**Starters**

Mega trend (non-food)

**Ageing**
Most societies face a ticking demographic time bomb.

**Singletons**
More people are living (and eating) alone.

**Health & wellbeing**
Will it make me healthy, lose weight or keep me alive longer?

**Hectic households**
30-second microwave rice. Who’s got time for that these days?

**Cynical consumers**
Many consumers now believe that companies are guilty until proven innocent.

**Digitalisation**
An increasing blur between the real and the virtual.

**Fragmented families**
The traditional nuclear family is becoming the exception rather than the rule.

**Nostalgia**
People are anxious so they take refuge in the familiar.

**Individualism**
It’s all about me.

**Personalisation**
I want it my way. OK.

**Formality**
The breaking down of hierarchies and tradition.

**Globalisation**
The movement of money, people and ideas around the world.

**Localism**
A strong counter-trend to globalisation.

**Eastern influence**
The rise of Asian cultural influence.

**Connectivity**
Everything is increasingly connected to everything else.

**Loneliness**
Connectivity is an illusion.

**Data deluge**
Web 2.0 is creating too much information.

**BRIC consumption**
The rising buying power and changing consumption habits of consumers in Brazil, Russia, India and China.

**Intense experiences**
People want to feel that they are alive.

**Mains**

The main food trends

**Value for money**
Value more than price.

**Kids health**
We’re supposed to love our kids, we need to educate and feed them well.

**Speed & convenience**
A need that will never die, some always want faster, now.

**Indulgence & treats**
Because you’re worth it.

**Authenticity**
Realness. You can’t fake it.

**Provenance**
Who made it, when, where and how?

**Blurring of meal occasions**
It’s just one big feast.

**All-day grazing**
We just can’t stop eating. But why?

**Comfort food**
Food makes people feel happy.

**Food inflation**
Food is about to get a whole lot more expensive.

**Regulation & compliance**
Could it get worse? You bet.

**Premiumisation**
Products and price points far in excess of category norms.

**EDLP**
Everyday low prices.

**Regional cuisines**
Because we love the stimulus of variety from around the globe.

**Conversational brands**
Brands that chat like they are your friend, they are aren’t they?

**Fresh today**

New trend / food

**Eating at home**
What better way to save money than to stay at home?

**Fixed price eating**
Bargain hunter deals – lunch or dinner for a fixed price.

**Home baking & making**
Showing our love and affection by cooking and baking, oh and makes us feel great too.

**Cheaper cuts of eat**
Continued discovery of cheaper cuts and what to do with them.

**Urban farming**
From allotments to vertical agriculture.

**Grow your own**
It probably costs more in the long run but boy it tastes great and makes us feel good.

**Zero-waste eating**
Restaurants that waste nothing, shouldn’t some things really be thrown away?

**Tap water**
Bottled water rebellion but for how long?

---

**Key:**
- One chilli = mild trend
- Two chillis = Hot trend
- Three chillis = Kick arse trend
**Food & Retail**

**Food retail & restaurants**

Trends specifically for food retail and restaurants

- **Simplicity**
  Complexity is out and less is now more.

- **Artisan skills**
  Globalisation and digitalisation are becoming catalysts for a revival of craft skills.

- **Natural**
  The less messed about with the better.

- **Nose to tail eating & beyond**
  Cost saving means an interest in less well-known parts of animals.

- **Less ingredients/ intervention/packaging**
  Links to simplicity/health/environment.

**Food technology**

The tech trends to influence food

- **Mobile barcode scanners**
  Manufacturer info for the masses.

- **Smart appliances**
  From ovens that talk warmly to you to frosty conversations with your fridge.

- **Smart phone ordering**
  Browse the menu (and order) before you get to the restaurant.

- **Talkback packaging**
  Packs that tell you (and show you) how to do things.

**Every surface is a screen**

It's started already with TVs and the internet in kitchens but it has much further to go.

---

**To Follow**

Emerging trends

- **Trust & transparency**
  You can run but you can't hide.

- **Seasonality**
  Like regionality but seasonally adjusted.

- **Sustainability**
  Carbon-neutral nibbles anyone?

- **Non-traditional fish**
  Talapia anyone?

- **Farmed fish**
  "I've got a brand new inland fish farm and I'll give you the key..."

- **Fresh frozen**
  As good as fresh only frozen.

- **Functional foods**
  Foods with hidden benefits either natural or impregnated.

- **Fair-trade foods**
  Food that helps prove we people, communities and their families.

- **Formal dining**
  A backlash against informality, partly driven by austerity.

- **Allergy free foods**
  Prepare for a big rise in allergy awareness.

- **Increase in commodity prices**
  Economic, political and environmental forces pushing up and up.

- **Ingredient price volatility**
  Wow, where did that come from...

- **Impact of oil at $150+**
  It will come, so beware, how do your transport and packaging costs look now?

- **End of cheap food**
  They're gone gone gone, woooooow.

- **GM acceptance**
  Test tube grown t-bone anyone?

- **Feel-good and mood-foods**
  More food to pick us up, spin us around and take us down.

- **Anti-ageing foods**
  Foods to help defy the effects of mother nature herself.

- **Food security**
  Its unthinkably but possible, what if...

- **Resource nationalism**
  Its ours hands off (that water!)

- **CSR scandals**
  You'd better be squeaky clean, or else...

**Sides**

Trends from the left field

- **Home delivery**
  I just can't bear collection, I need it delivered to me wherever I am.

- **Local eating**
  The future is local (unless it costs people time or money).

- **Everyday organics**
  Look out for food categories becoming 100% organic (e.g. baby food).

- **Total transparency**
  We're watching you...

- **Sunday roasts**
  A counter-trend to fragmented families.

- **Food fashion**
  It's in then it's out.

- **Less meat & protein**
  Its not healthy and you can't afford it oh and the Chinese want it!

- **Healthcare rationing**
  If you eat badly you pay the consequences.

- **Animal welfare**
  We're animal lovers at heart and we know what you do to them.

- **Hyper-regional food**
  100-mile diets and beyond.

- **Selected by you**
  What I want when I want it, my choice.

**Fixed menu**

Key food mega trends

- **Value for money**
  Not low-cost per se but the overall value.

- **Speed & convenience**
  Possibly the most important trend after cost.

- **Portability**
  We are increasingly eating on the go.

- **Health & well-being**
  Increasingly important, especially to middle-aged and older age groups.

- **Out of home consumption**
  Eating on the hoof whilst on the move.

- **Links**
  A solution to calorie inflation.

**Drinks**

The future trends in drinks

- **Draft cocktails**
  Cocktails on tap.

- **Microbreweries**
  Small is becoming very big.

- **Fresh ingredients**
  How long before we see fresh beer!.

- **Binging**
  I only drink 10 units a week (all on a Friday).

- **Extreme experience**
  We want more from you drinks, we do.

- **Social lubrication**
  It makes us talk, laugh and cry.

- **Good for you**
  Who would have thought that Coca-Cola would end up selling water?

- **Good for everyone**
  If it does the planet good it does us all good.

- **Take you up**
  Keep me going like a Duracell bunny.

- **Calm you down**
  Chill me and zone me out.

**Waste bin**

Trends that are stale

- **Molecular gastronomy**
  It has always been cooked up. Now it's over-heating too.

- **Sampling menus**
  Assists of this that and something else.

- **Dessert only restaurants**
  It was once a sweet idea.

- **Dumpster diving**
  Not most peoples' cup of tea.

- **Bottled water backlash**
  A perfect example of faddish food fashion.

- **Celebrity chefs**
  What's that they say about too many chefs? Time to put Gordon and Jamie on the backburner.

**Meet the Chefs**

Richard Watson  Author and scenario planner

Charles Banks & Wayne Edwards  thefoodpeople

leading food trends and ideas agency

We use our famous house recipe take equal parts of Richard, Charles and Wayne, squeeze out all trends and ideas, mix thoroughly and leave overnight to marinade. Drain off excess waffle and present succintly the foods trends of the future.

**Note:**

Please note that all juicy bits from this menu should remain hot for up to eighteen months. We recommend re-heating thereafter.

---

**Private Dining**

If you would like to understand more about this smorgasbord of trends we would love the opportunity to cater for your culinary needs by setting up a bespoke one-day workshop where our 'chefs' will present and work with you to cook up something really satisfying.

**Contact us**

What'sNext

Richard Watson – Richard@nowndezest.com

thefoodpeople

Charles Banks & Wayne Edwards – helpline@thefoodpeople.co.uk

johnrafford – johnrafford@aol.com

---

**Notes:**

Starters = Mega trend (food)  Main = The main food trends

Fresh today = New trend / old  Fixed menu = Key food mega trends

Waste bin = Trends that are stale  To follow = Emerging trends