



Trend-Tracker 2024

Inside the
“SIMPLIFY MY life”
macro trend





Trend #1: INs & OUTs of eating

Food and beverage procurement used to be handled with a trip to the grocery store. In today's world, that's still an option but it's one of numerous ways to shop. Many consumers now prefer an "all of the above" approach as it enables them to conduct their food shopping how and when they want. Furthermore, the rise in DIY food preparation has consumers looking for help which can come in many forms including retail meal solutions, kitchen gadgets, and snackification.

"The trend towards simplification in eating habits is driven by consumers seeking quick and convenient ways to nourish themselves, which is manifesting through the demand for easy-to-prepare, yet healthy, and convenient food options," notes Eline Populaire, Associate Director Digital Marketing (EMEA). *"In the future, this trend will continue to open opportunities for personalized nutrition solutions and advanced meal preparation technologies,"* she adds.

Additionally, consumers seeking simplification are weaving in foodservice for some relief from DIY preparation. Of course, foodservice also provides variety and an elevated experience. *"The impact of inflation has accelerated the trend of consumers looking for value-for-money as well as trading down in their spend when eating out. We expect this will benefit the growth of foodservice in general and large quick-service restaurant chains especially,"* says Andre Trumper, Growth Leader Foodservice.

Cargill's Food Solutions is your partner to meet this trend. In addition to product innovation and sustainability, we are dedicated to staying ahead of the curve in meeting customer needs and adapting to the dynamic landscape of the food industry via digitalization of our marketing efforts. By actively engaging with customers via digital media channels, we can effectively communicate the latest trends, product offerings, and sustainability initiatives.

Furthermore, as foodservice operators simplify



Eline Populaire,
Associate Director
Digital Marketing (EMEA)

their operations to meet consumers' demand, Cargill can help them with their growth ambitions. Our local expertise and global capability and scale, combined with services from risk management, supply chain and more, allow us to create customized yet cost effective solutions.



Trend #2: TECHNOLOGY backed

Today's consumer is struggling to have the energy and brainpower to get through their daily routine. Consumers have increased their trust in technology to help them find efficiencies in food planning and preparation. In addition, technology can help consumers elevate their diets regarding both health and indulgence.

There's a growing demand for a "data-driven diet." Here, consumers are tapping into technology to enable more informed consumption decisions, supporting personal health, speedy decision-making, environmental protection, and enjoyment of the consumption experience. For example, artificial intelligence (AI) is being applied to streamline and/or enhance recipe building, product development, flavor combinations, and food production.

"Artificial intelligence (AI) is a hot topic and for very good reason: the ability for machines to learn and independently perform tasks is starting to match that of humans," notes Renee Boerefijn, R&D Category Leader – Indulgence. *"We combine consumer sensory data with formulation models*

with focus on taste and texture to decode liking and translate this into winning solutions."

Another technology backed trend is the emergence of cost-efficient solutions across the value chain, with "ghost kitchens" being a good example for this. This is where a virtual restaurant operates as a digital storefront, with a few back-of-house staff members working on fulfilling online orders. Instead of a physical location, your presence is digital, allowing you to reach more customers than you ever could with just a physical location.

The food inflation has affected the everyday choices of consumers, and this has led to a habit change of making smart and cost-efficient solutions.

"Cargill can partner with the emerging ghost kitchens to support affordable and innovative menu development. Innovation seekers and those who are looking for a more personalized nutrition can also be targeted through this channel whose consumers adapt to changes early on," Umut Albayrak, Foodservice Business Development Manager, META,

Renee Boerefijn,
R&D Category Leader
Indulgence (EMEA)

notes. *"We also see that flexibility is key for future consumers and this format will enable the switch between different international cuisines with a product & service standard,"* he concludes.

