

Mon 5 September | 15:30 - 16:15 | Food for Thought

# Future food trends with thefoodpeople and Good Sense Research: Flexitarian, plant-based and global cuisines

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Good Sense Research



# Future Food -Who are we?

Essential *food trend foresight*,  
grounded in consumer readiness  
*insight*.

An exciting *collaboration* between  
*thefoodpeople & Good Sense*  
*Research*.



# The Tracker...

When it was launched last year, what **Future Food** set out to achieve was to demonstrate the relationship between future trend predictions and customer acceptance, readiness, and importantly how that manifests over time.

We aim to provide the food industry with meaningful insights that will make a difference to understanding where trends and consumers are heading collectively.

Each month the survey is completed by members of the Good Sense Community.



# KEY TRENDS TRACKED SINCE 2020

**PLANT BASED**



**CUSINE TRENDS**



# Where are at consumers at?





# FUTURE FOOD

BRINGING TRENDS TO THE TABLE

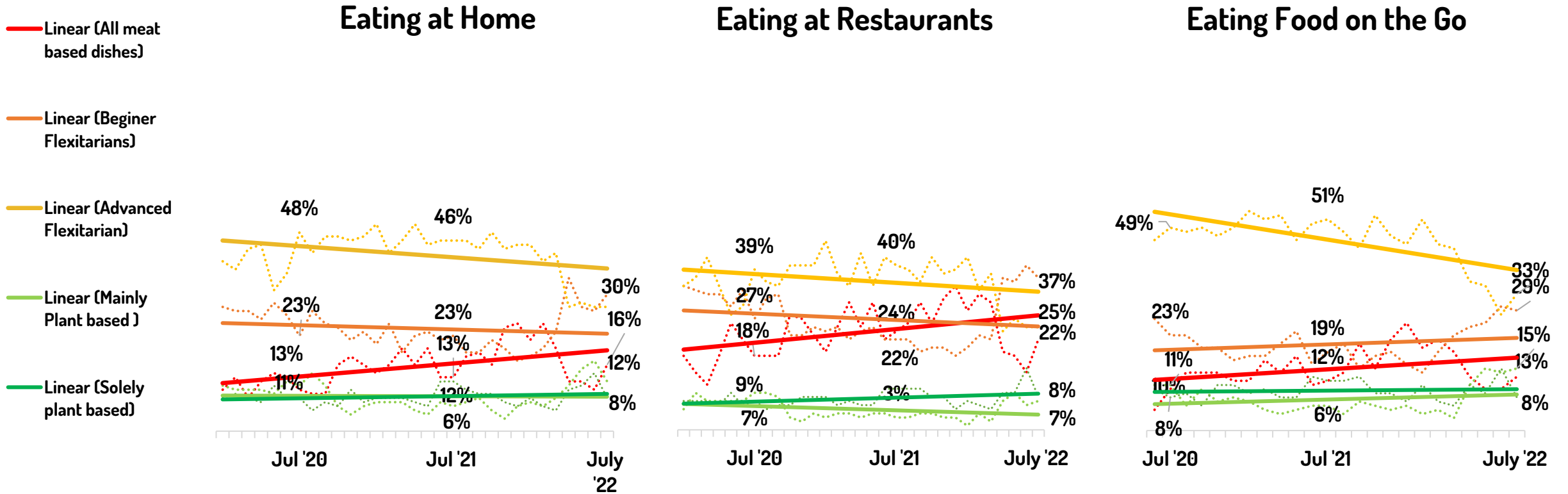
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# Plant Based.

# PLANT BASED CONSUMER INSIGHT

During the pandemic we saw a slight increase in meat eating which may have been a treat for those looking for comfort in a time of need, however as we head into a financial uncertain future meat eating is dropping off across all occasions.



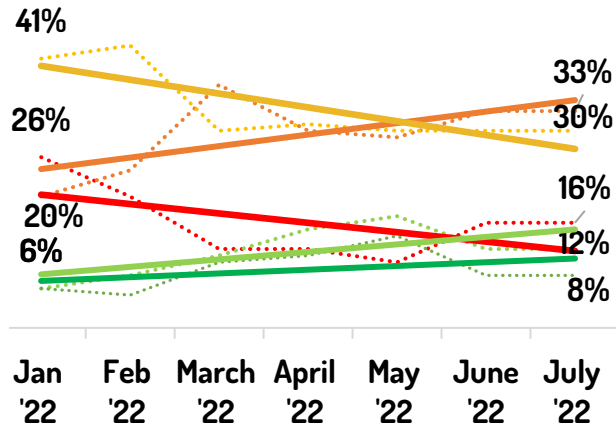
Q5. Please select what statement is most relevant to the food you are eating in the following occasions?

# PLANT BASED CONSUMER INSIGHT

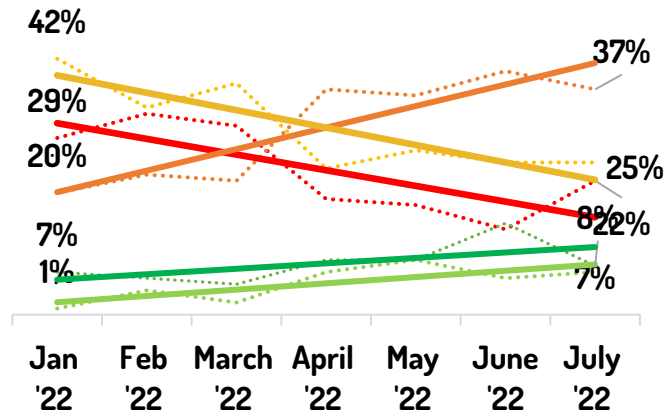
Since January this year Advanced Flexitarian and Plant-based eating has increased across all eating occasions with an indication that people in general are choosing to have more plant-based meals in their diet.

- Linear (All meat based dishes)
- Linear (Beginner Flexitarians)
- Linear (Advanced Flexitarian)
- Linear (Mainly Plant based)
- Linear (Solely plant based)

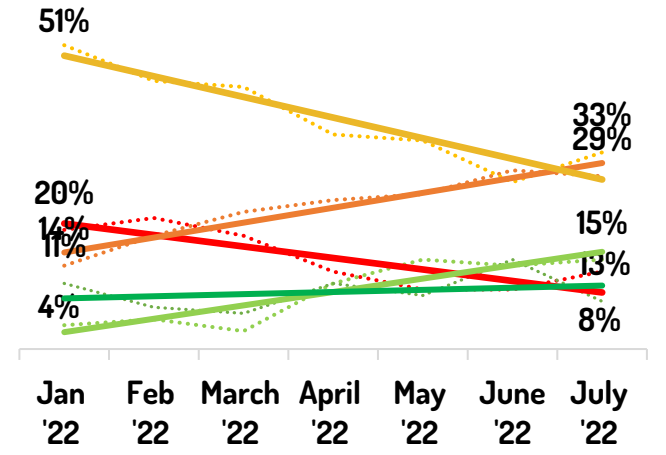
### Eating at Home - 2022



### Eating at Restaurants - 2022



### Eating Food on the Go - 2022



Q5. Please select what statement is most relevant to the food you are eating in the following occasions?



# PLANT BASED FORESIGHT

Despite the shifting and plateauing, appealing to those that eat meat as well as is key for plant based, the focus will be on unmet needs and occasion such a breakfast and barbecue.



# PLANT BASED FORESIGHT

Brands are transferring their 'known and famous for' meat assets to plant based.



# PLANT BASED FORESIGHT

Many existing and challenger brands have been focusing on cracking chicken with a particular focus on eating quality, experience and texture – better than chicken!



# PLANT BASED FORESIGHT

In a cost-of-living crisis, brands are working hard to be increasingly more competitive – 1.5% value decline in retail. Look out for more ‘vegetable based’ treats out of home – the affordable lux.



**THE VEGETARIAN BUTCHER™**  
Vegan  
**PATTY ON THE BACK**



**226g**  
FROZEN



# PLANT BASED FORESIGHT

However, some brands serving out of home sector are banking on the super premium.



New Look

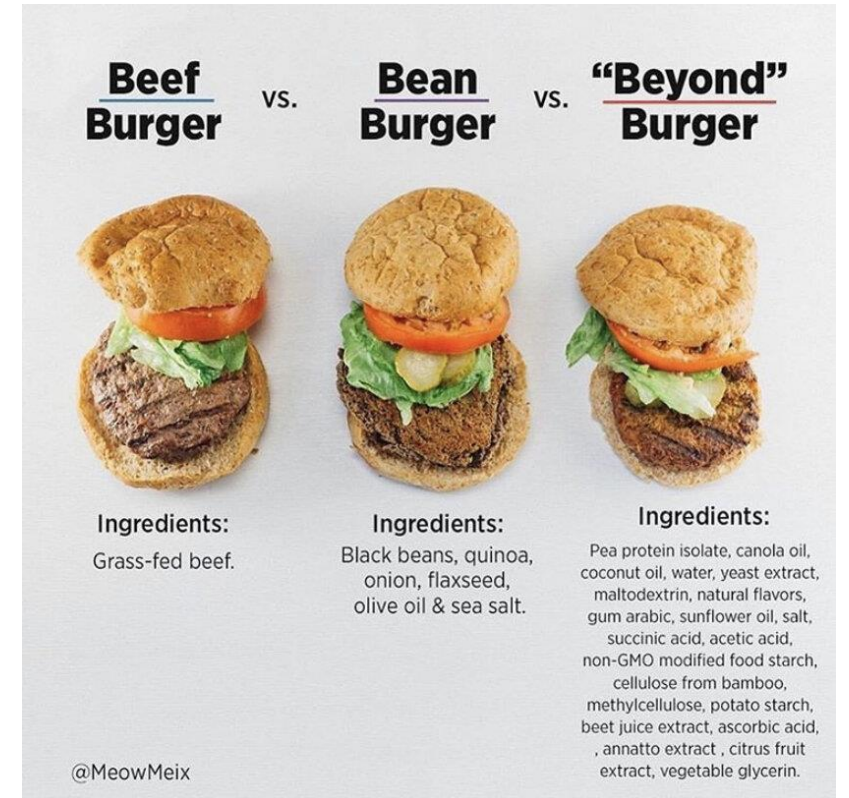
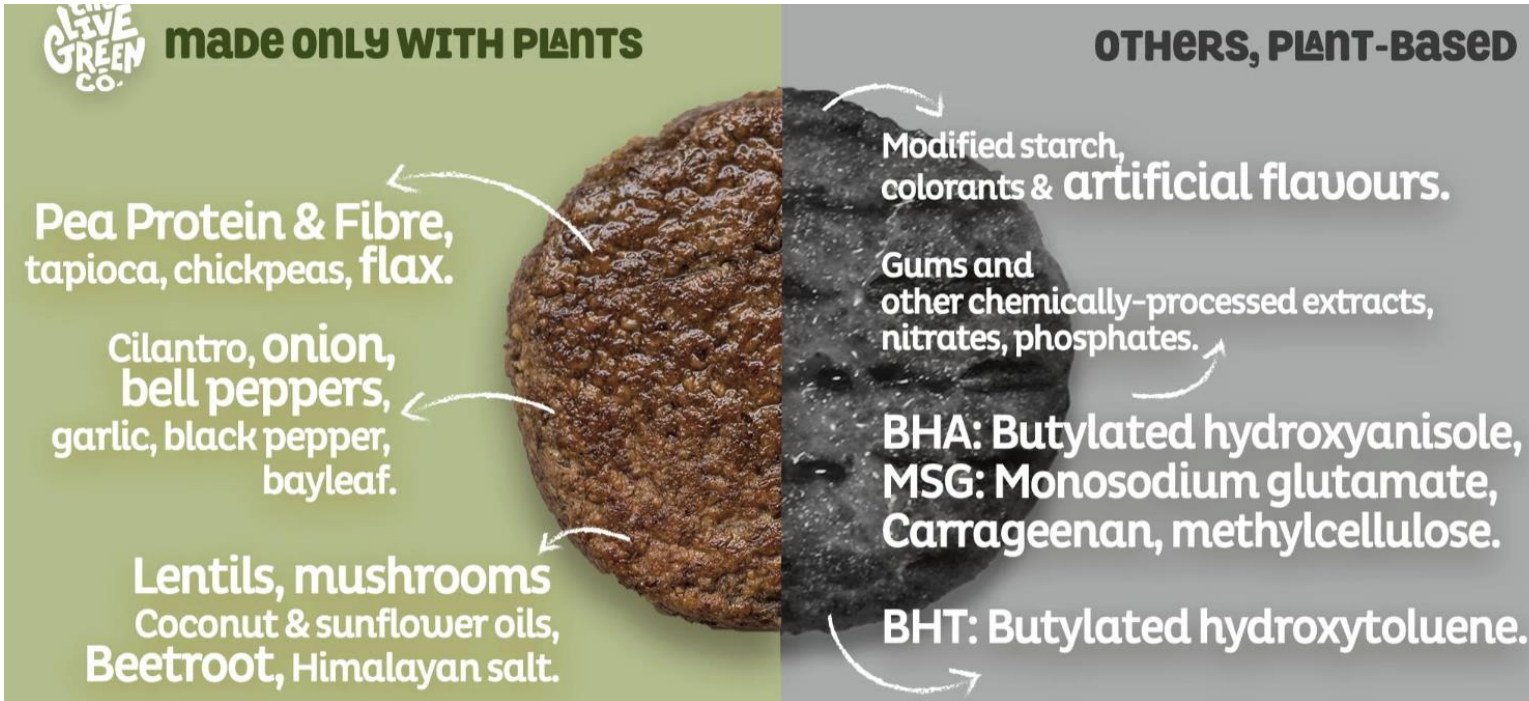


New Look



# PLANT BASED FORESIGHT

Look out for more backlash on 'dirty' plant based, from within and outside of the category.



# So what..





# FUTURE FOOD

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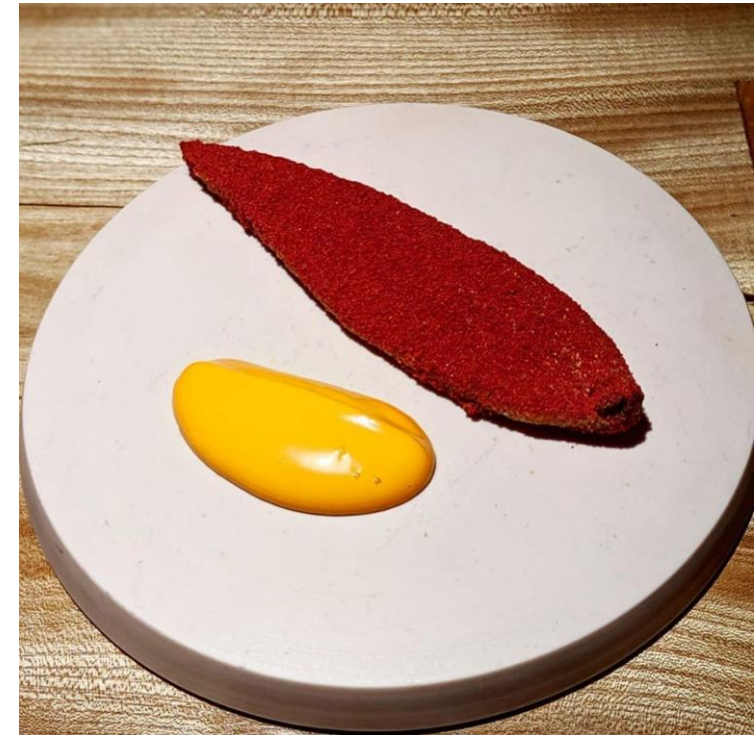
# Cuisines.



# CONSUMER EXPERIENCE OF CUISINES

July 2020		July 2022
British	→	British
Mexican	→	Modern British
Modern British	→	Mexican
Modern Indian	→	Modern Indian
Global Cuisine	→	Modern Chinese
Modern Chinese	→	Japanese
Japanese	→	Middle Eastern
Middle Eastern	→	Global Cuisine
Persian	→	Modern Korean
Modern Korean	→	Persian
Filipino	→	West African
West African	→	Filipino
Central Asia / Stans	→	East African
East African	→	Central Asia / Stans

Modern British, Modern Chinese, Japanese, Middle Eastern, Modern Korean and West and East African have all gone up in rankings of cuisines experienced.



# CONSUMER EXPERIENCE OF CUISINES

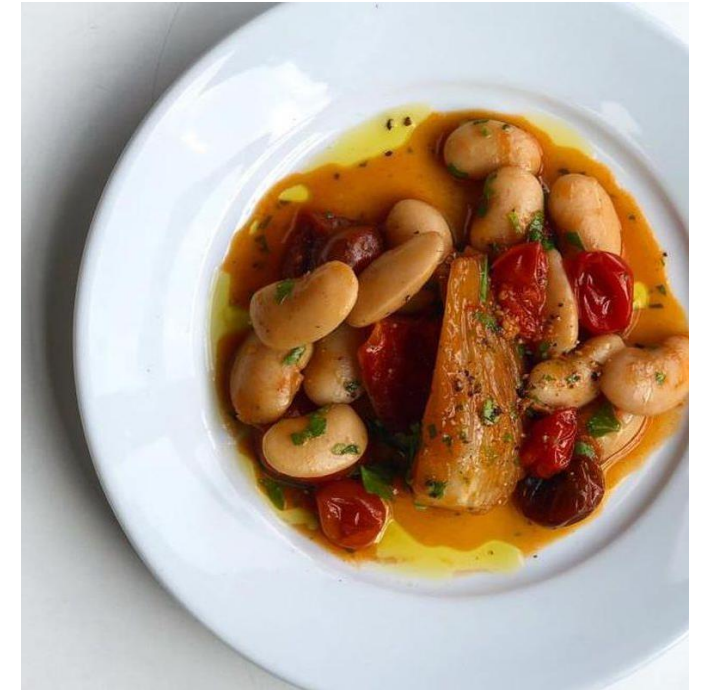
July 2020		July 2022
British		British
Mexican	→	Modern British
Modern British		<b>Mexican</b>
Modern Indian		Modern Indian
Global Cuisine	→	Modern Chinese
Modern Chinese	→	Japanese
Japanese		Middle Eastern
Middle Eastern		<b>Global Cuisine</b>
Persian	→	Modern Korean
Modern Korean	→	<b>Persian</b>
Filipino	→	West African
West African	→	<b>Filipino</b>
Central Asia / Stans		East African
East African	→	<b>Central Asia / Stans</b>

Mexican, Global, Persian, Filipino, and Central Asia have dropped in the ranking of cuisines experienced.



# CUISINE FORESIGHT

With cost-of-living crisis really biting now and much more to come, retreating to comfort food and formats is likely to prevail – British, American, Italian and even French.



# CUISINE FORESIGHT

To the point that everyday staples are going table side and getting pimped up in a flight to favourites!



# CUISINE FORESIGHT

Culinary adventure is being driven by Modern British, Modern Indian, Modern Chinese and Japanese which are now ubiquitous. Barbecue and Fire has a role too.



# CUISINE FORESIGHT

Next generation street food halls have a new relevance in the era of increasing costs not only for consumers but also operators.



# CUISINE FORESIGHT

Middle Eastern Continues to gain momentum, there are new influencers on the block...



# CUISINE FORESIGHT

West & East African is really gaining momentum with new influencers on the block too...





# CUISINE FORESIGHT

There continues to be an undercurrent of modernity in less familiar E & SE Asian cooking driving safe adventure.



# CUISINE FORESIGHT

The next 12 months+ will be about searching for JOY and food can be that JOY!



# So what..





# FUTURE FOOD

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## What next?

# 16 Years in Trends e-book

Join with us to shift food, health and education for the next generations.



Buy 16 Years in Trends e-book today in aid of the TFP Foundation & Chefs in Schools



This 400+ page encyclopaedic e-book charts the trend landscape 2006-2021, how food and drink has changed, what the bigger themes were and what we can take from the past into the future - the products, services, restaurants, chefs, flavours, ingredients, colours, global events, the diets, the tech, the politics, the awards and much more.

# DOWNLOAD TODAY'S CONTENT

And keep up to date with the findings of this ongoing tracker.



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Get in touch

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# FUTURE FOOD

## BRINGING TRENDS TO THE TABLE

If you want to hear more about Future Foods and receive the trends report going forward please sign up on the link below or contact Kelly or Charles.

<https://mailchi.mp/thefoodpeople/futurefood>

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**Good  
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