

tfp

the trends

**What's Hot
2023 - 2024**



COST OF COOKING

We may only be at the advent of the cost of living crisis, but it is already having an impact on home cooking and foodservice alike. Hence, thrift and frugality are 'in', and flashy shows of wealth are 'out' but help is at hand in the form of retailer initiatives, influencer recipes, techniques for cutting food waste and affordable menus.

BACK TO BASICS

Sometimes you have to look back in order to look forward - faced with inflation and geopolitical instability, people are returning to the reliable wisdom of tried and tested methods of yore. Farmers return to old regenerative farming practices, preserving, pickling and fermenting protect food waste and there is a return to sensible healthy eating.



BEIGE COMFORTS

Purse strings are tight but food is a pleasure people aren't willing to give up. Indeed, it's often the budget-friendly 'beige' staples that offer comfort when the going gets tough. Many are turning to their go-to... bread as the humble sandwich goes 'gourmet' and let's not forget about simple, versatile toast. Consumers are also leaning into familiar favourites like porridge, and mac & cheese.



PERFECT PATISSERIE

Fans of classical cooking, rejoice! French Patisserie and viennoiserie are firmly in fashion. As well as being delicious 'proper' French pastries are near-impossible to replicate at home making them an affordable luxury out and about when budgets don't allow for blowout meals. Think super laminated croissants, caramelised, multi-layered kouign-amann and classic caneles.



NEW CLIMATES & CROPS

Extreme weather events have been devastating for growing conditions. So growers and producers are adapting to new climates as best they can. Globally, more drought-resistant crops are gaining favour and in order to reduce reliance on corn and wheat, hardy pulses, ancient grains and indigenous crops are being championed.



REAL & RECOGNISABLE

Consumers are increasingly getting their nutritional advice from doctors and scientists rather than influencers, moving away from magic bullet cures towards common sense healthy eating that everyone understands. As concerns around artificial sweeteners grow, consumers look to naturally sweet foods and in general the unrecognisable and artificial is rejected in favour of minimally processed.



PRECISION FERMENTATION

This is truly an exciting time for food development, with scientists creating viable, near identical (and sometimes improved!) proteins and bringing them to market quicker than we could have imagined. This old technique turns microorganisms into mini-factories producing proteins that are genetically the same as animals but do not involve the raising and killing of animals.



PHYGITAL WORLD

The world has embraced digital ways of doing everything due to the pandemic. As people return to normality, they're taking the best of online and physical experiences and fitting them together in seamless consumer journeys. From live steamed retailer videos with product information and digital display at points of sale, to metaverse play and NFTs that translate to real-world benefits.

PRECIOUS ENERGY

We've become acutely aware that we can no longer afford to misuse the world's precious resources and the current geopolitical situation, resulting in sharp rises of energy prices, has further highlighted energy vulnerability. With the cheapest unit of energy the one you don't use, everyone from consumers to retailers, suppliers and farmers are finding ways to not only save energy but create it too.



MAMMA MIA

In times of uncertainty, people lean towards what they know and if there's one cuisine that embodies simple, satiating goodness, it's 'forever favourite' Italian. At home, it's all about cooking up unfussy, flavour forward pasta and risotto. In foodservice, Italian trattorias are popping up, serving pared back homestyle fare.



DONT CHUCK IT

Keeping would-be waste food in the food chain is now on everyone's radar - from high end chefs and TikTok influencers to big organisations. What started as an environmental concern is now also being viewed from an economic standpoint, as repurposing waste is one answer to scarcity as shortages sadly become a reality.



NOSTALGIA

Faced with bleak headlines, consumers are looking to food for comfort whether that's leaning into familiar favourites that feel like a warm hug such as porridge, pies and toast or harking back to nostalgic, humble childhood favourites with a grown-up twist like chicken nuggets and wine!



ESCAPISM

Global travel has been tricky due to the pandemic, wallet woes and more. So in lieu of actual travel, people are looking to be transported to happy and faraway places through food! Consumers are kicking back in familiar, fuss free, flavour-forward French bistros and Italian trattorias.



SCREEN TO PLATE

In its unstoppable rise, TikTok continues to inspire home cooks with fun, easy recipes – from corn ribs to pasta chips TikTok is a daily mill of food micro trends that spread like wildfire because they encourage interaction... recipes go from screen to plate only to be hacked and sent back out again as more user generated content.



FROZEN & PANTRY

The affordability and accessibility of nutritious food is more paramount than ever given the increasing cost of living crisis and consumers are re-discovering frozen and pantry staples as a way of making healthy, cheap, convenient and sustainable meals. Whether that's frozen veg for mid-week meals, tinned lentils to bulk out a bolognaise or ambient meal solutions that only require water.

HEALTHY SOIL

We need to act now to save our soil...that means crop diversity, organic and no-dig farming, cover crops, perennial grains and more. Soil is essential for growing our food, filtering water, providing raw materials and life on land generally, but it's eroding at an alarming rate.



LOVE THE OVERLOOKED

Long appreciated in some markets but generally more overlooked, butcher-influencers are championing the flavour of older, more experienced animals such as ex dairy cows, older pigs and even retired ducks! But it's not just age that matters - native, heritage and rare breeds are back in, as is game which is introducing consumers to meats that don't exclusively rely on agriculture.



POWDERS

Consumers are looking at the once 'camping food' format in a whole new light - a convenient, sustainable, healthy and often affordable way to go. Thanks to freeze-drying and dehydration, shipping costs and carbon emissions can be reduced and with just a few drops of water you can have a quick fulfilling meal, drink or snack anytime.



LONGEVITY CONTROL

Attempting to control the ageing process, aiming to live better for longer, consumers are turning to centuries-old dietary & lifestyle practices as powerful and accessible forms of preventative medicine. With the likes of traditional Chinese Medicine, Ayurveda, intermittent fasting, breath work and cold-water therapy gaining attention.

FLAVOUR BOMBS

As consumers grow more knowledgeable and curious, they look to experiment boldly with flavour. The lines between sweet and savoury thus blur further - so 'swalty', bitter, umami-laden, herby and spiced desserts become normalised. So too does 'next level' experimentation with umami and tart/tangy flavour profiles... cue layers of umami, garums, global twists and super savoury drinks.



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