



New sense, good food, better balance

Key trends shaping shopping, cooking and eating
in the next 2-3 years

November 2016, Innovation Café, Kuala Lumpur
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This session – highlights of the trends landscape internationally



Pure power – new wave water

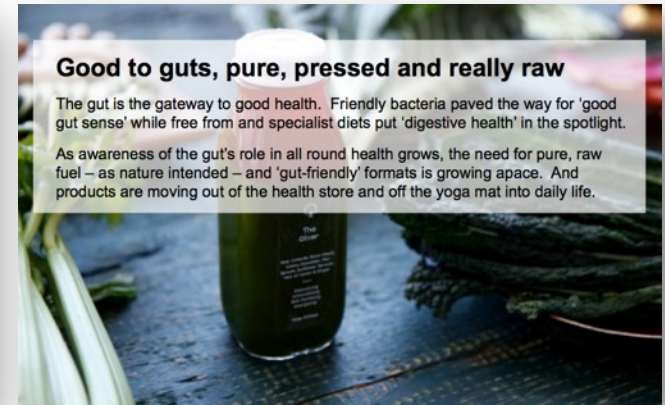
As former healthy heroes lose their crown – under scrutiny from hidden sugars or nasties, bottled water has risen again, with purpose. No longer just mineral or spring, new waters are multi-tasking and turbo charged: to put a spring in the step or badgy 'eye candy' in the hand.



Sugar wars and carb comebacks

The sugar debate rages on and clean label aspirations grow apace. Yet, how much are consumers playing 'lip service' to the threat of sugar and where does cutting back stray into pleasure deprivation? How is the comforting, fuelling nature of carbs being compensated for?

The race is on to find ways around 'sweeties, starchies and baddies' without turning a back on sweet refreshment and stodgy pleasures of the pantry.



Good to guts, pure, pressed and really raw

The gut is the gateway to good health. Friendly bacteria paved the way for 'good gut sense' while free from and specialist diets put 'digestive health' in the spotlight.

As awareness of the gut's role in all round health grows, the need for pure, raw fuel – as nature intended – and 'gut-friendly' formats is growing apace. And products are moving out of the health store and off the yoga mat into daily life.



Permissible indulgence

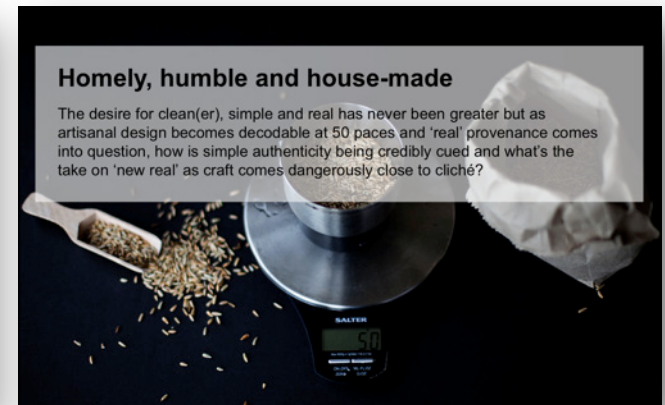
As cravings are capped and hollow snacking is scrutinised, the need for low or no guilt indulgence is being filled from all angles: from adult alternatives to healthful accents, protein punches to 'super food pimped snacks.

From everything in moderation, to green light go-ahead there's no end to ways to reason with your inner devil or reward mindful willpower.



Fuel my rhythm, power my day

Activia through to Red Bull taught a generation to expect more from their food and the demands of daily living have raised the expectations of brand owners to help their customers to tune in, tune up and ultimately, tune out from the pressures of fast lane living.



Homely, humble and house-made

The desire for clean(er), simple and real has never been greater but as artisanal design becomes decodable at 50 paces and 'real' provenance comes into question, how is simple authenticity being credibly cued and what's the take on 'new real' as craft comes dangerously close to cliché?

The macro trend context



My time, my terms



Eternal performance



Multi-sensory overload



Play and regression



Surprise and delight



Provenance and story



Quest for agelessness



Everything in moderation



As nature intended



Truth and traceability



Digital downtime & detox



Badging and bragging

Pure power – new wave water

As former healthy heroes lose their crown – under scrutiny from hidden sugars or nasties, bottled water has risen again, with purpose. No longer just mineral or spring, new waters are multi-tasking and turbo charged: to put a spring in the step or deliver badgy ‘eye candy’ in the hand.

ETERNAL
PERFORMANCE

PROVENANCE AND
STORY

BADGING AND
BRAGGING

Watchwords

Active and effective: HyDrive. Up. Enhanced. SuperCharged. Smart.

Positive living: Confident. Sparkle. Happy. Love. Life Source.

Exotic discovery: Igzu. Nari. Livi. Tenzing. Jubi.

Key Principle

Celebrate and grow water's essential purpose.

Worthy of exploration?

'New water' infusions: Layered benefits and discerning discovery

Power water: Enhanced hydration benefits

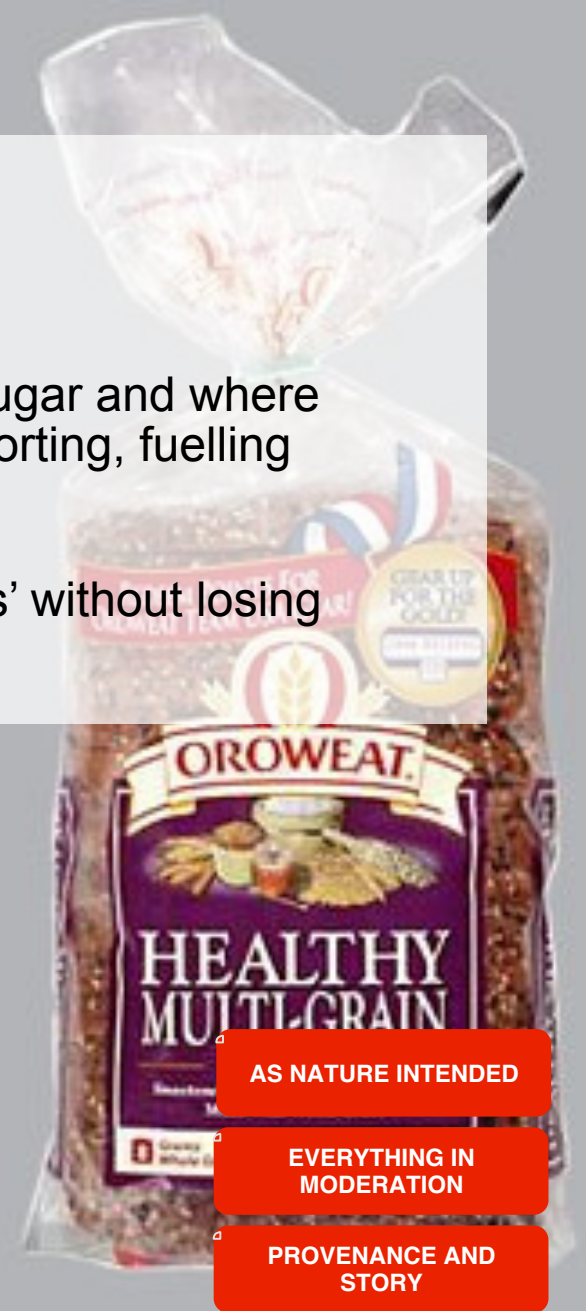
Healthful kicks: Caffeine, guarana – all of the power, none of the rubbish

Surfing the new water wave: Melon. Palm juice. Tree saps. Aloe.

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The race is on to find ways around 'sweeties, starchies and baddies' without losing sweet refreshment and the pleasures of the pantry.



Watchwords

Provocative: Ugly. Rebellion. Addicted. Unsweet. Say no to.

Simplicity: Only. Just. Right. Refreshing. Exactly. Just wetter.

Upbeat: Veri. Enjoy. Sweet by nature. Get people drinking water again! Pro.

Revival: Powergrains. Supercarb. Nutri-G.

Key Principle

Certainty and positive choices in the de-junking battle.

Worthy of exploration?

Alternative sugars: Beyond artificials, with added benefits

Delighting all the senses: Olfactory, textural and visual compensation

A new language of sweetness: Feature the positive, avoid the reductive

Supercarbs: Bringing ancient grains and starches into a modern context

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As awareness of the gut in all round health grows, the need for pure, raw fuel – as nature intended – and 'gut-friendly' formats is growing. Products move out of the health store, off the yoga mat and into daily life.

AS NATURE INTENDED

ETERNAL
PERFORMANCE

PROVENANCE AND
STORY

Watchwords

New era: The impossible. Eat no evil. Mind blowing. Plant powered. Raw-revolutionary.

Optimism: Follow your heart. Good. Turn over a new leaf. For your soul.

Natural abundance: More than. 100% plant. Wild. Thrive. Goodness. Pack'd.

The finest: Master. Most elite. Purest. From the best.

Key Principle

Good inside, better outside.

Worthy of exploration?

Raw snacking? Powered up snacks with pleasure built in

Real meat alternatives? Beyond tofu into true 100% pure holistic mimics

Gut health = good health? New probiotics and tasty fermentation

Sustaining and sustainable veg power? Mushrooms and algae as new meal heroes



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Permissible indulgence

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From everything in moderation, to green light there's no end to ways to reason with your inner devil or reward mindful willpower.



MULTI-SENSORY OVERLOAD

PLAY AND REGRESSION

EVERYTHING IN MODERATION

Watchwords

Affirmative: Nourishing indulgence. Moral fibre. Oppo. Yes! Motive. Be.

Goodness: Lots of this. None of this. Bene. Nix. You are what you eat. Darling.

Playful irreverence: Balls. Triple Sin. Neon. Kix. Be Mixed. Krave. Moon cheese. Ape.

Key Principle

Playful and healthy have-it-all.

Worthy of exploration?

Playful formats? For big kids (and the inner child) in everyone

Surprise and delight? Textural, colour and flavour novelty, naturally...

Adult edge? Grown up, layered experiences packed into innocent formats

New moderation? Beyond reductive into multi-sensory mimics and off setting with intelligence

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ETERNAL
PERFORMANCE

QUEST FOR
AGELESSNESS

DIGITAL DOWNTIME
AND DETOX

Watchwords

Life force: Live real. Lifeway. X% stronger. Powerpak. Activated.

Time as currency: 5AM. 10K hours. Upgraded. Condensed. Compact.

Straight talking: Tru. Real. Vivid. Stay focused.

...and breathe: Tranquil. Relax. Dream. Mellow out. Sound. Recovery.

Key Principle

Intuitive and intelligent body food.

Worthy of exploration?

Smart milk and clever protein?: Brain food and think fuel. Stamina in a bottle

Sleep aids and downtime recharge? Playing with the agents of natural calm.

Dairy, fruit, veg and nut charged? The coming together of many superfoods in one.

Energy and recovery: Dairy nourishment, protein and repair coming together.

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PROVENANCE AND
STORY

TRUTH AND
TRACEABILITY

BADGING AND
BRAGGING

Watchwords

Warmth & community: Our. Hearth. Farm estate. Folk

Pride, care & attention: Hand crafted. Old fashioned. Small batch. House milled.

Honest hard graft: Factory. Soda Works. Grown here. Dust cutter.

Key Principle

Lose the frills. Taste the pride.

Worthy of exploration?

Gritty and real: Backlash brands that are all about what's inside not on the label

Language of small: Small batch. Made with care. Heirloom (beyond tomatoes)

New craft cues and codes: Hand milled. House made. Human made.

Heritage revivals: New nostalgia. Soda fountain and milk bar venacular.

Thank you



We hope you found this valuable. Do you have any questions?

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