

TRENDS 2021

Topical food consumption phenomena



maustaja
TASTE OF QUALITY

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Dear reader,

Maustaja's set of services include customised product development and packaging design, responsible manufacturing, and advanced logistics. As a partner, we ensure that every step of cooperation demonstrates our unique Taste of Quality.

Our operations are guided by the needs of our customers, which are also associated with broader changes in markets and trends. In the end, consumers are at the heart of everything. The entire food sector will live and develop according to their choices.

This year's trend report examines phenomena related to consumer behaviour. Some of them are endurance trends that now appear in a new light due to the coronavirus pandemic.

At Maustaja, we hope these reflections support our common journey towards the future and new high-quality products and concepts.

Juha Korhonen,
Sales and Marketing Director





TREND #1

HOME-CENTRIC LIFE IS INFLUENCING CONSUMPTION CHOICES

As a result of the coronavirus pandemic, our lives focused more and more on home conditions. Meals at restaurants, workplaces, and schools decreased while tele-working became more common. The number of leisure events and especially trips abroad dropped. In food matters, the state of emergency has led to many temporary and also longer-term changes.

After the spread of the pandemic, the online business of the largest trading companies multiplied. Older generations also found their way to online shopping, which will certainly be visible in the future. Canned food, frozen food, pasta, and other dry products were purchased more for home and quarantine times. This exceptional period will have a long-term impact on the economies of many consumers, which is reflected in the demand for these inexpensive and easy-to-use products.

The basic ingredients of home-cooked food, such as fresh meat, fish, and root vegetables, have also gained popularity. Domestic food and ingredients considered safe, clean, and healthy are suitable for the spirit of the time. Besides, the interest in baking and baking-related supplies can be seen as a cozy special feature – for example, various recipes for root bread have been enthusiastically shared on social media.

THE GHOST KITCHENS WAVE MEANS NEW RESTAURANTS THAT FOCUS ONLY ON SELLING FOOD OUT.

THE SIZE OF THE FOOD BASKET INCREASES AND THE SHOP IS VISITED MORE RARELY.

PRICE AWARENESS AND PLANNING FOR BUYING ARE INTENSIFYING.



During this exceptional period, Finns remained in Finland, which was reflected in the larger-than-usual sales of mustard in the summer. While staying at home, people missed certain flavours of restaurant food.

Therefore, demand also increased in the products that Maustaja manufactures for restaurant concepts sold in food stores.



TREND #2

TIME MANAGEMENT PRESSURES

More and more of us are living almost constant 'online life'. Globalisation and digitalisation are pushing an accelerating flood of information and supply directly into laptops and mobile phones. Fragmented working and leisure time requires better time management, which also guides consumption choices.

New generations prefer spending time and money on experiences rather than goods. Since the aim is to minimise the time spent on everyday routines and basic purchases, consumers are attracted to the impression of speed and ease in brands, product packaging, and food purchase paths.

With the coronavirus, more common teleworking, short-term jobs and other new forms of work contribute to increasing freedom and responsibility for managing one's time use. When work and leisure time mix and everyday life becomes fragmented, eating becomes more varying and irregular. This will continue to promote the demand for the diversifying range of easy and fast snack products.

TELEWORKERS' EVERYDAY LIVES INCLUDE SMOOTHIES AND OTHER FOOD THAT CAN BE EATEN NEATLY ALONGSIDE WORK.

NONSTOP-ONLINE: IN 24 HOURS, WE CHECK OUR SMARTPHONE ALMOST 60 TIMES AND USE IT ON AVERAGE OVER 3 HOURS.

THE PHENOMENA OF THE TIME ARE SWEET AND SALTY SNACKS, READY MEALS, AND IRREGULAR EATING.

There are many aspects to food: one feeds the whole family, the other only cooks for him or herself, the third buys food at work, in remote work, or outdoors. Retailers must offer solutions to a wide range of situations, and nowadays shopping time is managed also by using specific grocery list applications.

Maustaja uses its extensive R&D expertise for these different needs and operates flexibly even when manufacturing must follow consumption volumes.

THE NEW
ALTERNATIVE FOR JERKY
IS VEGGIE JERKY
MADE OF, FOR EXAMPLE,
SOYBEAN.



THE EMPHASIS ON
HYGIENE FAVOURS
EASY 'ONE-HANDED'
MEALS.

TREND #3

NEW MOMENTUM FOR HEALTHY CHOICES

Health and wellbeing themes have always been an integral part of the phenomena related to consumption and especially food. The corona period naturally put health in an even brighter spotlight, and that will certainly also be reflected in the food baskets and plates of the future.

For many of us, the change of school and workplace meals to teleworking led to irregular meal rhythms, one-sided diets, and mixed snacking. Accumulated corona pounds can now increase motivation and demand for lighter and more nutritious options in both meals and snacks. These needs naturally reinforce the longstanding triumph of plant-based foods.

In times of uncertainty, consumers seek hope and peace of mind in the widest range of solutions. In this sense, time favours both healthy and partly questionable products and foods, supplements, special diets, and diets. The challenge for brands that genuinely support health and well-being is how to stand out and reach audiences among this wide and varied offering.

DRINKING HEALTH
IS SOUGHT FROM
VARIOUS DIETARY
DRINKS AND
MILKSHAKES.

Maustaja responds to the demand for healthy food products by, for example, developing tasty vegetarian mayonnaises. In accordance with the spirit of this time, these delicacies have been marketed virtually at the PLMA fair.





TREND #4

SELF-EXPRESSION WITH FOOD

At the turn of the millennium, members of Finnish families still ate fairly similar foods. The situation has changed rapidly, and now there may be several different dishes and diets at the same dining table.

Meal choices are largely different because food is now one of the most important tools for building and expressing one's own identity. The phenomenon is not new but accelerating: global marketing and online media are increasingly bringing new ideas, ideologies, and food options from all over the world to our knowledge and their offering. Many trends apply to ever smaller groups of consumers.

Companies in the food industry are trying to meet consumer's wishes with even more accurate targeting in product development as well as in marketing and purchasing channels. Particularly young people willingly share their personal data in digital services to obtain tailored communications and services. As technology advances, we will probably get tips on products suited to our own buyer profile directly on our mobile phone.

THE IMPORTANCE OF BLOGGERS AND OTHER SOCIAL MEDIA INFLUENCERS CONTINUES TO GROW.

TIME FAVOURS THE OPTIONS OFFERED BY SMALL, AGILE CHALLENGER BRANDS.

CONSUMERS WILL BE DIVIDED INTO EVER SMALLER GROUPS AND TRIBES.

Flavouring plays a key role when food is differentiated according to different personal preferences and needs. The food industry also serves consumers by acquiring rare ingredients and developing competitively priced products containing ingredients that would be difficult for people to obtain themselves.





TREND #5

EXPERIMENTS FASCINATE PEOPLE OF ALL AGES

The modern consumer wants to handle basic everyday purchases quickly and prefer to use their expensive time to hunt for more exciting discoveries and specialties. Finding new flavours and products is rewarding entertainment for many.

The open-minded and curious desire for experimentation characterises young people's purchasing behaviour in particular, whether they are looking for clothes, holidays, or food. Traditionally, older generations have been guided by habits, tastes, and attitudes adopted through trades over the decades. In this case, the threshold for changing familiar, reliable products is higher.

Today, however, the boundaries of middle and old age are constantly stretching. As public health rises and life expectancy forecasts lengthen, "older and older people are getting younger and younger." Nowadays, everyone can more freely implement a youthful lifestyle in their own way and enjoy and try new things in food and cooking as well. Thus, companies can no longer rely on traditional brand loyalty, but the customer must always be charmed with new ideas and products.

THE WORLD IS NOW TASTING A NEW FORTIFIED VERSION OF THE TRENDY DRINK: HARD KOMBUCHA.

THE NEW APPLICATIONS OF CHICKPEA EXTEND FROM CRISPS TO CEREAL, TORTILLA, AND PIZZA.

COFFEE IS USED AS A FLAVOUR AND SPICE IN SNACK BARS, MUESLIS, SMOOTHIES, YOGURTS, AND ALCOHOLIC BEVERAGES.

Product development is multi-faceted communication between the taste developer, the food manufacturer, and consumers.

Maustaja aims to strengthen the position of consumers in this cooperation and thus support customer success.

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RELIABLE
- PARTNER -

COLLABORATION WITH US IS WORTH IT!

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