

TRENDS IN 2019

Megatrends from the perspective of the food industry and Maustaja



maustaja
TASTE OF QUALITY

TRENDIT 2019

Megatrends from the perspective of the food industry and Maustaja



Dear reader,

Maustaja's services include professional product development, a variety of packaging solutions, production and packing of products, and logistics solutions. All of our operations are guided by customization, responsibility and meeting agreed quality criteria. Our goal is to have quality taste in all stages from the very beginning. The Taste of Quality is important to us.

We want to help our partners succeed. Megatrends tell us about customers' behavior, guide decisions by successful actors in the market, and open up new opportunities for all of us.

This is why, in this, our first trend report, we look at the megatrends in the market from Maustaja's point of view.

Some of the phenomena may already seem familiar, but sometimes it's a good idea to reflect on their significance to the future of our industry. We at Maustaja are happy to participate in this reflection while deepening our collaboration. Let's create added value responsibly and with quality in new concepts and products.

Juha Korhonen, Sales and Marketing Director

MEGATREND #1 VEGAN BOOM

NEW PROTEINS FROM
HEMP TO LUPINES

VEGAN SNACKS AND
DESSERTS

FLEXITARIAN DIET =
VEGETABLES/MEAT DIET

Vegetarian dishes and vegetable-based ingredients continue to grow in popularity. The trend is reinforced greatly by ecological and ethical reasons but many consumers also simply want a lighter diet and more variety.

A significant share of the Finnish population has decreased or is considering decreasing its consumption of meat. Young people and women often make this choice because of the wellbeing of the environment and animals, while men choose this because of the health effects of vegetarian food. Instead of being a peculiarity, vegetarian dishes have become a new, attractive alternative also for so-called mixed eaters.

In Finland the trend has been accelerated by the breakthroughs of härkis (a meat substitute) and nyhtökaura, (pulled outs) and they will be joined by even more exotic sources of protein. There is also a growing number of vegan products in desserts, snacks and fast foods and prepared foods. Indeed, the image of vegetarianism is changing from carrot biting into an alternative that is more diverse and easy and one which even allows pleasures.

"We are constantly developing new plant-based products."



The vegan boom is also partly connected with responsibility, which is realized by developing new bio-based packaging materials, for instance. We want to collaborate with our suppliers and customers in this issue, too.

Hanne Pellikka, Product Manager

A mayonnaise structure without eggs has been developed for vegan dips.

MEGATREND #2

AGEING OF THE POPULATION AND SINGLE-PERSON HOUSEHOLDS

The demographic trend of the world is characterized by a decline in fertility, a decrease in mortality and longer life expectancy. The population is ageing particularly in industrial countries; for them this means major economic and social challenges.

Baby boomers are now retiring in better health, living longer and living longer independently at home than previous generations. The growing number of single-person households creates a demand for a variety of food services and products that combine ease of preparation, flavor and versatility, as well as smaller portions and package sizes.

The improved health and greater wealth of seniors enable a more active and mobile way of life for many people, which means variability in dietary habits, times, and places. At the same time, elderly people who are more educated than before and accustomed to consuming are more open-minded experimenters in both snack products as well as prepared and restaurant foods.

“Growing demand for easy-to-use and small packages.”

As consumers age, more attention must be paid to ease-of-use in the design of packages. This includes openability of lids and caps, and the clarity and readability of packaging labels.

The market has already seen a growing trend in smaller package sizes, which serves the growing number of single-person households in particular. With smaller packages, it is easier for consumers to experiment, taste and explore different kinds of product options.

Hanne Pellikka, Product Manager



Maustaja's 200 ml small bottle is a handy and compact package alternative for mustard, ketchup, mayonnaise, jam, marmalade, salad dressing and grilling dressing or marinade.

EASY AND SMALL
PACK SIZES

HEALTHY SNACKS

PRE-CUT SALADS
AND FRUIT





Maustaja has customized its own mayonnaises and compotes for the famous Naughty BRGR hamburgers of the famous restaurateur and a chef Akseli Herveli.

MEGATREND #3 INDIVIDUAL CONSUMPTION CHOICES



The world is becoming fragmented into ever smaller consumer groups, all of whom have their own specialized values, life philosophies, hopes and needs. Consumption choices will become an increasingly important way of creating and expressing one's own identity.

You are what you eat – or eat what you are? As the trend of individuality intensifies, one's relationship with food will become more and more personal. Instead of just satisfying hunger, dietary choices will express our personality and principles, distinguish us from others, and also promote a feeling of belonging to our own reference group.

Some people want specialty and exoticism from food, others want to uphold traditions and domestic origin, some people want to emphasize the ethics and responsibility of food production, while others care about health etc. Individuality can also be seen in the desire to continuously seek, find and experiment with new flavors and experiences. This means brand loyalty will weaken and the life cycles of products will become shorter.

“New packaging ideas for different uses and displays.”

The unique uses and merchandising displays of products are increasingly taken into account already in the design of sales packaging. For example, digital printing and new, constantly developing technological solutions offer interesting opportunities for package identification.

A totally different category are premium products whose share relative to a shop's own brand assortment is constantly growing.

Hanne Pellikka, Product Manager

AYURVEDIC DIET FOR
YOUR OWN BODY TYPE

EXOTIC AND NEW
EXPERIENCES

DESIRE TO EXPERIMENT,
PORTIONS FOR TASTING

MEGATREND #4 RESPONSIBILITY

In the 2000s, responsibility has become an increasingly important part of a company's brand image and business. According to a survey of an advertisers association, more than 90% of Finnish companies have included responsibility into their strategies.

The discussion of climate change has shifted the main focus in issues of responsibility toward the environment, such as saving energy and natural resources and minimizing waste and emissions. A responsible corporate brand is, however, a totality that requires ethical practices as an employer as well as more broadly as part of society.

In the food industry, acute themes of responsibility include the origin of food and production methods, food waste, treatment of production animals, food safety and recyclability of packaging. Among consumer groups, responsibility is emphasized by young people in particular, who increasingly build and express their identity through consumer choices.

"Recycling, smart logistics, locally-sourced and organic products..."

REDUCTION OF GREEN-
HOUSE GAS EMISSIONS

RECYCLABLE AND
BIODEGRADABLE
PACKAGING

FOOD SAFETY

We avoid over-packaging through optimization of the thickness of packaging material, among other things. We try to make the parts of plastic packaging from the same materials, which makes it easier to recycle.

We also use glass packaging that is effectively recyclable and packaging that promotes shelf life, which prevents food waste. We consider responsibility when selecting suppliers and in logistics, with the aim of efficient shipping lot sizes and combined transports.

Sami Sikkilä, Product Manager

An example of responsibility is the real reduction in the use of plastic instead of just external eco images. We produce the process steam with domestic renewable energy, we favor free range eggs and develop products that are increasingly healthier.

Where possible, in raw materials and packaging materials we use domestic and local operators. As a certified organic producer we also make Krav organic products. In addition, our production includes Fair Trade products.

**Johanna Myllykangas,
Product Development and Quality Manager**

MEGATREND #5 TRANSPARENCY

Along with responsibility, there is a growing demand for transparency in business. In addition to being transparent, in the social media age, businesses are expected to be able to react more quickly than before to consumer feedback.

New, media-literate and critical generations want to see behind the advertising slogans of brands and know more about the background behind products. In the food industry, traceability is a value that works as a marketing method that strengthens a brand: stories of local food producers build trust and a valuable sense of authenticity.

Social media means both pressures as well as opportunities for a new kind of transparency. More and more businesses are in fact developing their own social media strategies and learning to engage in genuine dialogues with their customers instead of one-sided advertising communications.

"We aim for transparency both externally as well as internally."

Our communication with customers is open and we respond to feedback as quickly as possible. Traceability of products is already an obvious requirement, and digitalization is continuously providing new ways of doing this.

When choosing suppliers we follow a broad and systematic audit process that takes an in-depth look at issues related to product safety, the environment, and ensuring the authenticity of products.

Maustaja's internal corporate culture is also transparent: we strive for an open work environment where it is easy for everyone to approach others.

Johanna Myllykangas, Product Development and Quality Manager

One way in which transparency is realized is product information on packaging, and there are new options for this thanks to digital printing, QR codes and augmented reality technologies.

Hanne Pellikka, Product Manager

**TRANSPARENCY IN
ALL ACTIVITIES**

**TRACEABILITY OF
RAW MATERIALS**

**PROCESSING CUSTOMER
FEEDBACK**





MEGATREND #6 DIGITALIZATION

Digitalization is moving at breakneck speed and will change the world in all areas of life. As we become more familiar with new technologies and solutions, consumers will increasingly expect individuality, ease and quality from services and products.

In the food industry, digitalization means a transition from the traditional food chain toward a network-like operating environment consisting of services and based on real-time data. At its core, the customer supplies more and more information about his or her consumption habits and receives in exchange increasingly tailored services and products.

Automation, robotics, and constantly evolving 3D printing often make production processes more agile and enable new services in which food is increasingly produced directly at the place where it is purchased. At the same time, intelligent distribution, logistics and packaging solutions reduce the burden on the environment caused by transport and storage, and decrease waste.

“Digitalization provides solutions to the challenges posed by the other megatrends.”

In the future, digitalization will enable consumers to tailor products for themselves, for example, with a recipe or package appearance. The development will also mean new food services in which ready-made tailored products are delivered directly to your home. Digital services will make it easier to react to challenges of other megatrends and take advantage of their opportunities.

Tapio Lohi, Production Manager

SMART PACKAGING

SERVICE ROBOTS AND
AUTOMATION

3D PRINTING OF FOOD

COOPERATION WITH
US IS WORTH IT!

MAUSTAJA.FI

★ YOUR ★
RELIABLE
- PARTNER -

