



VKL TRENDS



1



**RISE OF
GEN Z**

2



**ESSENTIALS
REVALUED**

3



**RESTAURANTS
REDEFINED**

4



TRANSPARENCY

5



**EVOLUTION
OF PHYGITAL**

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

2 in 3
Consumers
Monitoring their
spending

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

1 in 2 Consumers

express interest in meal
kits from restaurants to
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

2 in 5
Consumers

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

1 in 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



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

2 in 3
Consumers
Would look forward to
phygital experiences

Video Link-
<https://youtu.be/7V8Q23GTCfs>

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,
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