

# 2023 FOOD TRENDS

Demonstrate x DDW

Trend Report



From new ingredients to a new normal of grocery shopping, food tech to foodie community-building: We're serving our top 10 trends reshaping the food industry. Dig into our insights and takeaways on how your brand can take a seat at the table.

BON APPÉTIT!

## Brand Storytelling

# FOOD FOR THOUGHT

Authenticity • Radical Transparency • Pantry Pals

## Personal is the New Authentic

As cultural conversations around food evolve, “authentic” is becoming less relevant than “personal”.

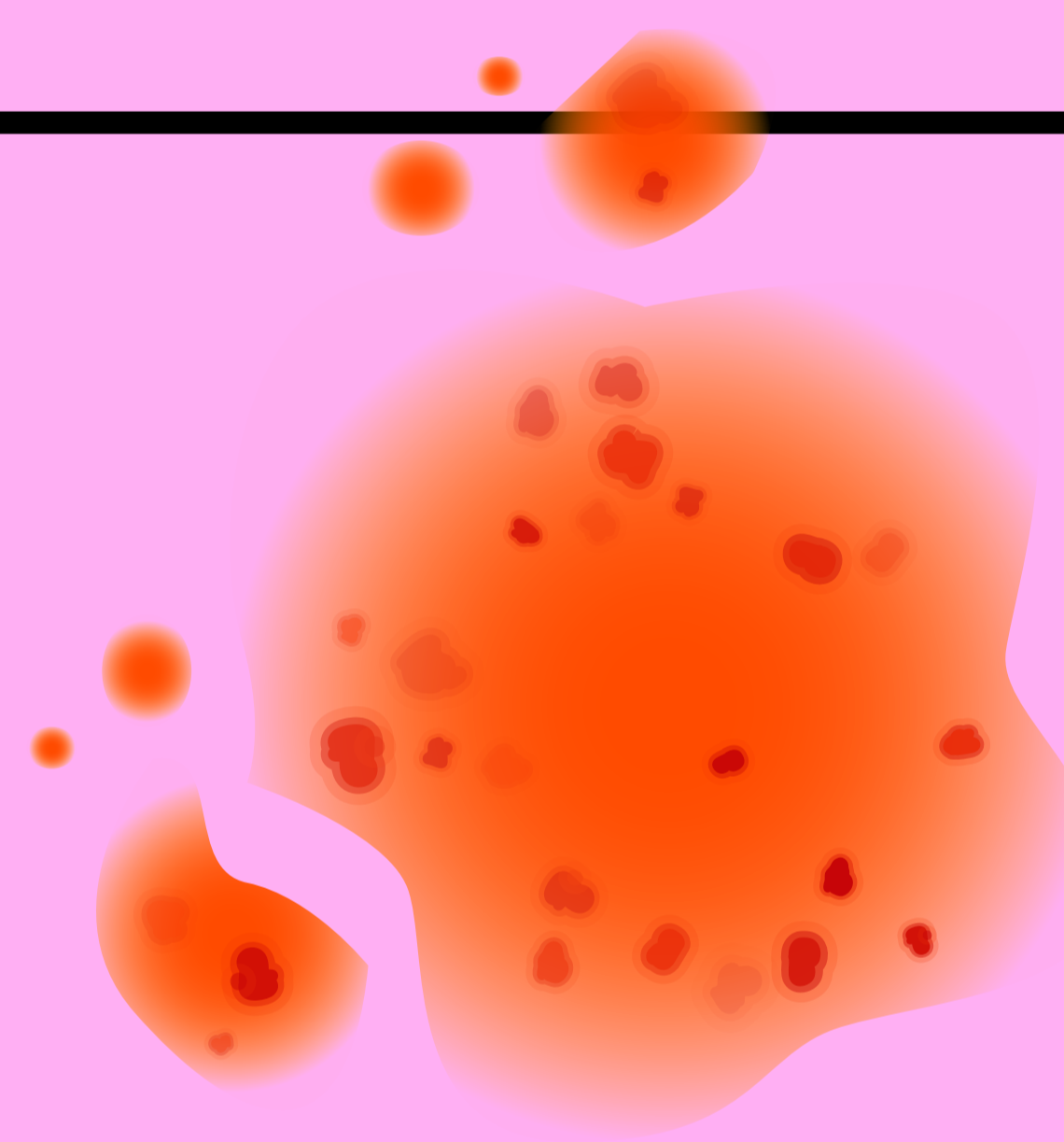


**Omsom**, a sauce kit company founded by Vietnamese sisters Vanessa and Kim Pham, state that they will never use the word “authentic”, pointing out that the term emerged as a backlash against fusion food, and is now “a burden that largely BIPOC chefs + cuisines must bear.”

Similarly, **Fly By Jing**, the cult-favorite line of spices and sauces, was inspired by the founder's hometown of Chengdu and calls its flavors “uncensored,” and “not traditional, but personal.”

### Takeaway

Meaningful brand stories told with purpose and candor continue to resonate with consumers.



## Radical Transparency

Information-age consumers are igniting a shift toward radical transparency in food packaging.



Consumers are more likely to buy from brands that are transparent about purpose (+15%) and their ingredient/supply chain (+17%)

Consumers have become accustomed to having information at their fingertips, and now more than ever, are making purchase decisions based on their understanding of what goes into a food product. From ingredient sourcing and nutritional information to environmental impact and supply chain issues, consumers are spurring changes to how companies approach labeling, terminology, and nomenclature surrounding food.



### Takeaway

CPGs and food companies should consider adjustments to their communications approach and prioritize transparency in order to win over customers.

#### Sources:

NielsenIQ, “Assessing attributes through an omnichannel lens”, 2022.  
Food Matters Live, “A quick guide to clean and clear labels”, 2022.

## Community Cultivation

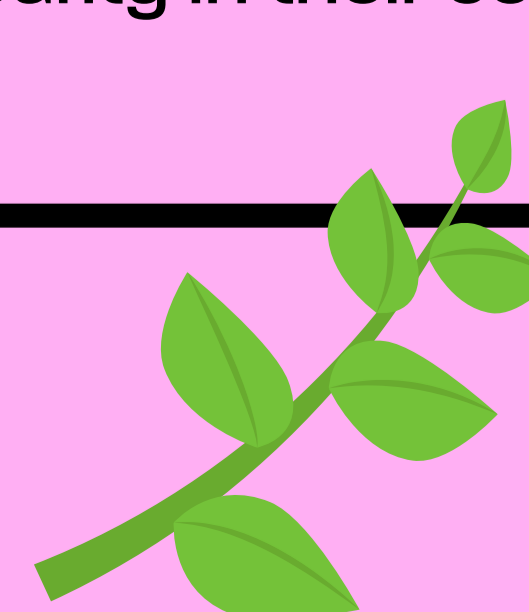
Consumers are increasingly interested in where and how food is grown, sourced, and prepared—and these tech-savvy, community-minded organizations are answering the call.

**Pantry Pals** is a community-driven product discovery platform that offers consumers the stories behind the products they want to purchase—and creates visibility for impactful brands.

A focus on local food supplies is underscored by organizations like **Vertical Harvest**, which works with underserved communities to create hydroponic, underutilized agriculture in underutilized spaces, and **Prosperity Market**, a mobile farmers market partnering with L.A. based Black-owned businesses to fight economic instability and food insecurity in their community.

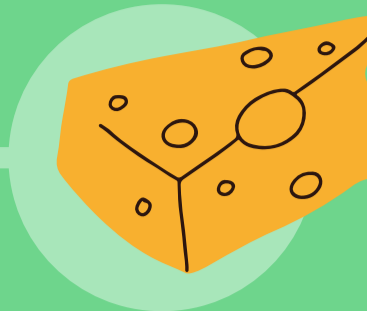
### Takeaway

Brands can embrace collaboration as they drive their stories of innovation and change to market with more than just products, but also solutions to global issues.

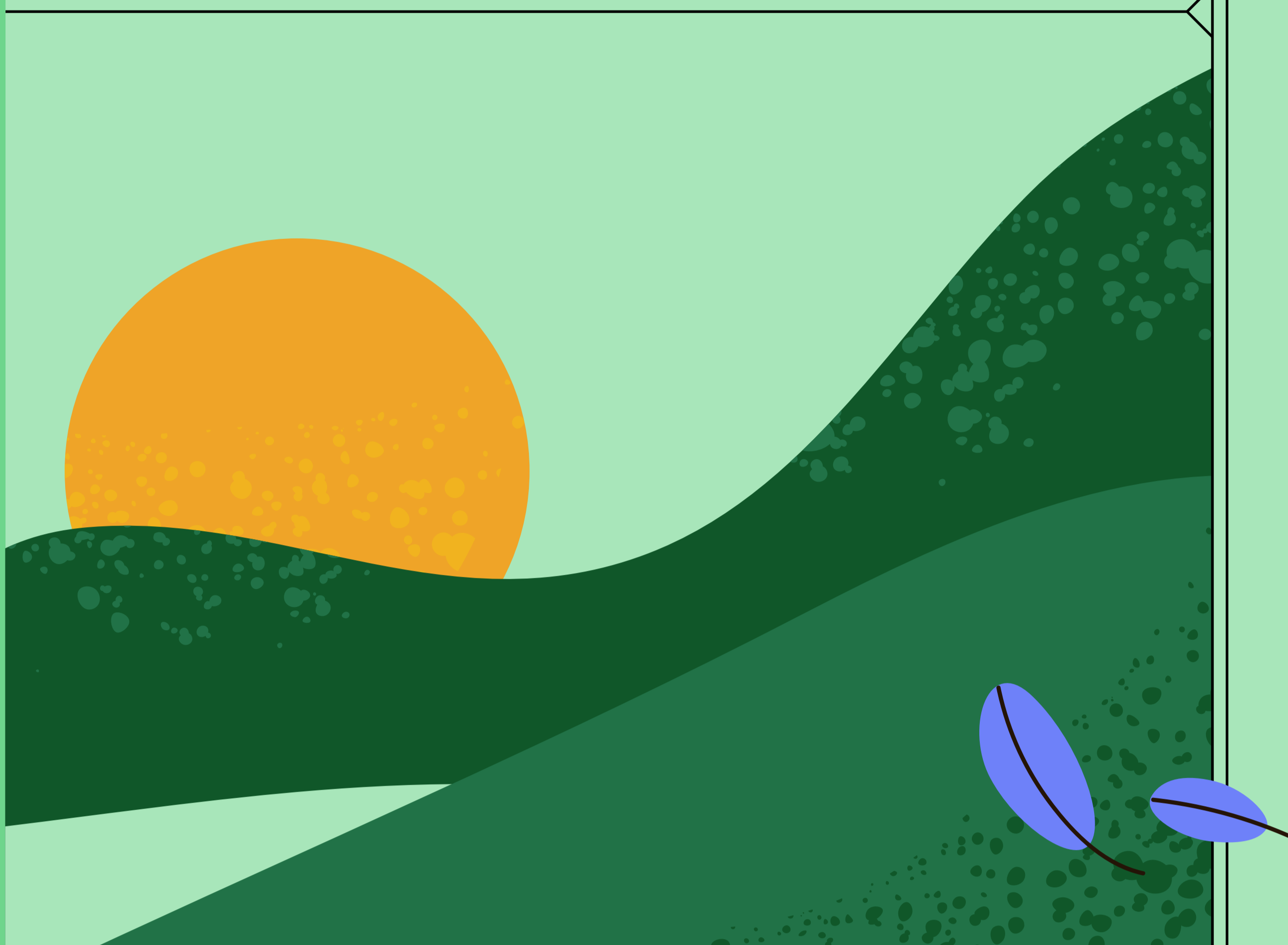


# THE FUTURE OF FOOD

Regenivores • Food Waste • Nutraceuticals • Precision Fermentation

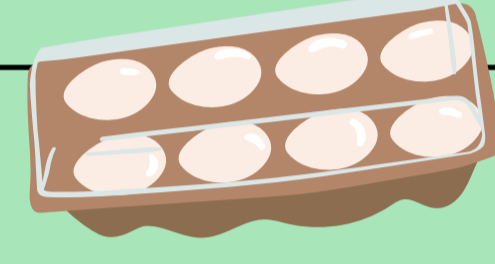


## Seeing (and Eating) the Bigger Picture

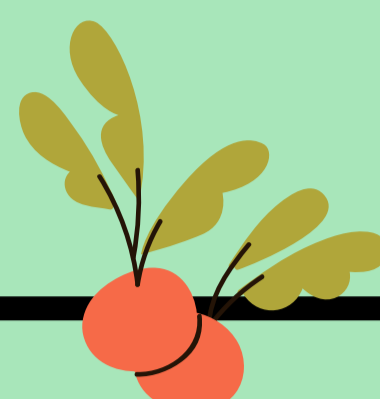


### Takeaway

Consumers crave a more just and resilient food system that not only nourishes our bodies, but also preserves the diversity of food knowledge and sustainable culinary practices.



Regenivore isn't just a fad or the latest buzzword—it's a more holistic approach to food production and consumption that's resonating with younger generations.



This new way of eating emphasizes nourishing foods produced by companies that are actively restoring the health of our planet's natural ecosystems through carbon-reducing agriculture, implementing stricter animal welfare standards, and ensuring fair treatment of those involved in food cultivation and processing. According to Nielsen, **75%** of millennials are altering their buying habits with the environment in mind.

As agriculture enters into a transformative era, business interest in this field has grown by **138%** since 2019. Large food value chain companies such as General Mills, Nestlé, and more are committed to regenerative practices by 2030. In addition, Alec's Ice Cream is the first regenerative organic ice cream with **98%** of the ingredients are certified or verified regenerative.

#### Sources:

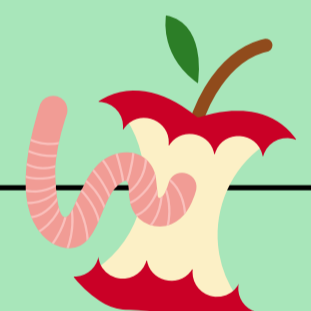
Severson, New York Times, "How Will We Eat in 2023? Here Are 10 Predictions.", 2022.

## Rethinking Food Waste



### Takeaway

By focusing on eliminating food waste, brands have the chance to reduce hunger and fight climate change—all while improving their bottom line.



Waste not, want not—the pandemic forced consumers to reevaluate their relationship with food, for the better.

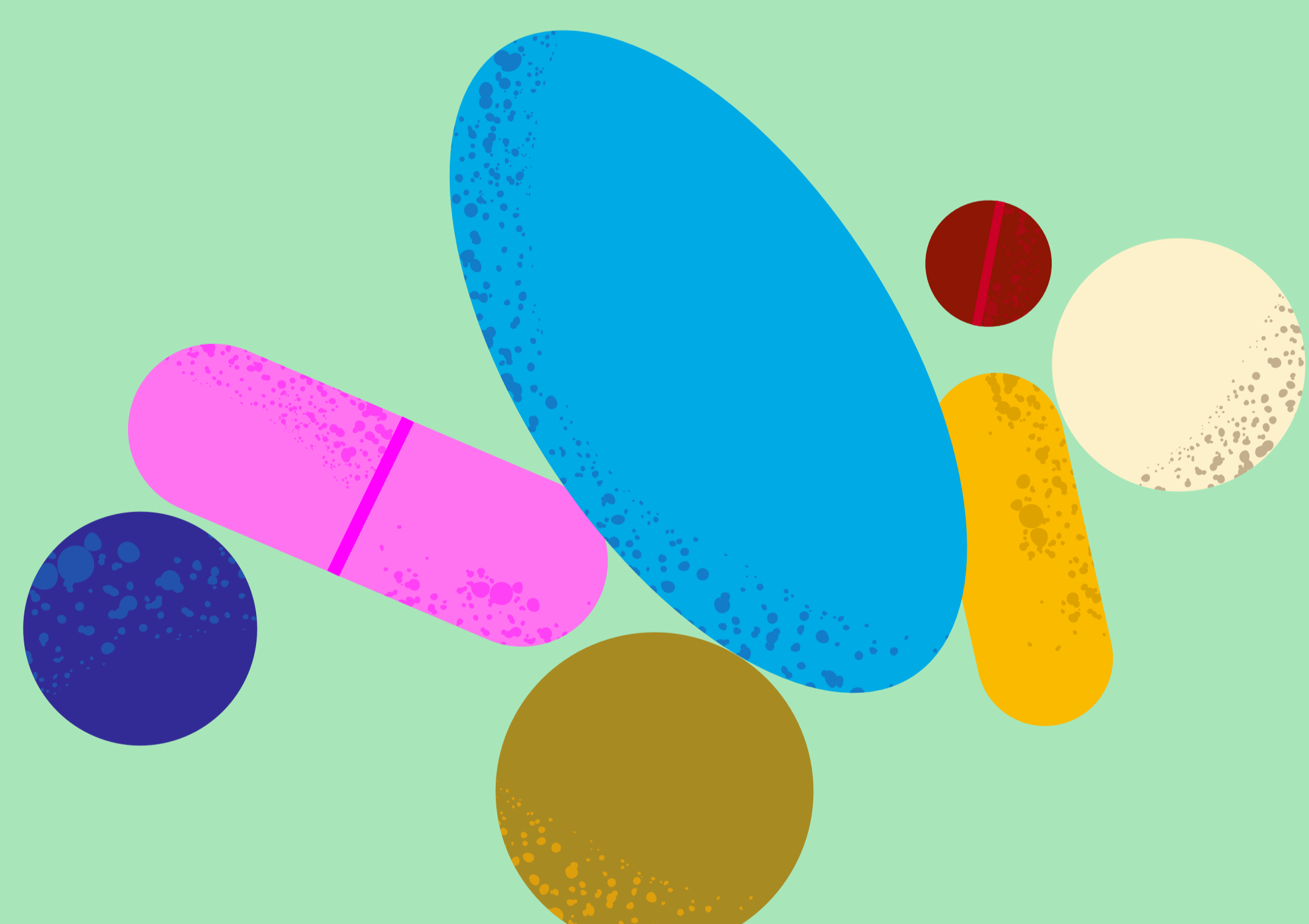
Food waste is currently responsible for more climate change-causing carbon emissions than the entire airline industry, but the impact of the pandemic inspired increased cooking from home, which resulted in a level-off in food waste at consumer level—36% of grocery shoppers surveyed said that they've been better at avoiding food waste during the COVID-19, and 51% expected improvement in the future.

Food startups also focused on bridging the gap between food waste, hunger, and climate change post-COVID. **Loop Mission** and **Imperfect Foods** repurpose products that are typically discarded before reaching grocery store shelves into food products. **Too good to go** and **Replate** turn food surplus into a source—connecting businesses with too much food with consumers looking to save and communities facing food insecurity.

#### Sources:

ReFED, "How COVID-19 Has Affected Food Waste – and How the Food System Has Responded", 2021.

## Nature's Pharmacy



### Takeaway

Technology is driving solutions that will be more tailored to each individual, so finding your niche will be key to carving out your space in this rapidly expanding industry.



Nutraceuticals will evolve as a science-driven industry rather than a marketing function.



Nutraceuticals are a classification of products which are derived from food sources with extra health benefits in addition to their basic nutritional value—some examples include dietary supplements, fortified foods, enriched foods, and more.

Nutraceuticals have attracted more interest in recent years because of their potential therapeutic effects. They may be used to improve health, prevent chronic diseases, postpone the aging process, and in turn increase life expectancy, or just support the functions and integrity of the body.

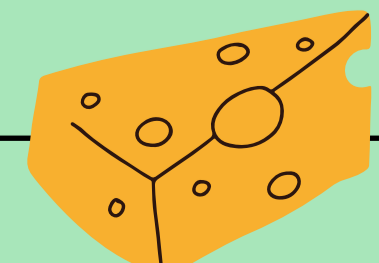
In addition, companies like **Athletic Greens**, **Ritual**, and **care/of** have used approachable, non-clinical branding, increased personalization, and convenient delivery to increase the appeal of nutraceuticals to an even wider audience.

## It's Alive!



### Takeaway

The costs are high now, but widespread adoption of precision fermentation could not only help ease food scarcity, but also greatly reduce the currently massive environmental footprint of our global food system.

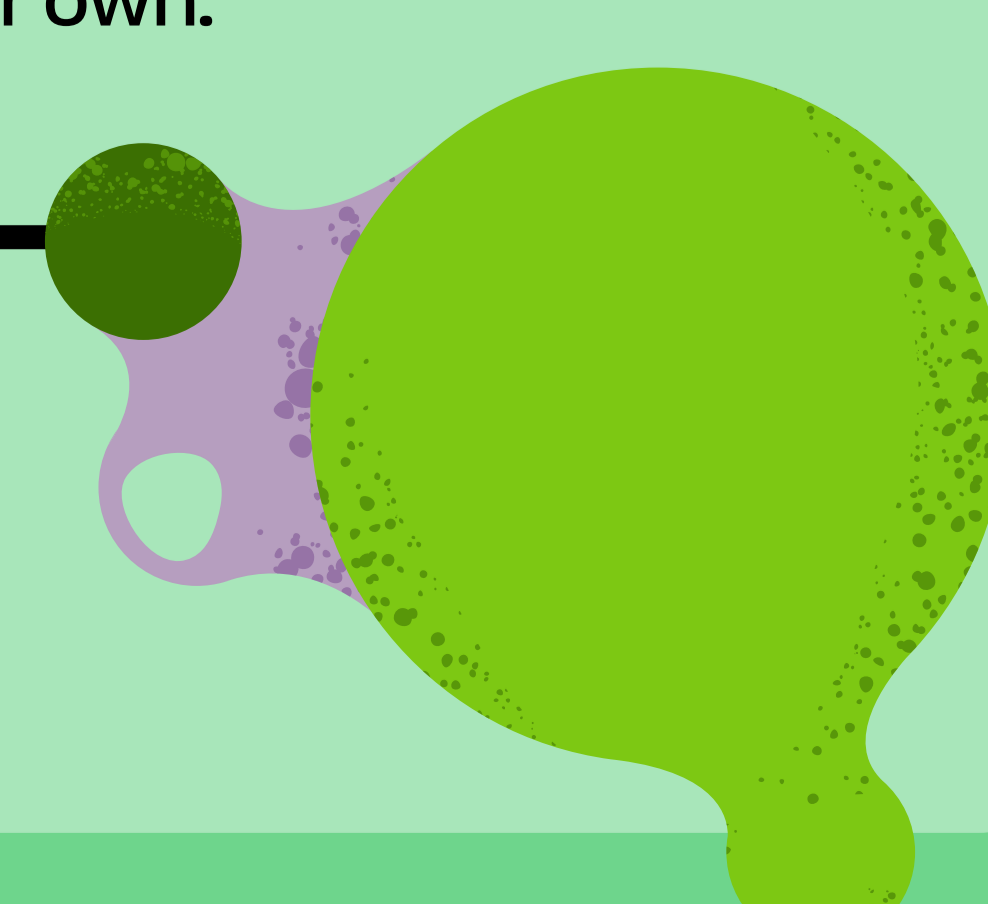


Precision fermentation is advancing—and this microbial science may be a key component to inclusive and sustainable food.

Precision fermentation uses specially-designed microbes to produce new kinds of foods. Earlier this year, several food startups joined together to form the **Precision Fermentation Alliance**, while **Liberation Labs** unveiled America's first production plant purpose-built for precision fermentation.

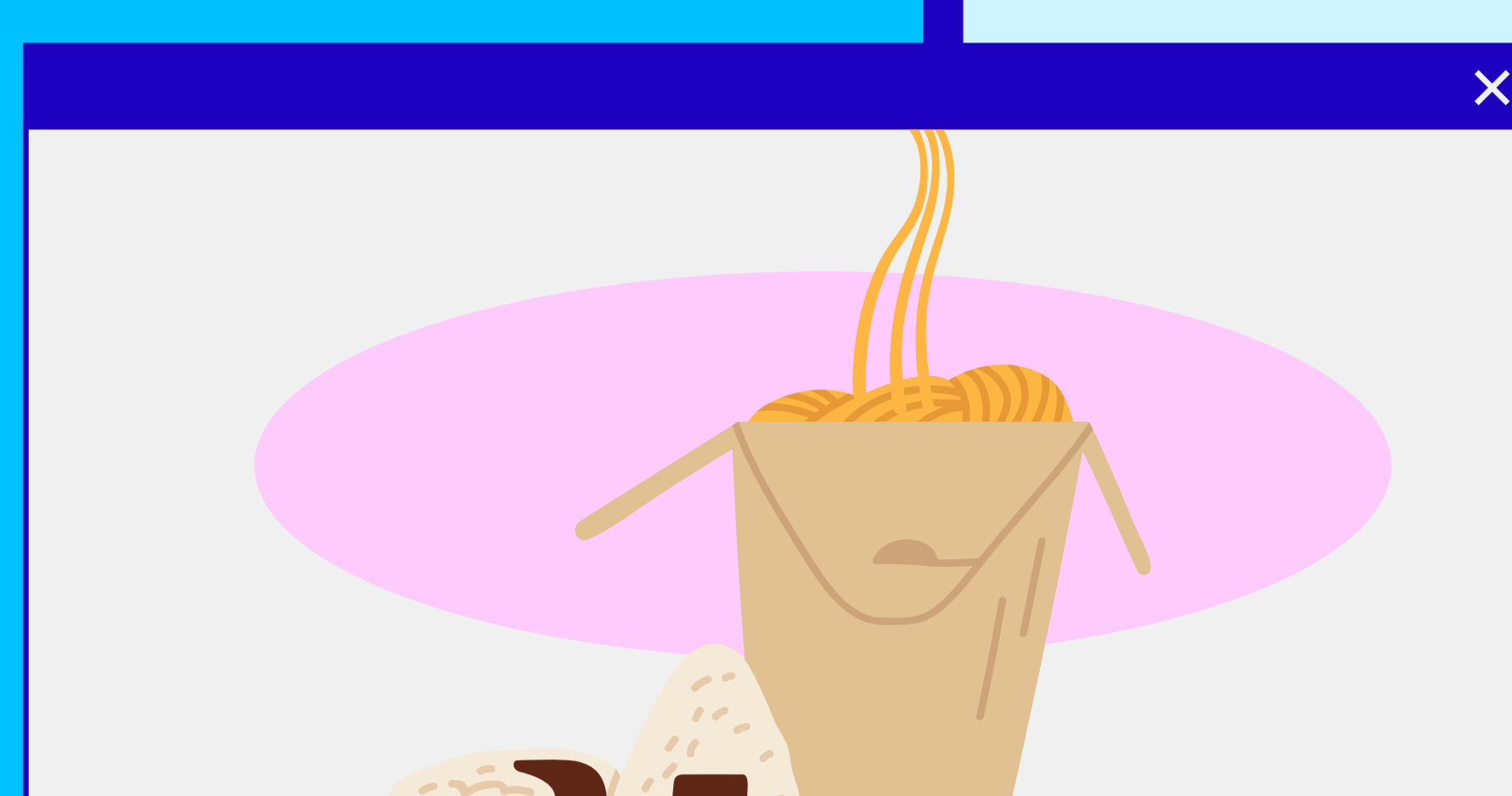
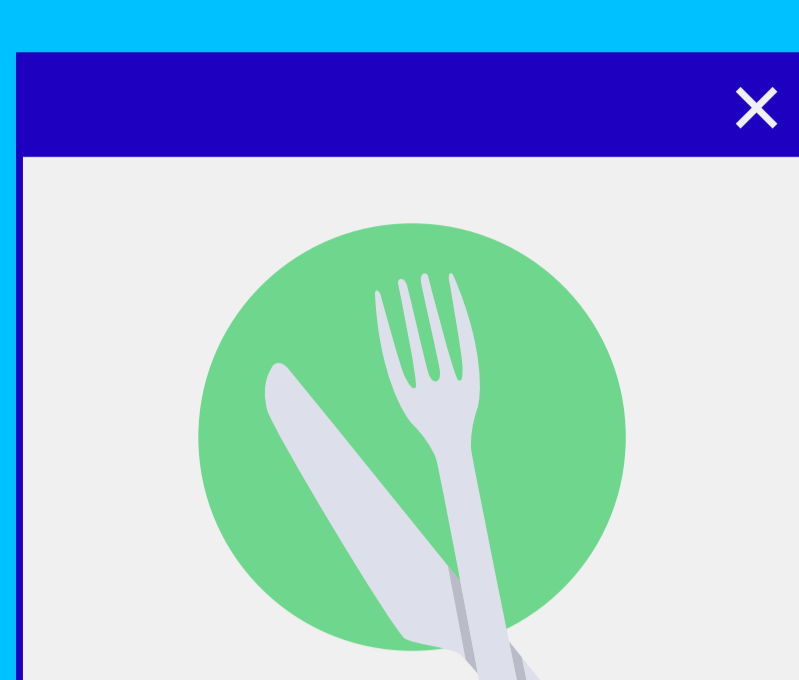
Venture capital money is also pouring into precision fermentation companies such as **The Every Co.** and **Paleo** in an attempt to capitalize on this rapidly growing sector.

Precision fermentation has the potential to radically reduce the carbon footprint of food production, while also allowing for places heavily dependent on importing food to increase their ability to grow their own.

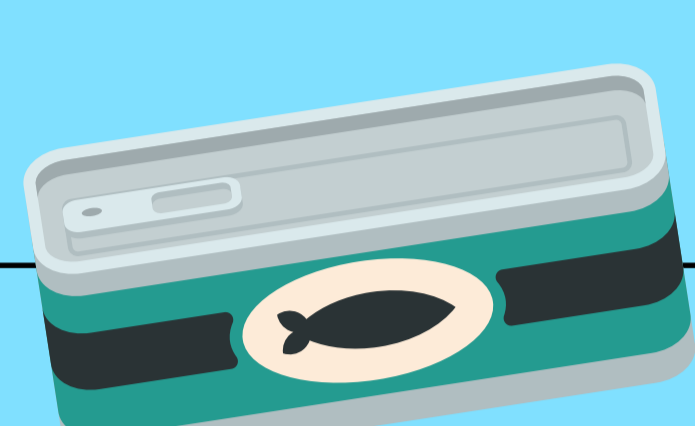


# HABIT FOOD

Center Aisle • New Ingredients • The New Normal



## Revival of the Center Aisle



### Takeaway

As consumers grow ever more nutrition-, sustainability- and research-savvy, a brand's digital presence (and the compelling story they share there) is a better indicator for purchase than in-store aisle location.

The days of prioritizing perimeter aisle grocery shopping are coming to an end thanks to a center aisle renaissance.

Bolstered by viral #FoodTok content, we're beginning to see a second coming of the center aisle, a previously considered a home to processed junk food that should be largely avoided. Creators like **Danielle Matzon** base recipes on goods from this section of the grocery store, inspiring their audiences to make a feast of tinned fish or jars of smoked mussels.

And they have a wealth of brands to stock their pantries with: **Fishwife**, **Siesta**, **Scout** and even **Patagonia** are a few brands leading the charge to bring more tinned fish to American consumers. Many of these producers place an emphasis on sustainable, ethical sourcing—showing that shopping the center aisle can be just as 'good' as the produce section.

**Sources:**

Grocery Dive, "4 ways grocers are livening up their center store aisles", 2021.

ABC News, "What does 'Shop the Perimeter Mean?'" 2009.

TIME, "Tinned Fish Could Be the Next Grocery Item to Run Out. Blame TikTok." 2023

## An Appetite for Discovery

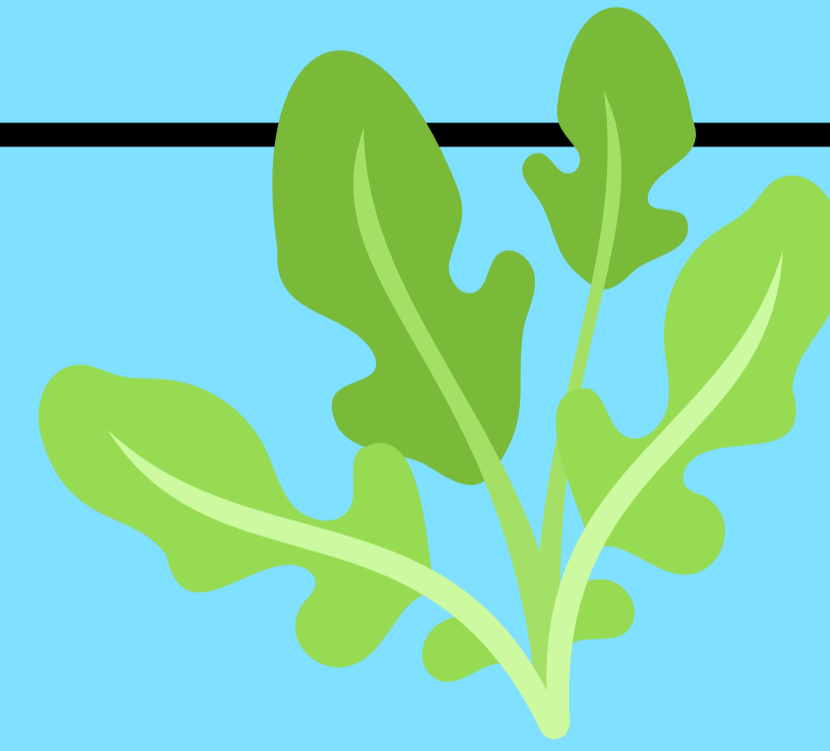


### Takeaway

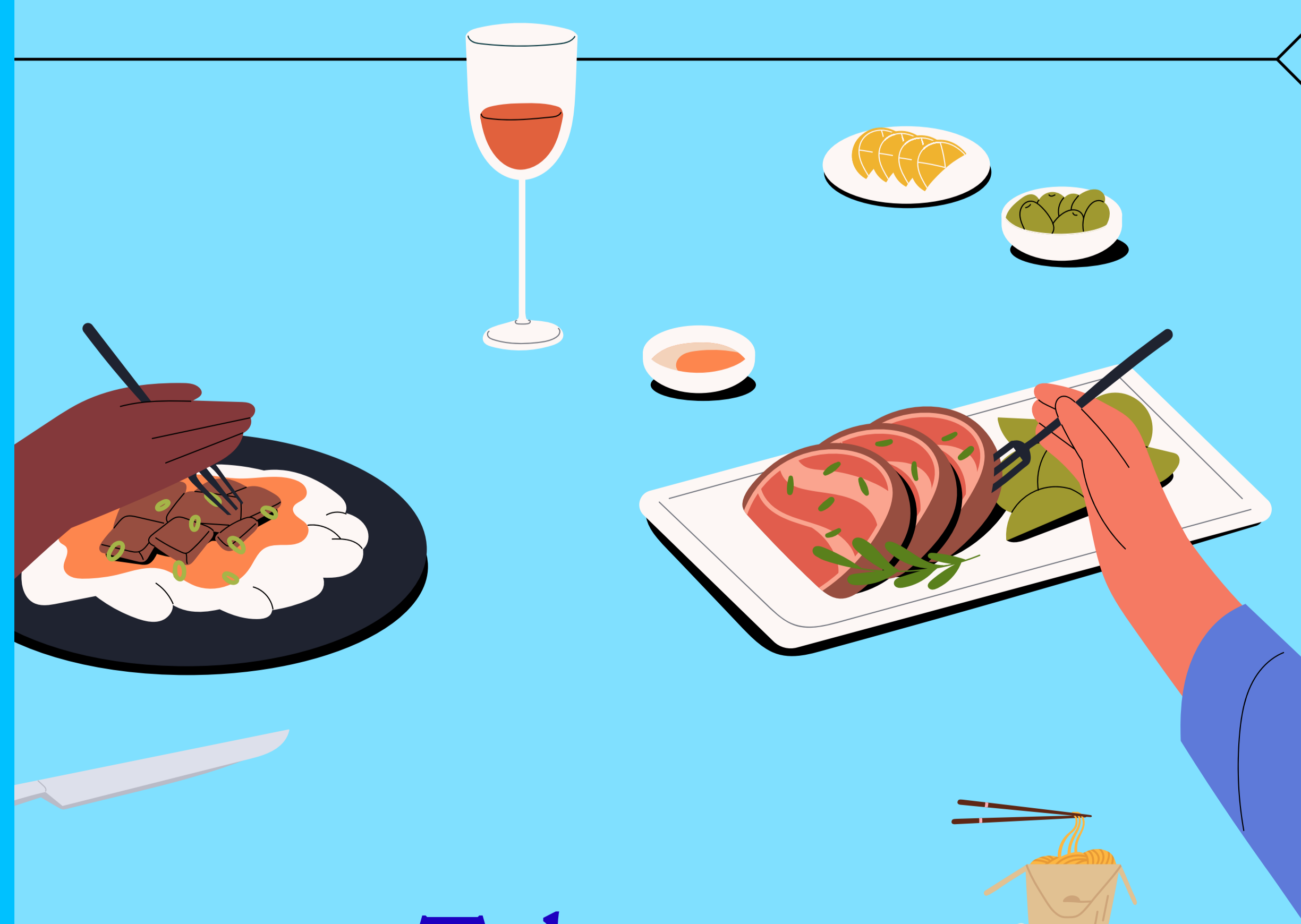
In the era of #FoodTok, indigenous, endemic, and cultural ingredients and flavors thrive as consumers are re-discovering and sharing their stories.

Gen Z is exploring culture through cuisine, driving an interest in ingredients from around the world—and our own backyards.

According to Instagram, 68% of Gen Z social media users will either continue or would like to try food from another culture after discovering it online.\* Foods like **Yaupon**, a tea brewed from the Texan plant; **ube**, a potato relative native to the Phillipines; and **yuzu**, a bright Japanese citrus, are taking over in 2023. Foraged ingredients and botanical flavors are also set to trend, representing consumers' interest in mindful eating, as well as food justice, as influencers like **Alexis Nikole Nelson (@blackforager)** share not only how to identify and cook edible plants, but also the history of sustainable foraging for BIPOC in America.



## Dine-In, Delivery and... and Diving?



### Takeaway

As post-pandemic burnout decreases Americans' desire to cook at home, brands need to go the extra mile to provide memorable and unique dining experiences to really stand out.

The days of laboring over a hot stove are in decline—whether it's underwater or at the dining room table, consumers are looking for entertaining and unique dining experiences.

Interest in the activity plummeted as the pandemic wore on, with only 19% of Americans now claiming to love cooking at home. And it's not just weeknight meals—77% of consumers claimed they would be ordering from restaurants as part of their holiday planning.

A staggering 78% of millennials say they'd rather spend money on a dining experience than purchase food from a store, and 75% of all people say they would spend more money on a dining experience that was unique—for instance, in 2022, searches for "underwater restaurants" went up 263%, and searches for "dinner theaters" went up 109%.

