

Fast facts

Top Global Consumer Trends for 2018



1

Naturally Functional

Consumer motivations for opting natural foods lies on the **role diet plays in the health, and the food's nutritional value**. It reflects that what consumers want more than anything else are **foods, beverages and ingredients that they perceive are naturally healthy and bring some intrinsic benefit which can help give a product a health halo**. Science reinforces credibility of natural.



69%

of consumers associate **natural** with **'healthy'**³

2

Personalisation & Fragmentation

Consumers **take back control of what they buy, eat and do**, creating an irreversible and massive fragmentation of markets, opening up new niches and opportunities driven by technology, which have propelled people to feel empowered and confident to **create their own diet and health choices**.



70%

of consumers find **products customised** to their individual health **needs appealing**²

3

Snackification

Time scarcity and enhanced mobility lead to **consumption occasions occurring in less conventional environments and situations**, resulting in easy-to-consume, on-the-go products.

56%

of consumers snack at least once a day¹

Consumers are shifting towards more natural snacking options³

37%

Dairy



4

New Sensations

Texture is the latest tool to engage the senses and deliver **share worthy experiences** as a way to provide consumers with a break from the routine and stress of their lives.

60%

of consumers globally say they find trying **new experiences most exciting** compared to trying new products²

5

Full Disclosure

This next wave of clean label challenges manufacturers and retailers to **democratise transparency and traceability** so that products are **accessible to all consumers regardless of household income**.



TOP THREE ASSOCIATIONS WITH CLEAN LABEL IN THE WORLD⁴

40%



No pesticides/chemicals/toxins

37%



Natural/Organic

31%



No genetically modified organisms (GMOs)

Sources:

1. Mintel 2018

2. Global Data | 2016 Q3 global consumer survey

3. GlobalData | 2017 Q4 global consumer survey

4. Global Data|2017 Q1 global consumer survey