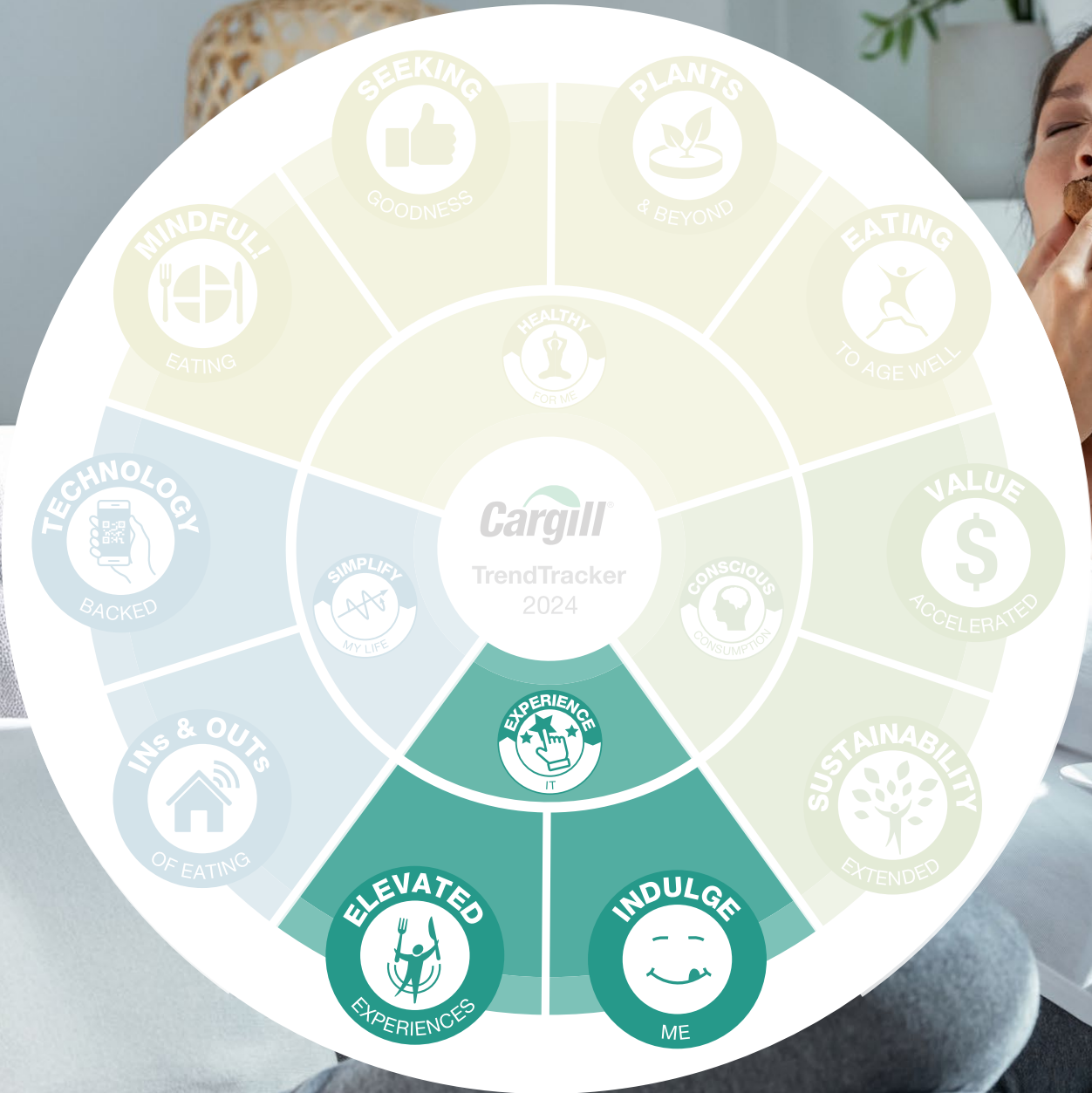


Trend-Tracker 2024

Inside the
“EXPERIENCE it”
macro trend





Trend #1: INDULGE me

With all the chatter about healthfulness, we may need to remind ourselves that many of life's most enjoyable experiences revolve around food and beverages. People want to make their own decisions about what to consume, and they don't want to feel bad about their choices, even when they opt for indulgence.

Consumers are unwilling to compromise on small moments of pleasure and indulgence. With carrying a heavy mental load following crisis upon crisis, food and drink brands should rethink the positioning of pleasurable products. At the same time health brands are moving into indulgence while comforting treats come with added goodness, creating an ideal mash-up.

It's important to stress that sensory is at the heart of indulgence. *"No matter whether consumers are looking for more cost-efficient solutions, a better Nutri-Score, more sustainable products, or new*

existing taste and texture experiences, sensory is what makes consumers buy products in the first place, and if good, again and again," notes Anne Berends, Director Sensory & Consumer Science. *"We need to be prepared to develop better products – better meaning holistically, but without compromising any dimension, especially not taste,"* she adds.

Amid this dynamic, we've taken the important step to transition to a consumer backed – insight-centric company. Today, we conduct global studies along our food solution portfolio to unpack consumers' sensorial needs. Cargill™ HEARTBEAT has been launched to identify drivers of liking and consumer desires and consumer segments for different product categories. For example, the research conducted demonstrated that 47% of consumers purchase chocolate due to a specific texture preference. This knowledge enables Cargill technical teams to guide customers in developing the right portfolio and maintaining their brand signature while ensuring fast-track prototyping.

Anne Berends,
Director Sensory &
Consumer Science





Trend #2:

ELEVATED experiences

While “INDULGE me” is about meeting expectations, “ELEVATED experiences” is about going above and beyond taste. The consumption experience can be elevated by tapping into multiple senses, social and cultural experiences, and endless creativity.

The consumption experience can be elevated by engaging all the senses (taste, texture, appearance, aroma, and sound). In fact, consumers expect indulgent food and beverages to leverage multiple senses and textures to elevate the experience

Faced with geopolitical and economic uncertainty, European consumers want to treat themselves and are becoming more adventurous in their food choices, prioritizing novelty and eating more world cuisines at home. Consumption can be elevated by introducing social or cultural experiences, novelty and experimentation. The consumption experience can enable consumers to travel in time, elicit the comfort of nostalgia.

“Consumers are looking to take the food experience to the next level in varied ways, from show-stopping visual masterpieces, to unprecedented texture combinations, and surprising inclusions,” says Onome Hyacintha Dibia, Gourmet Commercial Marketing Lead. *“We see this ‘Elevated Experiences’ trend as a door-opener for decorations and believe that it would evolve the decorations business with leanings towards nature-inspired and hyper-real renditions,”* she adds.

Onome notes that Cargill’s Gourmet business already plays in this field with some of the product offerings in the Leman Decorations portfolio, and we will continue to work to elevate the customer experience in future innovations. Leman Decorations offers over 6,000 unique products Leman with 10% of this portfolio updated annually to reflect the latest trends. *“Our commitment to elevating the creations of our customers remains at the heart of all that we do,”* Onome concludes.

Onome Hyacintha Dibia,
Gourmet Commercial
Marketing Lead

