

FAST FACTS

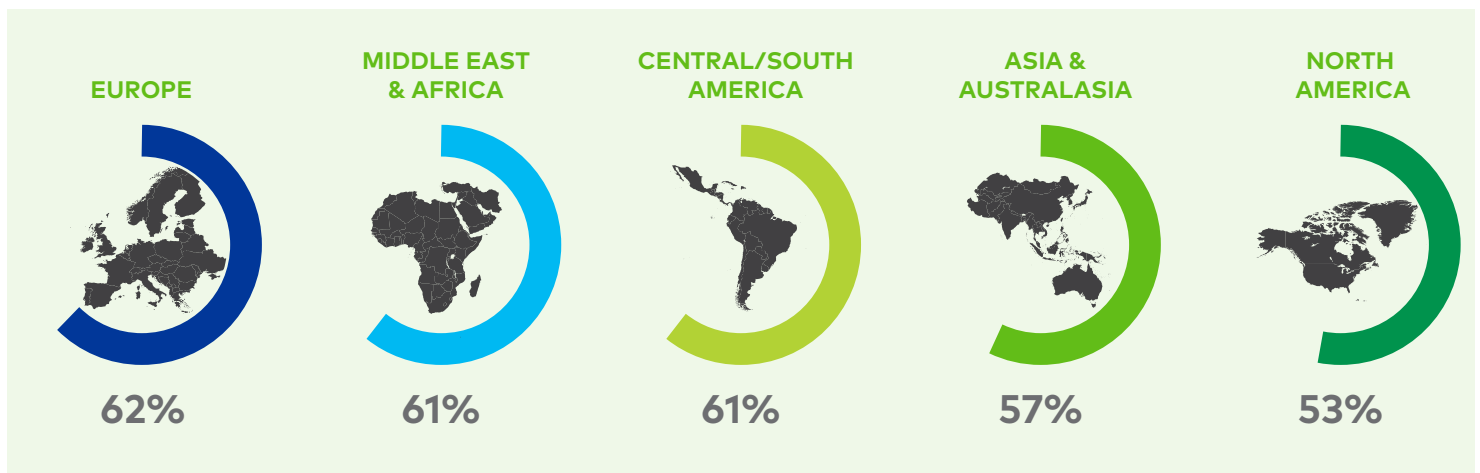
New Sensations: Consumers' quest for new experiences through food continues



The connected nature of today's consumers is continually changing the nature of food and beverages consumption where documenting what we eat and drink is becoming a norm.

Texture is the latest tool to engage the senses and deliver share worthy experiences that surprise and delight consumers. The feel, sound and satisfaction provided by texture will make it an important factor that will be elevated in prominence as a way to provide consumers with a break from the routine and stress of their lives, or create "like-worthy" social media posts.

Globally consumers find trying new experiences more exciting compared to trying new products¹



Consumers are open to new textures across food and drink categories¹

43%

of Chinese consumers would be interested in a **ready-to-drink tea** with **fruit bits**²

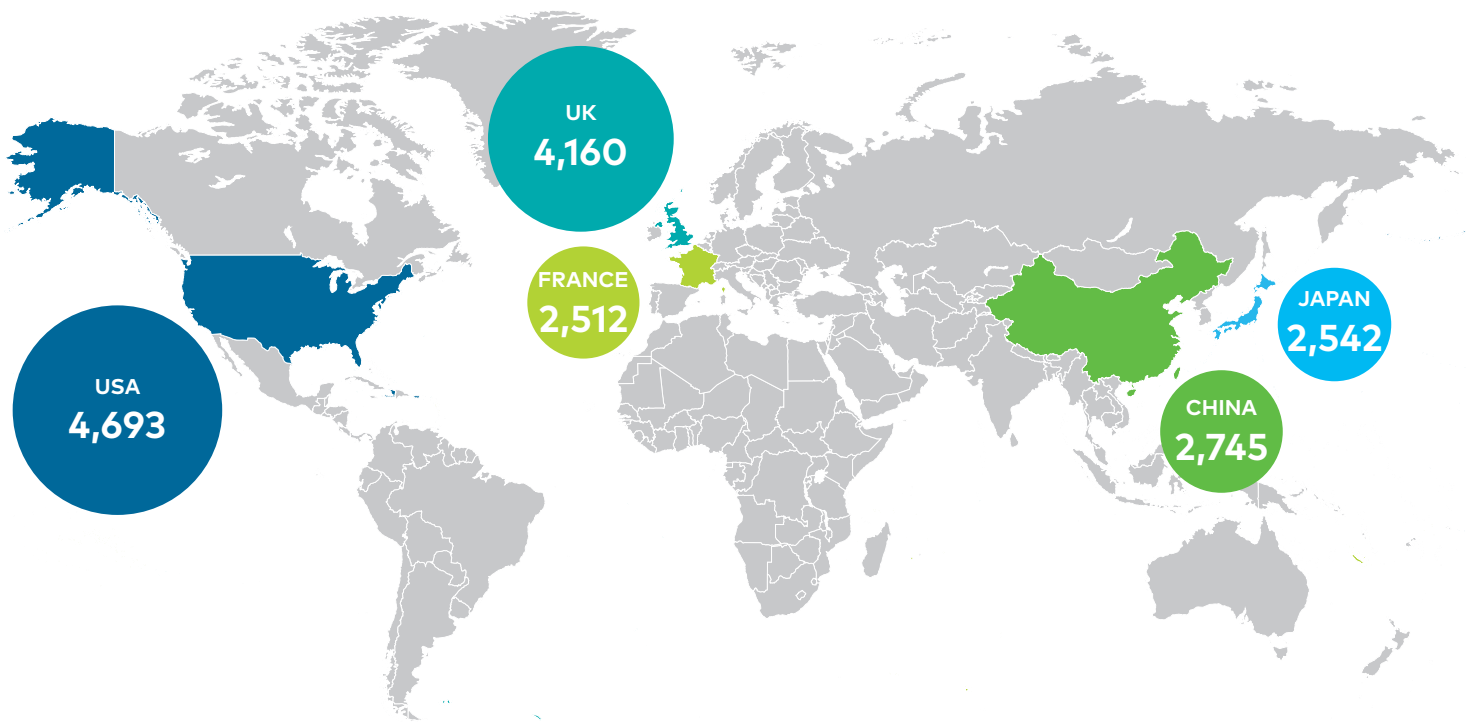
37%

of consumers in Spain are open to trying food and drinks with **unusual textures**²

24%

of iGeneration in US (b. 1995 - 2007) coffee drinkers say they would purchase a **ready-to-drink nitro cold brew**²

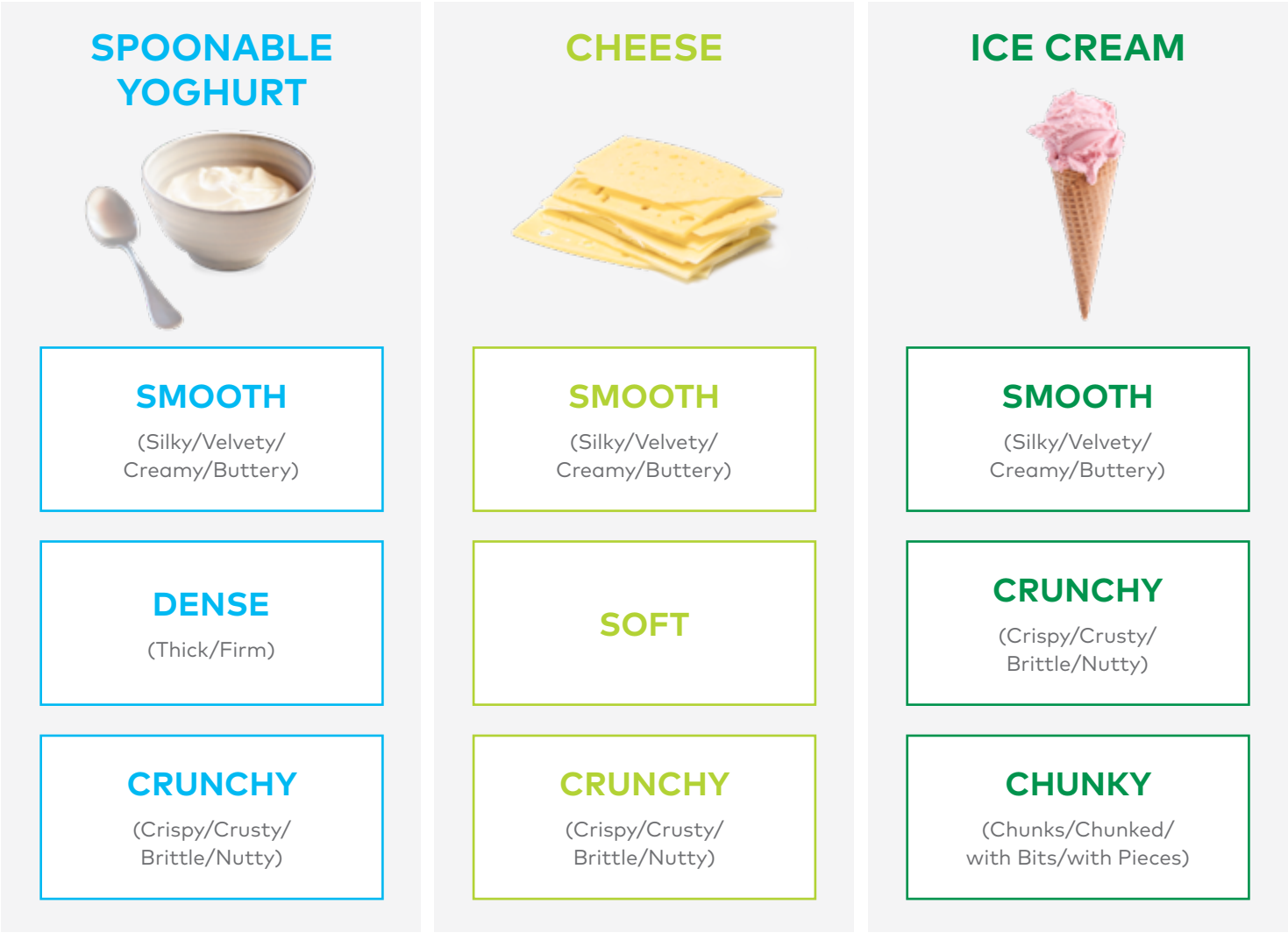
Countries with highest number of texture related claims on pack*2



*Based on the number of product launches in 2017.



Most common textural claims within dairy applications in 2017²



Opportunities

As we move more into experience driven consumption of food and beverages, the ability of products to tap into as many sensory elements as possible becomes an advantage. It's all about providing consumers with shareworthy consumption moments.

Texture can be leveraged to provide the sound, feel and satisfaction can make products more captivating for consumers who continue to seek food and drink that is perceived as fresh, functional, filling or simply fun. There is opportunity to emphasise this experience through product formulation as well as highlighting this through communication.



Sources:

1. Global Data | GlobalData consumer survey Q3 2016
2. Mintel | Food and drinks trends in 2018