

# Explore Cargill's TrendTracker

Use our exclusive framework for Food & Beverage Trends to innovate, evolve and thrive.

## MACRO TREND 1:

### HEALTHY for me

The growing movement toward holistic health



**MINDFUL eating:** Consumers search for “natural,” avoid certain ingredients



**SEEKING goodness:** Embracing positive nutrition, immune health & brain food



**PLANTS & beyond:** Exploring environmental & health benefits of plant-based options



**HEALTHIER spin:** Smarter snacking and better-for-you indulgence

## MACRO TREND 2:

### SIMPLIFY my life

Offering faster, easier ways to procure, prep and clean up food



**DIGITAL endurance:** Enabling & enhancing omnichannel shopping



**INS & OUTS of eating:** Trading foodservice experiences for DIY in-home prep

## MACRO TREND 3:

### EXPERIENCE it

Achieving delight without inducing guilt or shame



**INDULGE me:** Bringing maximum enjoyment to the foods consumers eat



**ELEVATED experiences:** Tapping into multiple senses and shared experiences

## MACRO TREND 4:

### CONSCIOUS consumption

Offering products that reflect both value and values



**VALUE accelerated:** Seeking affordability, making tradeoffs



**SUSTAINABILITY extended:** Choosing brands that support planet, people & progress



## The Power of ONE CARGILL:

Deep Insights + Endless Ingredients + Application Expertise + Global Supply = Your Total Solution

Let's Get Started: Connect with your marketing lead to activate these insights and drive profitable growth!