

VKL TRENDS



ESSENTIALS REVALUED RESTAURANTS REDEFINED

TRANSPARENCY

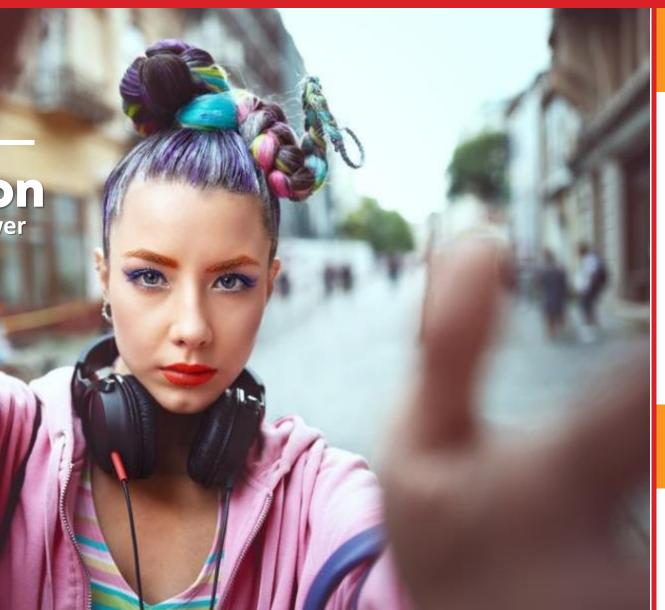
EVOLUTION OF PHYGITAL



RISE OF GENERATION Z

2 billion Gen Z globally

~\$200 billion Annual Purchasing power



INVOLUNTARY FOODIES

- Familiar & Comfortable with local & global cuisines
- Willing to spend on dining out

The restaurants must meet their expectations, in terms of the food & the experience

SOCIALLY SENSITIVE

 Care for social causes, responsible business practices



ESSENTIALS REVALUED

2 in 3 Consumers Monitoring their **spending**

2

For 85% Consumers 'Value' is important

Quest to return to Essentials

 Evaluating ,what are the essentials is important as consumers tighten budgets

Personal definition of 'Value'

 Beyond, Price –
Volume, Convenience
& Experience play a role

Source:Mintel



RESTAURANTS REDEFINED

1 in 2 Consumers

3

express interest in meal enjoy food at home



Restaurants @Home

- Curate an experience for diners at their homes
- Brands like BBQ Nation executing this

Drive-thru's, Fine dining, **Fast casual** included

People come out to pick up food to avoid physical contact

Source:Mintel



TRANSPARENCY

2 in 5 Consumers

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agree it's worth making individual sacrifices to protect the health of the community

> lin 2 Consumers Believe buying from ethical brands

Accelerating demand for Transparency

 Transparency from companies on protecting the community & the environment

With Trust comes Loyalty

 Initiatives focusing on supporting local communities & interested to know the source of products



THE EVOLUTION OF PHYGITAL

2 in 3 Consumers Would look forward to phygital experiences

5

Physical and Virtual worlds collide to keep people connected

- Integration of Virtual processes into Brick & Mortar locations for anywhere, anytime access
- Countries like Japan is already taking the phygital to next level

Video Linkhttps://youtu.be/7V8Q23GTCfs



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TRENDS IN QSR & CASUAL DINING

Spicy & Global foods trends grow locally



Balanced approach to health

Plant based grows, Color in food drives experience

Brand Trust & Affordability



To Know More about Trends, please contact us at <u>dothenew@vklspices.com</u>



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