can take inspiration from baby food, a category that has a range of products with a combination of nutrition, value and sustainability benefits.



**Baby Food**  
[Organic Banana & Plum Muesli](#) is a wholemeal muesli with **added vitamin B1** and **no added sugar**. It exceeds EU organic standards by **protecting biodiversity**, is produced in a **carbon-neutral** facility and sells in a partly **recyclable** pack (UK).



**Fibre-rich wholegrain cous cous**  
[XXL Wholegrain Cous Cous](#) claims to use a fluid circular ecosystem. The company claims to collaborate with producers, distributors and consumers who share values of ethical farming and production of vital food accessible to anyone (Italy).



**PepsiCo sells 'Unwasted boxes' at lower prices**  
[In Feb 2020, PepsiCo launched an anti-waste service, Unwasted.](#) This allows consumers to buy an Unwasted box of random PepsiCo products that are close to expiring or are excess stock from campaigns and all for a low price (the Netherlands).

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

Plant-based products 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.

63% of Mexican, 61% of Chilean and 61% of Peruvian 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.



**Fazenda Futuro Plant-Based Chicken contains 18g protein (Brazil)**



**Trevijano Vegetable Paella contains six dried vegetables (Ecuador)**

*\* taken from Mintel's 35-market consumer study*

*Base: internet users aged 18+ who are resolved to eat fewer animal products (eg dairy, meat) after the pandemic subsidies (Mexico: 206; Chile: 216; Peru: 178)*

*Source: Offerwise/Mintel; Mintel GNPD*



## C'est qui le patron?! sets the standard for price transparency

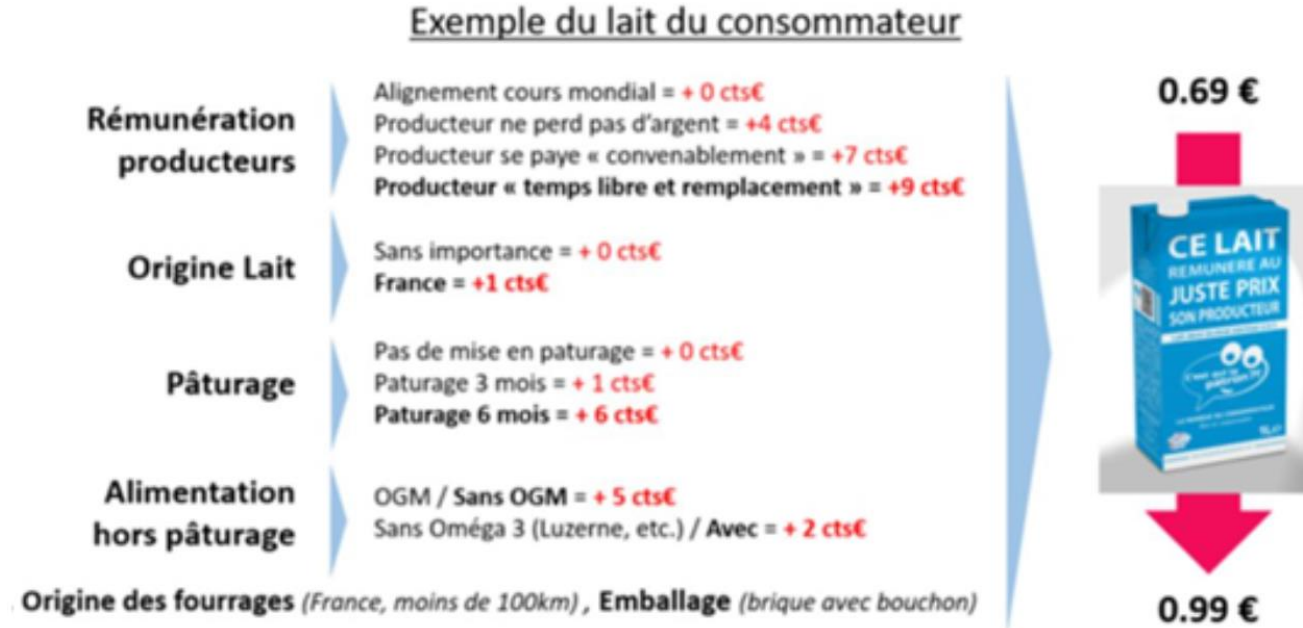
Economic recoveries during the next 2-5 years will allow consumers more freedom in their budgets. Consumers, especially those who care about CSR and who might be open to different price tiers, will be looking for **more explicit communication** about what a product price entails.

Brands, retailers and foodservice operations can follow the model of French brand [C'est qui le patron?!](#) For each product, a sample of consumers is asked to decide which characteristics they want to have more weight.



Milk costs an extra €0.30 for farmer welfare, French origin & no GMOs

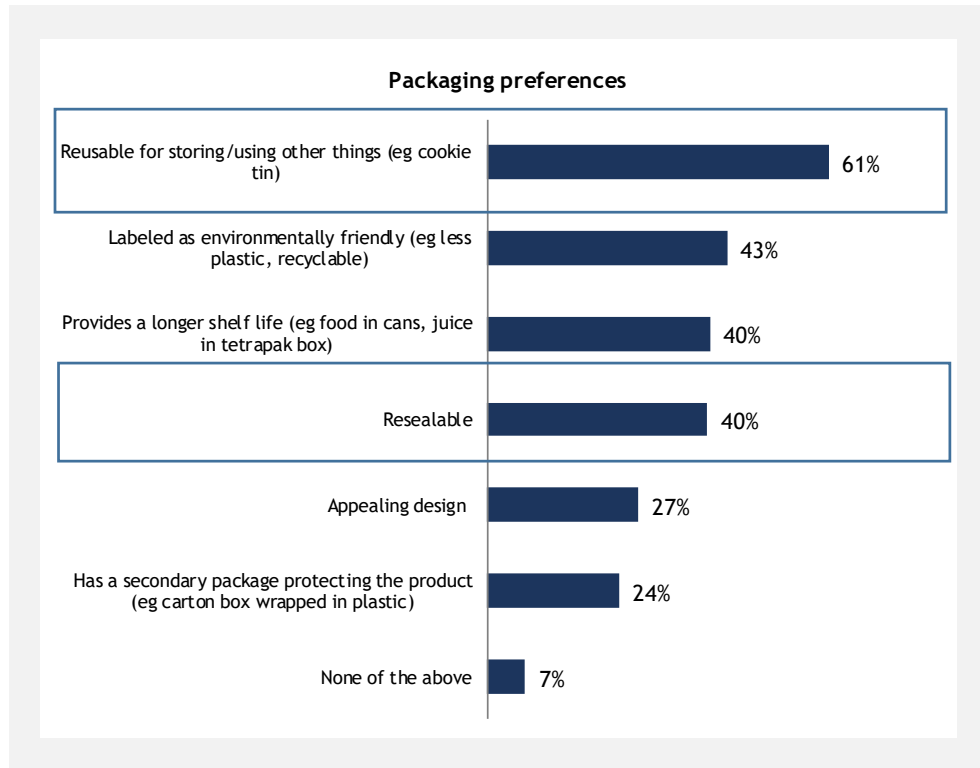
C'est qui le patron?! milk costs €0.99 rather than €0.69 to for farmer welfare, French origin and avoiding GMOs



# Reusable and resealable packaging can help those who are cooking more at home avoid waste

Brazilians are cooking more at home and buying food and drinks in larger packages, but at the same time they are concerned about reducing food and packaging waste. According to Mintel's 35-market survey from June 2020, 54% of Brazilians intend to cook more at home after the pandemic, while 41% intend to plan meals in advance to avoid waste.

Offering reusable and resealable packaging can be a good way to help consumers who are cooking and eating more meals at home avoid food waste and conserve food items in the best way for longer.



## Examples of reusable and resealable packaging



Sacciali Rustic Passata's glass packaging has a lid that opens and closes to make the product last longer, and it also makes it easier to reuse the packaging for other purposes. The brand communication suggests its reuse in very versatile ways.



Elefante Tomato Paste's recyclable open-and-close 340 g pack is also reusable, unlike steel cans or soft plastic sachets, which are normally used for sauces.



Croques Extra Fine Potato Sticks' packaging. According to the manufacturer, the Zip Pak system reduces the penetration of humidity inside the package, thus extending the integrity of the product and helping customers avoid waste.

# Consumers will remain loyal to brands that optimize cost and guarantee quality



Reinforce the many benefits of shelf-stable [Valfrutta al Vapore Italian Diced Tomato Pulp](#) are described as "[the best Italian tomatoes](#)" - blanched within hours of harvest" (Italy). More canned, frozen and ambient food and drink should be more explicit about their benefits.



Packaging technology extends shelf-life [Kewpie](#) pack technology is designed to extend the shelf life of its products



Fresh for up to 2 years [Ixon Food Technology](#) food preservation method keeps meat fresh and juicy for up to two years



## Future forecast: invest in a seamless and equitable future

### Retailers can offer ultra-convenience

The ['new retail'](#) experiences that are popular in Asia will expand globally, but in different stages. 'New retail' balances in-person and online orders with formats that educate and entertain shoppers.

### Use tracking to "show" elements of price

Expanded use of blockchain and other new technologies will allow brands to "show" consumers the data of the various elements - from the farm to boardroom CSR commitments - that make up the price of a product.

### Lower the price barriers

Future-focused companies will help expand the global availability of affordable sustainable nutrition through CSR commitments as well as investments in new technology, such as vertical gardens.

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.

# Latin Americans have pride in their personal and collective identities

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.

82%

of Mexican consumers\* say "Being able to express my individuality is a top priority for me in life" describes them well.

83%

of Peruvian consumers\* say "It is important for me to feel part of a community" describes them well.

86%

of Colombian consumers\* say "My heritage is an important part of my identity" describes them well.

\* taken from Mintel's 35-market consumer study

Base: Mexico, Peru and Colombia: 1,000 internet users aged 18+ in each market

Source: Offerwise/Mintel





# COVID-19 has complicated socialization

44%

of Brazilian adults say staying in touch with family/friends is a high priority and 36% say it is a medium priority.

72%

of Brazilian adults are uncomfortable hosting parties/gatherings in their home.

75%

of Brazilian adults are uncomfortable going to others' homes for parties/gatherings.

Base: Brazil: 1,500 internet users aged 16+ surveyed June 7, 2021 - June 28, 2021

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



# Brands are bringing people together and helping to build their identities

Alcoholic beverages brands, like Brahma and Amstel, celebrated the return of football championships by inviting consumers to be part of the crowd even from home. Food brands, like Ruffles, promoted “collective” celebrations by offering virtual experiences. And others are also empowering groups of consumers.



Brahma campaign Desculpa, vizinhança. O futebol voltou, is an apology in advance from football fans to their neighbors (Brazil)



Ruffles promoted a virtual high school graduation trip to Porto Seguro in Fortnite (Brazil)



Among other brands, Outback is sponsoring the Girl Pwr, a women's championship of Valorant Game (Brazil)

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# Key actions to take in 2021-22 for *United By Food*

## Help consumers showcase who they are

Food, drink and foodservice brands can help consumers express their individual values and personal passions.

Brands can invite their fans to collaborate on innovations, reclaim their pre-pandemic hobbies and proclaim their passions outwardly to the world.

## Bring consumers together

After establishing a fan base, brands can introduce their individual fans to one another.

Through an array of platforms, brands will help consumers establish new social connections online and in real life.

# Tap into the dedication to certain hobbies or brands



**Red Bull launched a limited-edition League of Legends cans (Brazil)**



**Three influencers created their own McDonald's burgers (Argentina)**

Food, drink and foodservice can leverage consumers' dedication to their brands by expanding into neighboring categories or creating complementary CPG products. Red Bull has featured its video game partnerships on packaging.

Meanwhile, Argentina's delivery service PedidosYa had three major national influencers create their ideal McDonald's burger. Consumers could vote for their favorite, with the winning burger available for a limited time on the app.

## Brands can offer an IRL component for wistful travelers and moviegoers



This [Japanese snack box](#) brings the thrill of traveling to your door



In Brazil, [Cinemark](#) delivers typical theatre snacks to create a [cinema-like experience](#) at home

## Food and drink can become activities, especially for families

In 2021, brands can encourage people to share their accomplishments (or failures) on social media or branded online forums.

Brands can help consumers give back. Pasta company Carozzi that challenged Chilean families to cook together and share their recipes, while also choosing a community or NGO they would like to support. Four families received cash prizes, while the causes they had chosen were given 1,000 boxes of Carozzi products.



## Carozzi pasta challenged families to cook and share recipes (Chile)



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

## Food to express yourself: use brands that speak to your core identity and challenges

Food, drink and foodservice brands can encourage consumers to use their products to express their moods, opinions or passions. Encouraging people to take photos of themselves with their favorite products to support a cause or a lifestyle choice is especially powerful in a context where people are forced to stay in isolation.

For example, [Single Dog Food in China](#) markets their snacks (for people) directly to bachelors in flavors and formats that are thought to be relevant to them.



[Single Dog Food corners the single market](#)



## Brands and consumers can show their dedication to responsibility through packaging purchases



Johnnie Walker Black Label [paper bottle](#) will launch in the UK in 2021



Absolut Recycled gives the visual appearance of glass

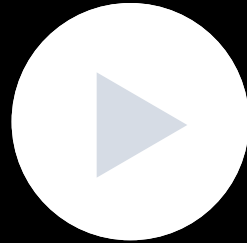
Spirit brands are creating new responsible package designs, which could foster a fan-base among eco-conscious adults.

Diageo and Pulpex have created a [paper-based bottle](#) for Johnnie Walker whisky. It is 100% plastic-free and recyclable.

The [Absolut Recycled](#) limited edition bottle emphasize the vodka's commitment to a circular economy and raises consumer awareness about recycling.

# Passion for favorite food and drink brands can be the next way to create a community

In this KFC ad from the Netherlands, a range of unique individuals are united by their love of chicken.



# Bring brand fans together

A range of brands can connect their fans together to share recipe ideas, such as those using air-fryers, or to help companies spread the word about a new product.



Air-fryers became popular during the pandemic in Brazil



In Brazil, Do Bem is selling its new line of functional drinks via WhatsApp

## Social commerce will transform the purchase experience

Over time, food and drink brands will bring consumers together in another way - through interactive e-commerce. This concept already exists in Asia. Chinese social buying site [Pinduoduo provides](#) "a team purchase format that seamlessly integrates social experiences with online shopping experiences." Users can browse deals and share with their friends to secure lower prices and create a shared experience.

Social media is already an important marketing tool, with some brands being created, tested and launched exclusively [on social media platforms](#).

In the future, food, drink and foodservice brands, as well as retailers, can **use group-buying platforms and tools to create a new way for consumers worldwide to shop together.**



Chinese social commerce site [Pinduoduo](#) helps consumers shop together

## Future forecast: mobilize consumers to do good

Consumers see companies as having the potential to make a difference in the world, as observed by the 2030 Food & Drink Trend *Change, Incorporated*. In the future, brands will act as facilitators and help consumers become part of the change they want to see in the world.

Brands will draw on their resources and reach to create platforms for people to make a difference in their local and global communities. For example, the Reviving Origins project from Nestlé's Nespresso brand aims to restore coffee production in regions where it is under threat, such as the Democratic Republic of Congo (DRC).



Nestlé aims to restore the coffee industry in the DRC



A woman with long dark hair, wearing a pink t-shirt, is sitting at a white table in a bright, modern setting. She is focused on eating a meal from a clear glass container, which appears to be a bowl of oatmeal topped with blueberries. She is holding a black fork in her right hand. To her left is a glass of green juice. In front of her is a silver laptop. The background is softly blurred, showing other people and indoor plants. A large green circle on the left side of the image contains the text 'FEED THE MIND'. A red circle is partially visible in the top left corner. The Mintel logo is in the bottom right corner.

## FEED THE MIND

Stressed and anxious consumers are in need of emotional and mental health solutions. Food and drink can offer comfort, joy and other emotional connections through rituals and functional formulations. A better understanding of how what you eat makes you feel will drive adoption of psychological approaches to healthy eating.

## The pandemic made wellbeing a central concern for consumers



The 2021 Global Consumer Trend *Health Undefined* observes that the pandemic placed wellbeing at the center of every decision.

Consumers will now demand broader portrayals of physically, mentally and emotionally healthy lifestyles.

**In particular, the collective negative mental health effects of the pandemic will create a wave of demand products and services that offer mental and emotional support.**

# The new normal in LATAM is on-pack warnings

After Chile, Peru and Brazil discourages excessive consumption, Mexico calls out sweeteners and caffeine in children's products. This new regulations will challenge better-for-you functional formulations, such as immunity and mental wellbeing, to ensure the formulations do not carry warning labels.



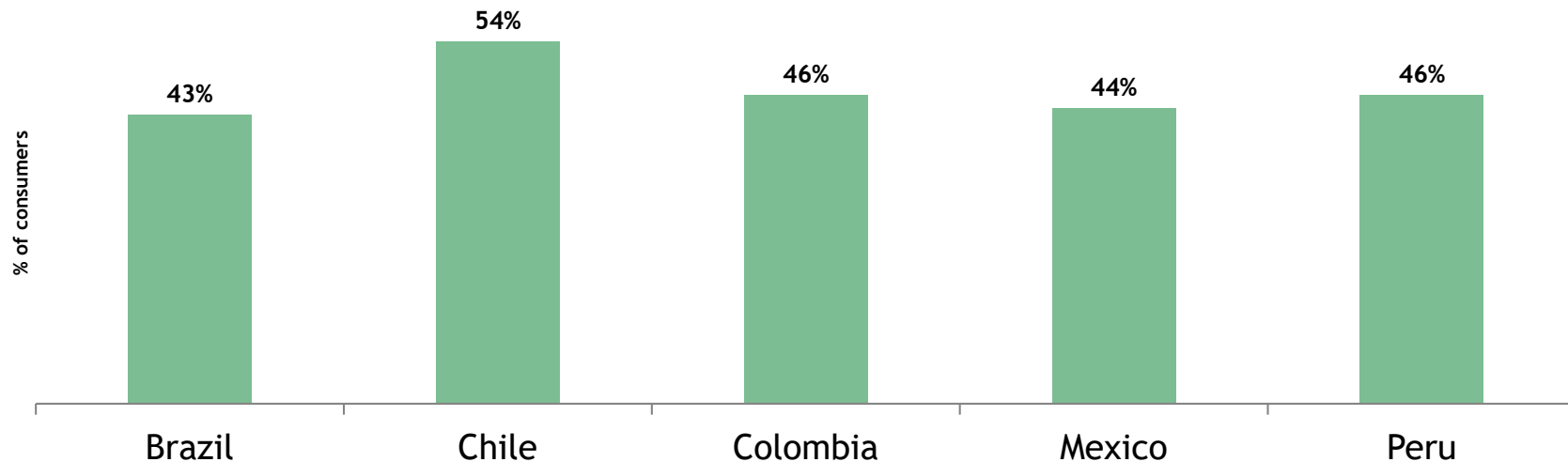
Brazil's front of pack labels



Mexico's warnings

# Around half of Latin Americans are worried about their family's stress levels

Select Latin American markets: COVID-19 related worries, "My/my family's stress levels," by market, July 2020\*



\* taken from Mintel's 35-market consumer study

Base: Brazil: 1,000 internet users aged 16+; Chile, Colombia, Mexico and Peru: 1,000 internet users aged 18+ in each market

Source: Lightspeed/Mintel; Offerwise/Mintel

# COVID-19 has been a constant source of anxiety for many people

The pandemic has made consumers recognize that wellbeing, including mental and emotional health, is a vital concern, notes Mintel's *Wellbeing 2021: Health Undefined* Trend.

78%

of Brazilian adults are worried about being exposed to COVID-19.

56%

of Brazilian adults say their mental wellbeing is a high priority and 27% say it is a medium priority.

42%

of Brazilian adults say eating healthily is a high priority and 38% say it is a medium priority.

Base: Brazil: 1,500 internet users aged 16+ surveyed June 7, 2021 - June 28, 2021

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



# Key actions to take in 2021-22 for *Feed The Mind*

## Forge emotional connections through rituals

Food and drink brands can offer escape, peace and other emotional benefits by creating rituals. Occasions from preparation through to consumption can offer moments of calm and clarity.

## Connect with intuitive or mindful eating

As a portion of consumers resolve to improve their diets in the wake of COVID-19, the concepts of intuitive and mindful eating will start to introduce the concept of the psychology of healthy eating.



# Offer moments of respite through rituals

Preparation, presentation, consumption and even clean-up offer occasions for experiential rituals. The format, instructions and packaging can help create a ritual.



Starbucks box helps consumers replicate the Starbucks experience at home (Chile)



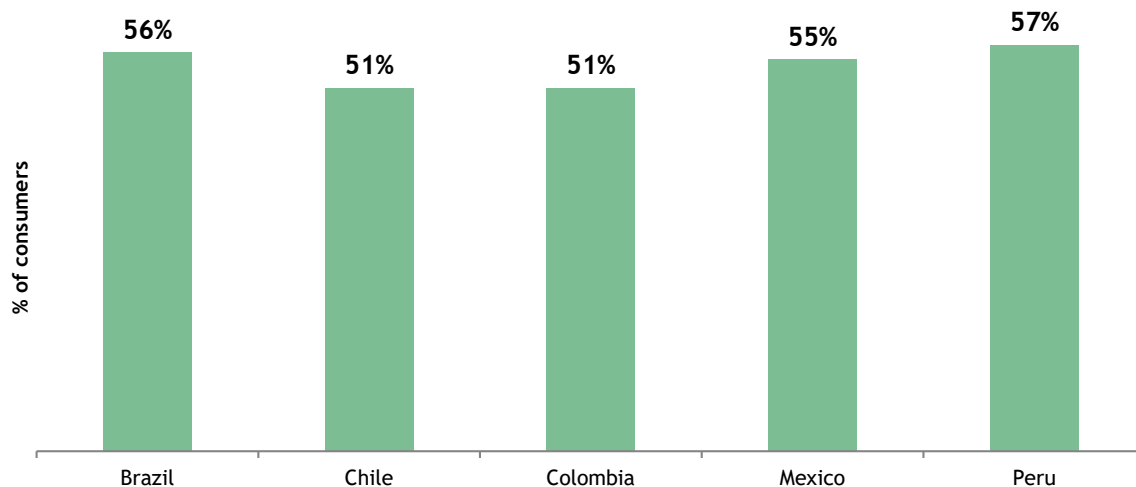
Pasta brand Barilla released several Spotify music playlists to play while cooking pasta

# Consumers are resolving to improve their diets after COVID-19

As a portion of people resolve to improve their diets after COVID-19, intuitive eating and services like Noom will start to introduce the psychology of healthy eating.

These solutions encourage better understanding of how much, when and what people eat, offering flexibility rather than strict rules. This aligns with consumers' desires for flexibility in diets: 85% of Brazilians adults agree it is important to balance healthier options with indulgent ones.

Select Latin American markets: Post-COVID food and drink aspirations, "eat a diet that reduces the risk of lifestyle diseases (eg hypertension, diabetes)," by market, July 2020\*



\* taken from Mintel's 35-market consumer study

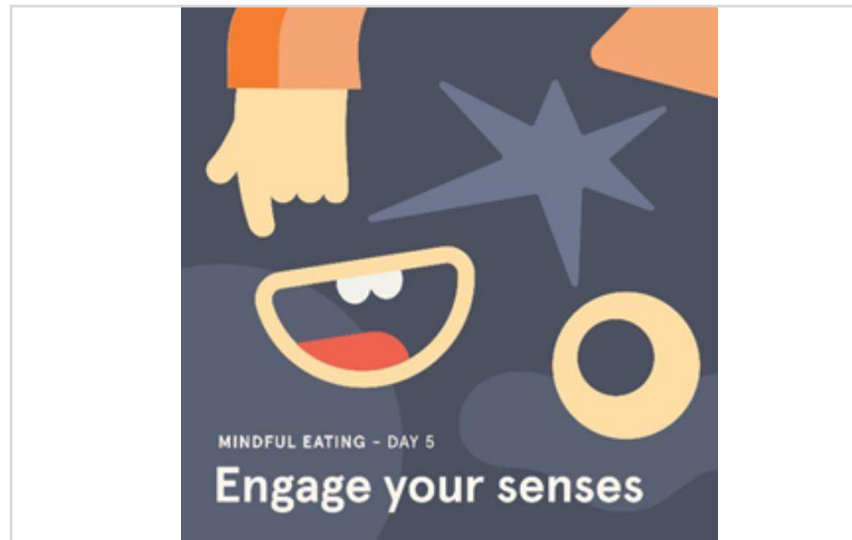
Base: Brazil: 1,000 internet users aged 16+; Chile, Colombia, Mexico and Peru: 1,000 internet users aged 18+ in each market; Brazil: 1,500 internet users aged 16+

Source: Lightspeed/Mintel; Offerwise/Mintel; Lightspeed/Mintel

# Brands will start to reference psychology-led eating concepts

In the next 12 months, more brands will present their products as part of mindful or intuitive eating approaches. More people will be interested in self-regulation tactics such as:

- Mindful eating aims to make consumers aware of what, why, when and how much food they eat.
- Intuitive eating, also known as "un-dieting," is intended to boost awareness of hunger and fullness by getting in tune with physical sensations and one's own personal needs.
- In line with the intuitive eating philosophy, brands will highlight nutrient density, a key concept of intuitive eating that focuses on food with a high ratio of beneficial nutrients compared to the number of calories.

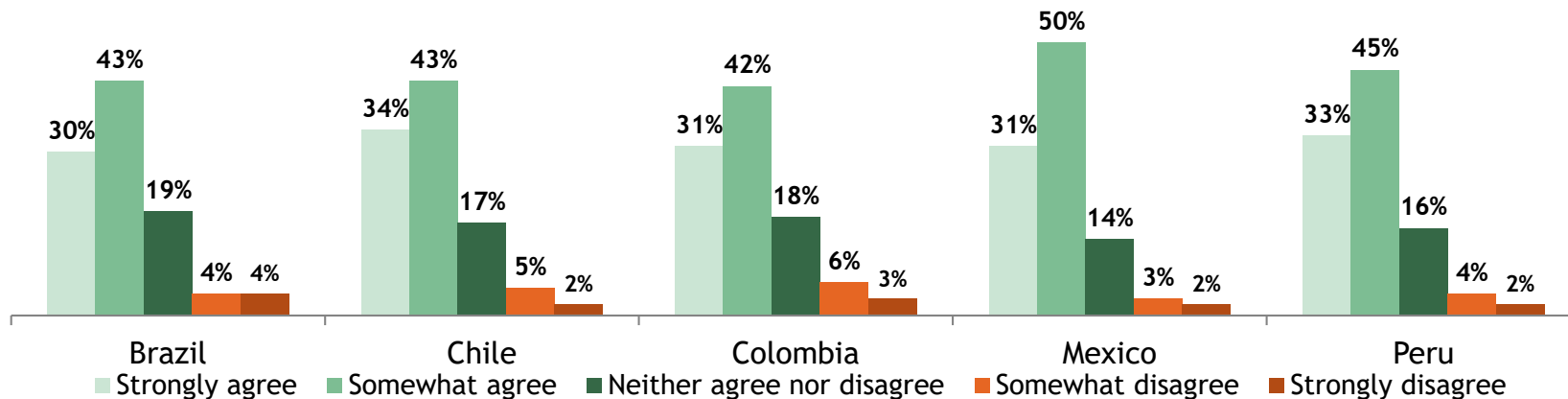


The headspace meditation app advocates mindful eating

# Most Latin American consumers believe in mood-boosting ingredients

More food and drink will be formulated for mental/emotional health with ingredients such as B vitamins, adaptogens or staples of Ayurveda and Traditional Chinese Medicine.

Select Latin American markets: attitudes toward healthy eating, "Certain ingredients have a beneficial effect on my mood (eg chamomile calms me)," by market, July 2020\*



\* taken from Mintel's 35-market consumer study

Base: Brazil: 1,000 internet users aged 16+; Chile, Colombia, Mexico and Peru: 1,000 internet users aged 18+ in each market

Source: Lightspeed/Mintel; Offerwise/Mintel

# Functional formulations will broaden options for mental and emotional wellbeing

Building on consumer acceptance, more food and drink will be formulated for mental and emotional health benefits with ingredients that are well-known or traditional ingredients from local or international cultures.

Leveraging Brazilian traditions, Leão Relax tea is made with chamomile, lemon balm, lemongrass, spearmint, passion fruit and banana.

While Padam Magic Chai is made with a range of Indian inspired ingredients, including ashwagandha.



**Leão Relax Chamomile & Passion Fruit Tea for before bed (Brazil)**



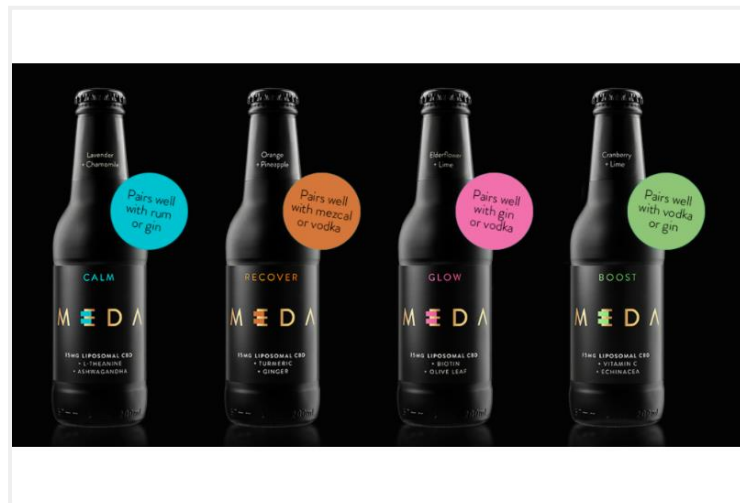
**Padam Magic Masala Chai Black Tea and Spice Mix (Colombia)**

## Pack design differentiates varied functional benefits

MEDA's CBD drinks use color-coding to differentiate between its range of functional drinks that are formulated to offer Focus, Defense, Boost and more.




MEDA's lineup of functional drinks with CBD, nootropics and adaptogens



Meda's No-Lo CBD drinks can be paired with alcohol





The indulgence in food and drink became important for consumers to deal with stress, anxiety and bring some excitement in these actual uncertain times.

CELEBRATIONS

59%

of Brazilian consumers of desserts/sweets aged 16-24 eat them when they are celebrating a special occasion at home

ENTERTAINMENT

25%

Of Brazilian parentes are allowing their children to eat more chocolates and sweets to keep them entertanaid during the pandemic

EMOTIONAL WELLBEING

21%

Of Brazilians agreed that because of the COVID-19 they have more indulgent food/drinks as a way to maintain my emotional/mental health

Base: 1500 internet users 16+

Fonte: Lightspeed/Mintel; Tracking global COVID-19 Mintel, 13-30 abril de 2020



# Indulgence can bring excitement and celebrations during difficult times

TEXTURE

34%

of Brazilian consumers of desserts/sweets like sweets or desserts with added texture (eg pieces of fruit or nuts)

VISUAL APPEAL

58%

Of Brazilian [dessert users aged 16-24](#) were encouraged to try a new dessert by its attractive appearance; 36% by pictures on social media

EXPERIENCES

59%

of Brazilians said that the statement “I love trying new experiences” describes them very well.

Base: 297 internet users aged 16-24 which have eaten any dessert or sweet in the last three months, 1,000 internet users aged 16+

Source: Lightspeed/Mintel

## Color, texture and aroma can help products emotionally connect with consumers



**Blue Spark to 'brighten' the mind**  
[Innocent Super Smoothie Blue Spark Juice](#) contains guava, pineapple, apple and blue spirulina. It contains vitamins B3 and B6 to contribute to normal psychological function and vitamin C to reduce tiredness and fatigue (UK).



**Creamy and crunchy dessert**  
[Yasso Chocolate Chip Frozen Greek Yogurt Bars](#) are said to combine smooth, soothing, creamy vanilla-flavored frozen Greek yogurt with sweet, crunchy chocolate-flavored chips. The dessert bars also have live and active cultures (US).



**Lavender scented RTD tea**  
[Pokka Sapporo Hokkaido and Kamairicha green tea](#) is a lavender-scented green tea made with lavender from Furano. It is said to offer consumers 'a healing experience' (Japan).

## Japanese ice cream brand pairs taste with visual and sound for a unique soothing experience



Morinaga Bubble Crunch Chocomint Ice Cream Bite



ASMR to offer soothing and comforting experience

Morinaga [Pino's](#) Bubble Crunch Chocomint Ice Cream has been brought to life with a sound and visual experience.

Based on [autonomous sensory meridian response \(ASMR\)](#), the experience is said to be brain-soothing and comfortable.

**More products can create audio and visual elements to intensify consumption.**



## Package design can offer calm and joy



Colombia's Hatsu brand is one that stands out to Mintel's Global Director of Packaging David Luttenberger as an aesthetically pleasing design.

On the shelf, the brand's range of ready-to-drink teas use bold colors to differentiate various flavors. Once a consumer picks up the bottle, they will notice the glass has subtle indentations for the thumb and finger that make the bottle easy to hold.

After gaining fame for its ready-to-drink teas, Hatsu also offers hot tea, carbonated soft drinks and snacks that rely on color to stand out.

## Future forecast: provide proof and sync with technology

In the future, there will be mainstream acceptance of food and drink as essential parts of the holistic approach to a healthy mind and body.



### Prove that functional ingredients work

The functional ingredients that are backed by scientific research or personal data will lead the market. Companies can share proof on pack and via [QR codes](#). People also will be able to track efficacy via [wearable and other personal devices](#)



### Sync with personal smart technology

People will use real-time tracking of diet and mood, either through wearable devices or self-reported apps. As officials aim to improve public health, the opportunity will arise to incentivize healthy eating through apps and games.



### Create emotionally engaging immersive experiences

Food and drink will work with other brands and CPG categories to create immersive multisensory digital or in-person experiences that are designed to entertain, educate or relax. [Pizza Hut have several interactive restaurants in China.](#)



# Summary of Mintel's 2021 Global Food & Drink Trends

## Quality Redefined

Food and drink brands will be challenged to respond to newly altered views of trust, quality and what is essential. As life gets busier and spending rebounds, companies will need to reinvent convenience, create safer retail experiences and deliver responsible budget items.

## 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 a community of like-minded individuals. Brands will explore how they can be used as indicators of identity, and eventually find ways to connect and mobilize their fans.

## Feed The Mind

Innovative food and drink formulations will be accepted as solutions for mental and emotional wellbeing. New formulations will help people learn how diet can impact mental and emotional health, which will lead to a new interest in psychology-based approaches to healthy eating.

# Thank you!



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