



Food for a Changing World

Consumer behaviour reshaping the next wave of F&B innovation





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Johannes has spent more than 30 years supporting FMCG companies to become more consumer centric in their approach to innovation. At Innova Johannes is responsible for growing the consultancy leg of the company.

GLOBAL DISRUPTORS





Five Food & Beverage Trends

1. The Geopolitics of Ingredients
2. Creation Over Imitation
3. Rituals for One
4. The Personalized Pantry
5. Packaging as Performance





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Trend #1

The Geopolitics of Ingredients

What happens when the
ingredient you **built your
category on** becomes the
ingredient you **can no longer
rely on?**

The Geopolitics of Ingredients

Ingredients become strategic resilience assets.

SHORT TERM

SHORT-MID TERM

Local Becomes Strategic



Substitution-Ready Pantry



Radical Source Visibility



Regenerative Proof Points



In three years, the most innovative brands may not be the most creative **They will be the most anti-fragile.**

PROVOCATION FOR THE FUTURE

THE GEOPOLITICS OF INGREDIENTS

When ingredients become strategic assets, not commodities.

BUILD RESILIENT SOURCING MAPS

Know where risk lives before
it reaches the shelf.

LOCALIZE THE VALUE

Origin becomes part of trust.

DESIGN FOR DISRUPTION

Resilience becomes an
innovation brief.



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Creation Over Imitation

**WHAT CAN PLANTS BECOME
WHEN THEY ARE NO LONGER
FORCED TO BEHAVE LIKE
ANIMALS?**

SHORT TERM

SHORT-MID TERM

Creation Over Imitation

The next generation of plant-based wins through originality

Signature Plants



The Fermentation Fridge



Everyday Plant Rituals



Sensory Originals



The future of plant-based may not taste like meat. *It may taste better.*

PROVOCATION FOR THE FUTURE

CREATION OVER IMITATION

What comes after replacement thinking.

CREATE WHAT'S NEXT

Design for plants, not imitation.

MAKE IT IRRESISTIBLE

New textures.
Bold flavors. Real satisfaction.

WIN IN EVERYDAY MOMENTS

Rituals. Snacks. Toppings.
Everyday use.



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Rituals for One



**WHAT IF THE MOST
IMPORTANT EATING
OCCASIONS ARE THE ONES
NO ONE ELSE SEES?**

SHORT TERM

SHORT-MID TERM

Rituals For One

The future of eating becomes fragmented, emotional, and deeply personal.

Solo-Sized Satisfaction



Occasion-Coded Food



Mood-Based Eating



Meal Components, Not Meals



The modern table is no longer shared equally.
It is individualized moment by moment.

PROVOCATION FOR THE FUTURE

RITUALS OF ONE

The future table may be smaller, but the emotional job of food gets bigger.

DESIGN FOR SOLO SATISFACTION

Intentional. Satisfying.
Emotionally whole.

OWN MOMENTS, NOT MEALS

Win the smaller
occasions across the day.

BUILD REPEATABLE RITUALS

Use portions, packs, and
cues to create repeat.



The Personalized Pantry



HOW DO YOU SCALE RELEVANCE
WHEN **EVERY CONSUMER** NEEDS
SOMETHING **DIFFERENT?**

SHORT TERM

SHORT-MID TERM

The Personalized Pantry

Food systems begin adapting to the individual instead of the average consumer.

Modular Benefit Stacks



AI-Guided Grocery



Specialized Life-Stage



Bio-Responsive Recommendations



The next pantry may function more like an **operating system** than a cupboard.

PROVOCATION FOR THE FUTURE

THE PERSONALIZED PANTRY

When food begins adapting to the individual, not the average consumer.

DESIGN MODULAR BENEFITS

Consumers increasingly build nutrition around goals.

TURN GUIDANCE INTO VALUE

Help people choose, combine, and repeat.

BUILD FOR LIFE CONTEXT

Move beyond demographics to real body states.



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Packaging as Performance

HOW CAN YOUR
PACKAGING MAKE PRODUCTS

EASIER TO TRUST,
EASIER TO USE,
AND HARDER TO WASTE?

SHORT TERM

SHORT-MID TERM

Packaging as Performance

Packaging evolves from protection into participation.

Portion & Dose Engineering



Traceable Proof Layers



Connected Use Guidance



Active Freshness Systems



Packaging now preserves, proves, guides, and connects.

PROVOCATION FOR THE FUTURE

PACKAGING AS PERFORMANCE

When the package becomes the product's performance layer.

ENGINEER THE MOMENT OF USE

Portion. Mix. Store.
Repeat.

TURN CLAIMS INTO EVIDENCE

Make trust visible at first touch.

PROTECT BEYOND THE SHELF

Preserve freshness, texture,
and value.



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Synthesis



FOOD HAS A NEW JOB.

Not just to feed. Not just to please.

Not just to replace.

THE INNOVATION MODEL IS CHANGING

OLD MODEL



**STABLE
HERO PRODUCTS**



**MASS
APPEAL**



**FIXED
FORMULATIONS**



**PRODUCT
PROTECTION**



**SELLING
PRODUCTS**



NEW MODEL



**ADAPTIVE
PRODUCT SYSTEMS**



**CONTEXTUAL
RELEVANCE**



**INGREDIENT
FLEXIBILITY**



**PERFORMANCE
PACKAGING**



**GUIDING
BEHAVIOR**

**THANK
YOU.**



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