

Shaking up the Industry: Global Consumer Trends



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Insights partner for innovation



Talk to Innova

Innova's approach to consumer trends



Megatrends

Lifestyle and attitudes shifts

Innova Consumer Trends

Global trend-spotter insights

Category trends



**We take a top-down
bottom-up approach
to identifying
consumer trends and
their drivers**



Trend: Value of Connection



Consumers value **close connections with family, friends** and community - a key source of pleasure and **way to manage stress.**

35% of consumers have spent **time with family or friends** to manage stress around multiple crises in the world (#1 method globally)

38% are **supporting local growers, merchants and producers** to be more socially and ethically responsible (#1 action globally)

Source: Innova Lifestyles & Attitudes Survey 2023

Notes: Q: "What methods have been most important to you to manage stress around multiple crisis in the past 12 months?"; Q: "In the past year, which of these actions have you taken to be more socially or ethically responsible in your food choices?"

Making more of shared moments...

MAKE-IT-FROM-SCRATCH SESSIONS



Creating moments Patron Tequila inspires special connections with friends during the holiday season.

“Hey, let’s stay in and make tamales and cocktails from scratch.” Add a new series to binge watch, and you’ve got the makings of a perfect evening for two.

24% of consumers will prioritize spend on special food and drink to consume at home

+6% net increase in mealtimes with others (vs. alone)



Shared experiences 饭搭子 or ‘rice buddying’ is a shared experience in China focused on social connection with a focal point on expanding your social circle, buddies can now be found online.

Global Trend-spotter, China

Sources: Innova Lifestyles & Attitudes Survey 2023; [Patron Tequila](#); ‘[Xiaohongshu](#)’

Notes: Q: “Considering your disposable income, where will you prioritize your spend beyond living essentials over the next 12 months?”; Q: “Have your eating occasions changed in any of the following ways in the last 12 months?”

Trend: Wholesome Enjoyment



1 in 2 consumers prefer to treat themselves with **everyday moments of happiness** they can experience

Health and pleasure have become more intertwined. Whether choosing **healthier spaces** and ways to socialize or **better for you treats**.



37% **avoided or cut down on alcohol** for a healthier lifestyle, health has also become more desirable

Sources: Innova Lifestyles & Attitudes Survey 2023; Innova Health & Nutrition Survey 2023

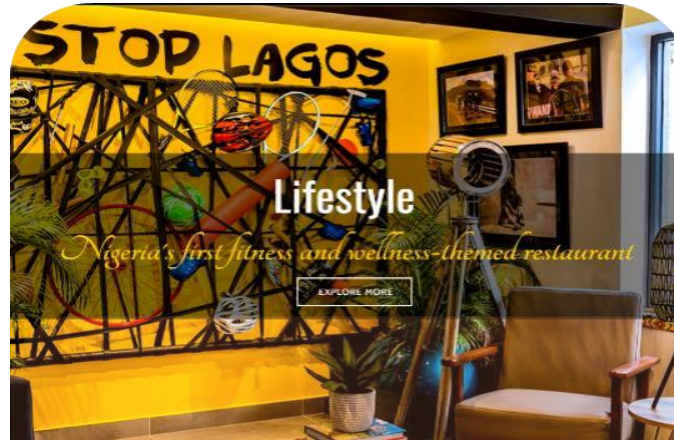
Notes: Q: "How do you prefer to treat and reward yourself?"; Q: "Which of the following actions have you taken to improve your health in the past 12 months?"

Alternative enjoyment choices



Gym Dates US – “Generation Z, are increasingly opting for physically active first-date options, such as workout classes, instead of simply drinking at a bar”

Global Trend-spotter, US



Wellness spaces

Pit Stop Lagos is focused on building a better society through its dietary focused restaurant and wellness community.

Global Trend-spotter, Nigeria



Reframing of enjoyment

Liquid death – giving water an alcohol image edge for social occasions.

Trend: Home-centric Living



1 in 4 consumers spent **more time** or did more from **home** due to **anxiety around multiple crises** around the world

More connected, post-pandemic consumers enjoy time at home, **impacting décor and use of spaces** as well as **opening-up new occasions** and needs.



+30% net shift globally towards **consumers eating at home more** and away from out of home eating

Sources: Innova Lifestyles & Attitudes Survey 2023

Notes: Q: "Have you made any of the following changes due to anxiety around multiple crises?"; Q: "Have your eating occasions changed in any of the following ways in the last 12 months? Responses 'more at home', 'more out of home'. Net % change = % of consumers saying they are behaving this way more, minus % behaving this way less

Home snacking and light meals



78% of consumers globally say they usually snack in-home (vs. 30% on the go, while traveling)



Lighter homemade snacks

The CRIMPiT – designed for thin sliced breads enables you to make toasties in your toaster, using fillings of your choice, UK

Global Trend-spotter, UK



Quick and healthy

Nuts, seeds, fruit and natural sugars preferred by consumers looking for quick, ‘homemade’ healthier alternatives.

Example: Meal One, superfood for smoothie or heated oat snack from Creatures of Habit – subscription based, US

Trend: Savvy Shopping



31% of consumers are being more **self sufficient** for financial reasons

Digitally smart consumers are **taking more control**, finding ways to **make or save money**, often with **benefits for planet and pocket.**



1 in 5 are **shopping online** to reduce fuel costs

Sources: Innova Lifestyles & Attitudes Survey 2023

Notes: Q: "Have you made any of the following changes due to anxiety around multiple crises?"; Q: "Have your eating occasions changed in any of the following ways in the last 12 months? Responses 'more at home', 'more out of home'. Net % change = % of consumers saying they are behaving this way more, minus % behaving this way less

Trend: Healthcare to Self-care



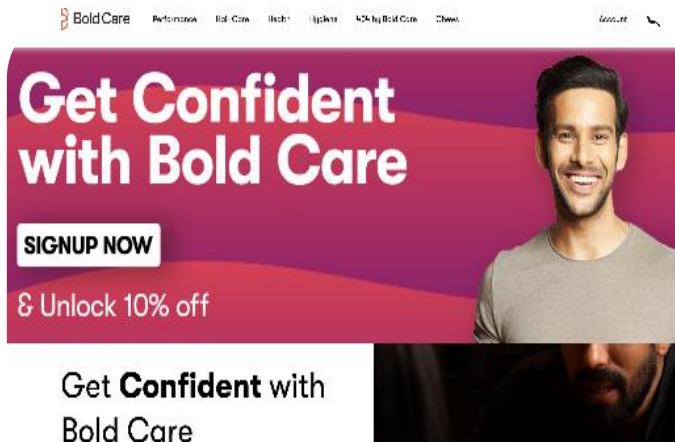
US\$4.4tn - the estimated value of the global wellness economy

The need to **'feel well'** **'look good'** and **'protect your health for the future'** using methods sitting **outside of the traditional medical system.**



Gen-Z leading the self-care trend **using technology and non-traditional sources** of advice and solutions

More targeted health solutions



Get **Confident** with Bold Care



Mumba- based Bold Care, serving **male specific** and general self-care issues in India



QUEEN OF RETREATS
MENOPAUSE RETREATS

Menopause
“By applying the wellness tools you’re given, you’ll address physical, emotional and lifestyle issues, improve your lifestyle and renew your energy” – Global locations



NOURISHED x Neutrogena **Skin360**
SKINSTACKS

Personalized supplements
 Neutrogena in collaboration with Nourished has launched 3D printed range of skin nutrient gummies which are customized to individual needs – US

Headline opportunities

Value of Connection



Make more of moments, facilitating shared experiences

Wholesome
Enjoyment



Enjoyment with a better-for-you twist

Home-centric Living



Bringing restaurant and café inspiration into a multifunctional home

Savvy Shopping



Cost saving and conscious choices

Healthcare to
Self-care



Targeting the growing segments and areas of need

A world of insights in one place



NEW PRODUCT DATABASE

Track thousands of flavors.
Benefit from the detailed
analysis using solid data.



EXPERT REPORTS

Specialist analysis and future
perspectives, from macro-
level to detailed analysis.



CUSTOM PROJECTS

Our team of consultants can
help you identify opportunities
for your business.

Contact your Innova account manager to learn more or reach out to us on
contact@innovami.com



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THANK YOU

Find us at Boulevard North, Booth 010



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