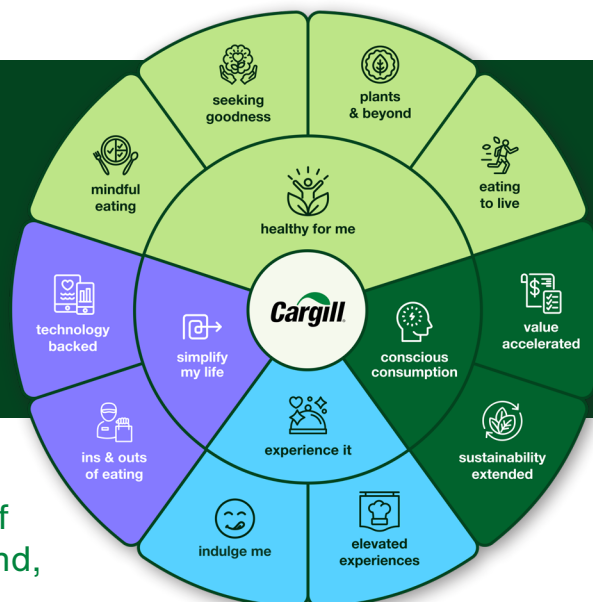


Anticipate, innovate, accelerate growth with TrendTracker

Tap into consumer attitudes and preferences with TrendTracker – Cargill’s annual, in-depth analysis of the major trends shaping food and beverage demand, today and tomorrow.



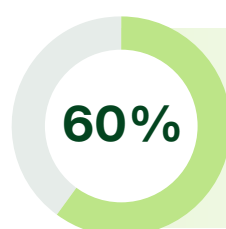
Our experts identify 4 macro trends:

Healthy for me

Making mindful choices to support physical and mental well-being.



healthy for me



60% are actively limiting ingredients

See which 3 top the list

Conscious consumption

Seeking to maximize perceived value and align with personal values.



conscious consumption

77% have cut back on dining out, yet
46% have sought more-premium treats at home

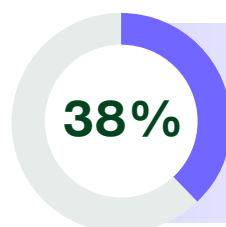
Learn what other trade-offs they're making

Simplify my life

Seeking ways to nourish themselves more easily and efficiently.



simplify my life



38% still buy groceries online post-pandemic

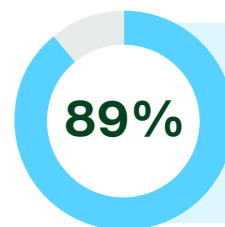
See what other strategies they're using

Experience it

Embracing food and beverage experiences without guilt.



experience it



89% indulge at least once per week

Discover the top 4 drivers

Pinpoint product strategy with Cargill TrendTracker.

Get started at cargill.com/TrendTracker.