



OUTLOOK 2023 FOOD TRENDS



FOOD TRENDS

NEWTRO

MODERN TWIST TO CLASSICS

Consumers desire for newness on the classics

Though *NEWTRO* is uniquely Korean in its style & origins but revisitation of historic design styles, culture, food & accepting it with a modern twist is something that is a global phenomenon

The enthusiasm for *NEWTRO* echoes global cultural trends amongst millennial & Gen Z consumers

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CHILI

AS A HERO INGREDIENT

The rise & rise of Chili !
Now snacks, noodles, dishes, etc. is recognized & marketed with kind of chilies being used

Chili flavours, which can range from smoky to sweet & spicy, vary even within a single plant

The new age chilies - Finger hot pepper, Bird's Eye Chili, Guajillo Pepper, Dorset Naga, Desert chili

Bhut Jolokia, Peri Peri, Carolina Reaper, Habanero & Jalapenos were the trending chilies & are seen on menus



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BORDERLESS CUISINE

FUSION OF LOCAL & GLOBAL FLAVOURS

With restrictions still around, consumers miss the travel & experience of flavours of the world

And trying global flavours with local is what consumers are looking for

A wave of new multi-ethnic, "borderless" cuisines is elevating

This is led by the Gen Z.iers... , also followed by Millennials



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SNACKIFICATION

The lines between dayparts are blurring because of the shift in consumer's eating habits which is drifting away from full-size meals to more recurrent middle-of-the-day snacks

Snacks are the new meals e.g., Egg bites, Sandwiches are here to stay as meal options

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FERMENTED FOOD

Fermented foods are trending because of their unique flavor, the uptick in Asian cuisines, & their health benefits

The Japanese & Korean cuisines are influencing this trend around the globe



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AUTHENTIC REMINISCENCE



Flavours that supplicate childhood memories & traditions including favorite travel experiences, and traditional food have a sense of nostalgia associated with it, which continues to drive consumer preferences

There is spurring demand for simple, age-old techniques & hand-crafted, traditional methods & practices that deliver a story behind the flavour

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CLEAN⁺ LABEL

Clean label is not only about ingredients & origins but also about sustainability & transparency

Consumer seek out food & beverages made with 'clean' ingredients stems from the health perceptions around the ingredients

Major launches happened in last one year around clean label are Seasonings & Sauces, Bakery



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