

# TRENDS IN 2020

Trends in individual consumption



**maustaja**  
TASTE OF QUALITY





**Dear reader,**

Maustaja's set of services include customised, responsible and quality product manufacturing, packing, and solutions for packaging and logistics. In addition, active product development is at the heart of our operations, which we carry out in close collaboration with our customers.

In product development, it is important to not only be skilled but also be able to monitor the development and trends in the market and identify new opportunities in them. In this trend report we focus on one particular phenomenon in the industry – individual consumption and the trends and values related to this.

A consumer makes several value choices even when choosing an everyday snack. In addition to just satisfying their hunger, consumers may wish to satisfy their taste buds, feel good and healthy mentally and physically, seek new experiences, assume responsibility for the environment, express concern about animal rights, favour responsible business activities or support a small new brand.

By exploring the evolution of what consumers value and believe, we can continue to create quality products and concepts together.

**Juha Korhonen,**  
**Sales and Marketing Director**





# TRENDS IN INDIVIDUAL CONSUMPTION

One of the most interesting global trends in the market is the emphasis on individual consumption choices. It is linked to many other ongoing trends and also has a strong impact on the development of the food industry.

When we select our food, we build and express our own identity at the same time. In the following pages we will explore some of the trends that are currently guiding these choices.

Although consumption choices are now increasingly based on an individual's personality rather than age, there are certain lines that distinguish different generations in terms of values and behaviour. That's why we also look at trends from the perspective of these general definitions of generations.

**Generation Z (b. 1996 – 2010)** is more willing to shift from one lifestyle to the another, searches for new experiences and quickly embraces new technologies and services.

**Millennials (b. 1980 – 1995)** are most worried about environmental and ethical issues. They seek balance between the body and mind, but also pleasures.

**Generation X (b. 1964 – 1979)** appreciates mental well-being, time for family and friends, and new, ethically sustainable experiences.

**Baby Boomers (b. 1946 – 1963)** want to age in good health and therefore are more prone to revise their diet, for example with organic and functional products.

# TRENDS IN 2020

\* Research Results:  
Innova Market Insights



## TREND #1

# HOLISTIC WELLNESS

People who seek holistic wellness emphasize the person as a whole, in which “everything affects everything”. Physical and psychological health are perceived to be linked to each other, to one’s mood and emotions, and thereby, to social relationships and self-image.

Traditionally, the healthfulness of food is assessed on the basis of its physical effects. The trend of holistic thinking raises mood, pleasure and joy alongside them. In short: Enjoying eating is allowed, desirable and even important – as long as it is done correctly.

This enables the guilt-free trend and brands, which allow you to feast happily and with a good conscience. These products are not only good tasting, but also sustainable choices, for example in terms of health, the environment, animal rights and other ethical issues.

”Anything  
fun is good  
for  
your belly!”

-Moominmamma-

The number of product launches containing wellness claims is growing by approximately 21% per year. \*

## ON GENERATIONS...

- **Generation X (40 – 55 years)** appreciates mental health and well-being as well as guilt-free products.
- **Millennials (24 – 39 years)** prefer so-called healthy enjoyment products.

We at Maustaja know the source of the raw materials of our delicacies, and we favour vegetable-based oils, eggs from free-range chickens, fair trade sugar and other responsible alternatives.







*"I want to discover new tastes",*

## TREND #2

# EXPERIENCES AND WILLINGNESS TO EXPERIMENT

Individual consumption is strongly associated with seeking new unique experiences, tastes and services. With globalisation, culinary ideas are circulating around the world faster and faster, making it increasingly easier for those who want to expand their experiences with offerings from different cultures.

The adventurous consumer values authenticity in both the flavour and form of his or her meals as well as where it is eaten. The goal is to surprise the sense with new and rare dishes, local apps or combinations of different food cultures. Experimenters are not interested in brand loyalty, since the next, seductive scent is always wafting around the corner...

The hunting grounds of new experiences include exotic travel destinations, street food events, small specialty boutiques, pop up restaurants and social media, where people share their own culinary conquests - even in a competitive way. Many think the tasting of a new dish will be downright wasteful unless someone sees a selfie taken next to it.

▶ say 67% of consumers in China, 66% in the USA and 61% in the United Kingdom.\*

The most distant sources of Maustaja's world of flavours are found in Ginger Ajvar Relish, Naughty Burger's chilli compote and in the exotic variations of our mayonnaises, such as Mango-habanero, Wasabi and Roasted Sesame & Ginger.

## ON GENERATIONS...

- **Generation Z (under 23 years)** wants to travel the most and explore new cultures and food experiences.
- **Generation X (40 – 55 years)** is also interested in different food and dining experiences.







## TREND #3

# THE TRIUMPH OF VEGETABLES

The popularity of plant-based products continues to grow. Instead of being a short-lived fad, they are increasingly becoming established as part of the diet of broader groups of people. This opens up more opportunities in the food industry for new greener innovations.

The pioneers of the vegetable boom have been vegans and vegetarians. For many of them, their green choices are strongly linked to building a unique identity. For the majority of people, the motives for choosing vegetables are more related to health and the debate on the climatic effects of meat production.

Large food brands are responding to this development by greening their offerings with new products. Soy, which has traditionally been the most popular source of vegetable protein in the world, is losing its dominance to trendier alternatives such as grains, mung beans, hemp seeds, pumpkin, avocado, watermelon seeds and Chlorella algae.

The number of plant-based food and beverage products is growing by approximately 60% every year. \*

The basis for Maustaja's spicy salad dressings and vinaigrettes are vegetable-based oils. In addition to the familiar favourites, they can be combined with Finnish berries, such as lingonberries and bilberries.



## ON GENERATIONS...

- **Generation Z (under 23 years)** is the most willing to adopt a new diet and lifestyle.
- **Millennials (24 – 39 years)** have increased their consumption of vegetables much more than other generations.





## TREND #4

# NEW APPEAL OF FIBRES

The benefits of dietary fibre for digestion have been recognised for a long time, but now the popularity of fibre is gaining momentum. The reason is an increase in demand for all plant-based foods, but also the wider health benefits seen in fibres.

The interest in individual wellbeing is boosting the demand for a variety of dietary supplements, functional foods and also dietary fibres. The popularity of fibre is growing the fastest in Europe, since they are used to supplement the westernised diet, which contains less and less whole grains, legumes, fruits and vegetables.

Young people usually use fibre for weight control and older people for digestion. Today, fibre is also associated with the benefits of skeletal health and the immune system. In addition, links between digestion and the brain are being studied – so fibres seem to be getting things to move even outside the intestines!

In the USA 44% and in the UK 33% of consumers are trying to increase their use of fibre. Product launches containing fibre claims are increasing at a rate of 21% annually.\*

## ON GENERATIONS...

- **Millennials (24 – 39 years)** strive to increase the use of good nutrients such as fibre.
- **Baby Boomers (56 – 73 years)** prefer functional foods, including fibre-rich dishes.



Fibre in a tasty form can be found in Maustaja's lingonberry jams, which are based on our super berries, which contain an abundance of vitamins and antioxidants. As a partner, we can enhance the fibre of numerous products, from snack drinks to sports gels.





## TREND #5

# THE REBELLION OF SMALL BRANDS

On the food producers' side, genuine individuality is represented by small, agile brands that emerge globally. They captivate consumers with fresh stories and promises, and also force the established players in the industry to innovate and renew themselves.

New start-ups are making inroads into the food market around the world. They respond to the demands of individual consumption with products, services and marketing that are targeted dynamically and precisely, thereby challenging established approaches and existing market leaders.

The trend is powered by the freshness and attraction of small players: they are appealing and engage their target groups with proximity, authenticity, accountability, transparency and a personal story. That's why the traditional dominant brands are now frantically looking for strategies for integrating similar features into their own operations and image.

40% of U.S. and UK consumers prefer small brands with a personal story and a lot of enthusiasm to dedicate themselves to their product.\*

## ON GENERATIONS...

- **Generation Z (under 23 years)** is the most willing to adopt new products, services and buying habits.
- **Millennials (24 – 39 years)** are willing to pay more for products that are good and in line with their values.



Maustaja engages in continuous custom-oriented collaboration with a variety of food brands, and we are always interested in new partnerships. A successful example of production with a smaller operator is the versatile sauce and dipping selection of a wings restaurant called Hook in Tampere.





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**COLLABORATION WITH US IS WORTH IT!**



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