



Special Food & Drink Edition

DECEMBER 2020

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FOOD & DRINK INDUSTRY TRENDS

DECEMBER 2020

THIS MONTH WE ARE LOOKING AT HOW COVID-19 WILL CONTINUE TO IMPACT INNOVATION TRENDS IN THE FOOD AND DRINK INDUSTRY.

With a vaccine only just emerging and messaging continuing to be around gradual returns to a new normal, a socially distant future looks set to continue for some time yet.

Retail sales are growing again in many markets and there is some evidence that consumers are beginning to rediscover their freedom. However the virus has re-shaped our priorities and given us a more introspective outlook.

Self-preservation tactics are evident. With many still feeling uncertain, both physically and economically, consumers are set to become more proactive with their health and lifestyle choices in a bid to be fit for the future. This is counterbalanced with a desire to take pleasure where possible and indulgence, experimentation and self-reward are also evident in current behaviour and future innovation.

Consumers are also more cost-conscious, with many women in particular feeling the brunt of the economic impact of COVID-19. Globally, an estimated 25 million people will lose their jobs as a result of the coronavirus, according to UN agency the International Labour Organisation.

**UNDERSTANDING THIS NEW NORMAL AND CREATING
SOLUTIONS THAT REFLECT IT WILL BE CRITICAL TO THE
SURVIVAL OF NEW AND OLD BRANDS ALIKE.**

MEET

HUXLY

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ESTABLISHED IN APRIL 2018,
HUXLY IS A NEW BRAND,
INNOVATION AND COMMUNICATIONS
DEVELOPMENT AGENCY.

We are a unique team of strategists, designers and sensory scientists who use radically new approaches to build stronger, more successful brands. Being part of the MMR group gives us a global network of researchers and strategists, powerful digital tools and a data science capability. This allows us to understand strategic and cultural situations globally and develop inspiring creative solutions.

We believe that people are complex, but great brands are simple. For marketing to succeed we need to understand our customers' motivations and their emotional, functional, social and sensorial relationships with our products. This already difficult task takes place in a fast-changing world, as new trends and commercial alliances transform the landscape in which we work.

What we do

BRAND POSITIONING

Understanding the needs and ambitions of your consumer, their sensory experience of your products, and your brand's role in society to create a compelling, consistent experience.

INNOVATION

Mapping out new areas for your brand to expand into, generating stretching ideas, and building those into stronger and more meaningful innovations that consumers will love.

COMMUNICATIONS DEVELOPMENT

Understanding consumer responses to early stage advertising ideas and refining them to create more compelling, relevant and credible copy.

USER EXPERIENCE

Understanding the role of your digital services in the life of your consumer, and fine tuning your propositions and user experience to maximise sales.

Get in touch joe@huxlyglobal.com

COVID HAS CHANGED OUR RELATIONSHIPS WITH FOOD AND DRINK

INTERNATIONAL FOOD INFORMATION COUNCIL'S (IFIC) 2020 FOOD AND HEALTH SURVEY

1. Self-preservation

The wider trend of 'immunity' continues with consumers taking proactive control of their health in the wake of COVID-19. "Keeping my immune system strong" was one of the top 5 benefits consumers were willing to pay more for this year.

They are also taking more responsibility for self-care via healthier eating, with fewer trips to the GP and Pharmacy, people are looking for easy ways to boost their health.

2. Eating for better mood

Preserving positive mental health has also been important, with the trend for foods that can positively impact mood continuing.

Consumers are also comforting themselves with food, as boredom and being at home all day increases consumption of indulgent comfort food and snacks.

3. Family food bonding

During lockdown, 44% of consumers eating together more than ever before (Source: Travelodge study)

Eating together also means watching together. A surge in screen time and Subscription services like Disney+ have facilitated family viewing, giving more occasions for family snacking.

4. Make do & mix it up

Scarcity has boosted our creative streak when it comes to food – with people making what they have go further and creating 'fakeaways' at home.

Hands on food experimentation has been both a necessity (to facilitate fewer trips to the store) and a joy (as people had more time on their hands in the kitchen).

Frozen food has also had a huge COVID boost, with sales shooting up over 16% when lockdown was announced and have continued to maintain high levels even when panic buying died down.

Sources:

<https://www.thegrocer.co.uk/category-reports/the-new-ice-age-frozen-foods-category-report-2020/605226.article>

<https://www.thegrocer.co.uk/consumer-trends/christmas-re-imagined-post-covid-trends-that-will-impact-the-peak-period/646185.article>

<https://www.ofcom.org.uk/about-ofcom/latest/features-and-news/lockdown-leads-to-surge-in-tv-screen-time-and-streaming>

<https://www.nielsen.com/us/en/insights/article/2020/a-look-at-how-home-care-product-claim-preferences-have-shifted-amid-the-covid-19-pandemic/>

<https://www.foodbusinessnews.net/articles/16226-eight-in-ten-consumers-changed-their-eating-habits-due-to-covid-19>

4 TRENDS FOR FOOD & *DRINK POST* LOCKDOWN

1. Better Mind & Body
2. Comfort Snacking
3. Home Cooking
4. Socially Distanced Living

BETTER *MIND* & BODY

INNOVATION THAT HELPS
CONSUMERS FEEL MORE IN
CONTROL OF THEIR PHYSICAL
AND MENTAL HEALTH.

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1

BETTER MIND & BODY

YUNO *BIO TACTICAL DRINKS*

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What is it?

Building on the growing science behind the connection between the brain and the gut, these new drinks take gut health and immune boosting properties one step further. The blend of ingredients claims to give daily personalised neuroenhancements to give you a range of benefits from energy, memory or focus.

Why does it matter?

This innovation is a clever ‘tailored’ approach, building on the desire for personalised solutions. These products are also really versatile, fitting in with your lifestyle. You can enjoy them on their own, or as a cocktail mixer, in a smoothie or latte.

Sources:
<https://www.yuno.nyc/>



2

BETTER MIND & BODY

CLOUD WATER + IMMUNITY



What is it?

Cloud Water + Immunity is a new launch claiming that it is “formulated with 100% of your recommended daily intake of known immune system boosting Vitamin D and Zinc. Cloud Water + Immunity was created to provide daily immune support when you need it most.” Unlike their usual products, this Cloud Water contains no CBD.

Why does it matter?

Anything immunity boosting is big news at the moment. Convenient solutions like this will fit into everyday life and be a welcome support for those seeking to better support their immune systems during COVID-19.

Sources

trendhunter.com/trends/immunity-boosting-beverages

cloudwaterbrands.com/products/cloud-water-immunity-blood-orange-coconut



DREAM BARS

What is it?

A snack bar that gives you a good night's sleep? Sign me up! This new innovation of 'mindful functional food' promises to be "rich in the building block nutrients of neurotransmitters associated with mood, memory, REM sleep and vivid dreaming."

They are formulated with calming herbs like lavender and chamomile.

Why does it matter?

The big trend for mood supporting functional foods has been big news for some time. This innovation aims to create a new bedtime ritual, which is really exciting – breaking into ground owned by herbal teas.



Sources

<https://www.trendhunter.com/trends/dream-bars>



4

BETTER MIND & BODY

COCA COLA *WITH COFFEE*

What is it?

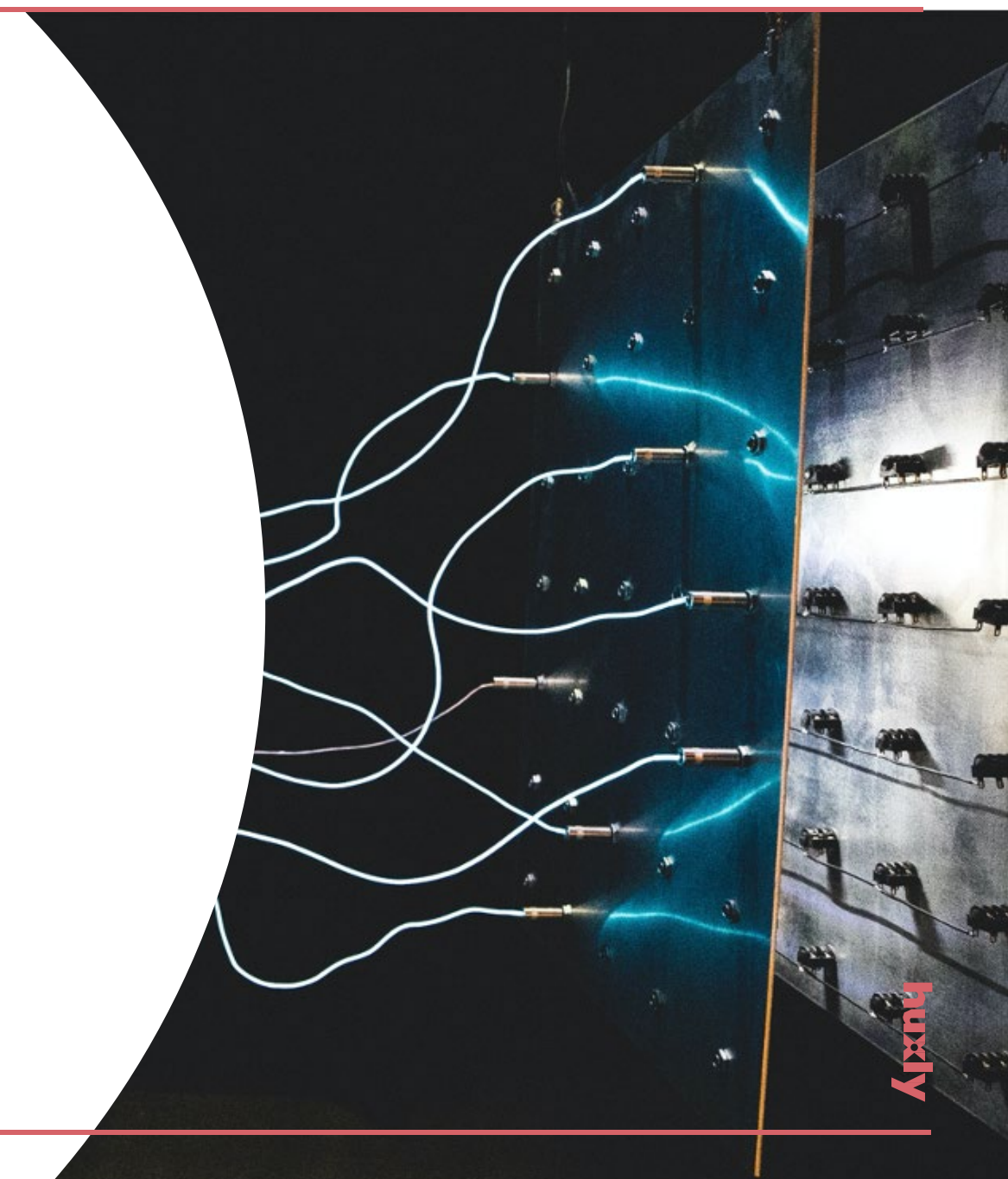
Launching in 2021, Coca-Cola is combining its signature soda with coffee. It will come in 3 variants: vanilla, dark blend and caramel. Designed to give consumers a new way to boost their energy levels.

Why is it important?

During COVID-19, consumers have been looking to improve their mood and energy levels, especially post-mid day. This product links the biggest selling beverage, coffee with the world's No.1 soft drink brand. Sounds like a great marriage!

**Sources**

<https://www.trendhunter.com/trends/cocacola-with-coffee>



LITTLE APPLE TREATS

“YEAR ROUND, OUR PRODUCTS ARE MADE IN SMALL BATCHES, ENSURING THAT THE PRODUCT WE SHIP IS ALWAYS FRESH.”

- Little Apple Treats

What is it?

Like caramel apples in candy form, apple cider caramels offer the tangy taste of cider with chewy, sweet caramel. The Apple Cider Caramels with Rose Petals + Cacao Nibs are made with a base of organic sugar and fresh cider from heirloom apples that come from an organic farm.

Why does it matter?

This product is one of many who are building on the trend of using ‘heirloom’ ingredients to cue that the product is better for you. Provenance and artisan nature give the products credibility.



Sources

<https://www.trendhunter.com/trends/apple-cider-caramels>

<https://www.littleappletreats.com/pages/about-us>



COMFORT *SNACKING*

INNOVATION THAT BUILDS
ON THE DESIRE FOR
COMFORTING SNACKS.

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1

COMFORT SNACKING

L IS FOR LAYS

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What is it?

Lays have beautifully tapped into the tension experienced during lockdown of your favourite snacks being stolen by your housemates.

They have created a hollow book in a cute folksy style to hide your secret snacks from family snack thieves.

Why does it matter?

This is a tongue in cheek and playful approach to lockdown living that beautifully fits Lays brand positioning. Generating some positive PR and new news on shelf, Lays have rapidly reacted to the current environment with something funny and relevant.

Sources

<https://thedieline.com/blog/2020/9/3/lays-makes-it-easier-to-hide-your--stash-with-l-is-for-lays?>



2

COMFORT SNACKING

KIT KAT *SNAX***What is it?**

Japan's Kit Kat Snax are designed to be perfectly paired with a beer. They are both sweet and salty and their shape is a departure from Kit Kat's signature style.

"KIT KAT Snax combines the irresistible tastes of KIT KAT, Caramel Popcorn, Roasted Almonds, and Pretzels together into one incredible snack mix."

Why does it matter?

This launch and pairing with beer capitalises perfectly on the comfort indulgence trend. COVID-19 has marked a rise in alcohol consumption. Linking chocolate with a beer is a winning formula in a rising market.

**Sources**

<https://www.madewithnestle.ca/kit-kat/kit-kat-snax>

<https://www.trendhunter.com/trends/sweet-and-salty-chocolate>



3

COMFORT SNACKING

CHIN CHIN *ICE CREAM*

What is it?

Ice cream delivered through the post to your door... sounds crazy! But Chin Chin have shifted their nitro ice cream parlor into home deliveries and claim it will be the “future of ice cream”.

Why does it matter?

Frozen food is having a resurgence since COVID-19 and what more exciting than frozen food delivered in the post! This also follows the indulgence trend for comfort food to treat yourself.

Sources

<https://www.trendhunter.com/trends/chin-chin-ice-cream>

<https://chinchinicecream.com/>



HOME *COOKING*

INNOVATION THAT CAPITALIZES
ON THE GROWING TREND IN
HOME COOKING.

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1

HOME COOKING

PC CHEF – LOCAL RESTAURANT MEAL KITS

What is it?

Canadian based company PC Chef have teamed up with local restaurants to deliver meal kits to your home – so you can enjoy your favorite food from your favourite restaurant, even during COVID-19.

Why does it matter?

With food at the heart of family life, PC Chef has made it possible to bring your family favourite restaurant food to your door. This also taps into the experimentation trend – as consumers are growing in confidence to try new things in their kitchens.



Sources

<https://www.pcchef.ca/>



ROSS & ROSS VEGGIE ROAST DINNER KIT



What is it?

For those keen to experiment in the kitchen during coronavirus, this DIY kit of rubs and oil helps to spice up vegetarian and vegan dinners. There are 3 veggie rub jars and a roasting oil to make the perfect roast potatoes and other root vegetables.

Why does it matter?

This builds on the trend of kitchen experimentation. Artisan food kits have become very popular and this kit also supports the plant-based food trend that is continuing to dominate food innovation.



Sources

www.trendhunter.com/trends/veggie-roast
www.rossandrossgifts.co.uk/product/veggie-roast-dinner-kit/



TANYA'S JUST REAL *COLD PRESSED SAUCES*

What is it?

Launching in Waitrose, Tanya's Just Real Cold Pressed Sauces claim to have put cooking from scratch in a bottle. By cold pressing, rather than pasturising their ingredients there are no “nasties” and a better taste.

Why does it matter?

As people start to get back to a new sense of normality, they are looking for the benefits of cooking from scratch but with more convenience. These products claim to preserve the taste and goodness of cooking from scratch.



Sources

<https://www.tanyasjustreal.com/products>

<https://www.trendhunter.com/trends/tanyas-just-real>

CAPELLO'S *FROZEN PASTA*

What is it?

This grain free, almond flour pasta launch is aimed at those seeking to make convenient and high quality pasta dishes. These are also clean eating friendly. The pasta is handmade and the world's first made with almond flour. It conveniently cooks in 90 seconds.



Why does it matter?

Coronavirus has seen the rise and rise of convenient frozen foods. Once considered low quality, frozen food is now having a makeover. This is just one of many frozen pasta launches to hit the freezer aisles this year. This also taps into the clean eating / gluten free trend.



Sources

<https://www.trendhunter.com/trends/frozen-fresh-pasta>

<https://cappellos.com/>

SOCIALLY *DISTANCED* LIVING

INNOVATIVE WAYS THAT THE FOOD
INDUSTRY ARE RESPONDING TO THE
NEW SOCIALLY DISTANCED NORMALITY.

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POT NOODLE *FRESHERS FAIR*

"WE WOULD HAVE LOVED TO HAVE BROUGHT POT NOODLE TO LIFE PHYSICALLY ON CAMPUS DURING FRESHERS' WEEK, BUT INSTEAD, THIS DIGITISED PLATFORM PRESENTS A GREAT OPPORTUNITY FOR US AND OTHER BRANDS NOW AND IN THE FUTURE."

What is it?

Pot Noodle are hosting a gaming experience to help students who are starting 'virtually' at university.

The digital platform, replicating key features of the campus will allow students to sign up to clubs and societies virtually as well as begin their orientation.

Connie Stovell, assistant brand manager at Pot Noodle, told Campaign Live: "The Digital Welcome provides a truly interactive and immersive way to introduce new students to the brand."

Why does it matter?

Student life and Pot Noodle are synonymous! Pot Noodle hasn't let COVID stop it from starting a relationship with students. This is a clever and tactical piece of marketing that build brand awareness.



Sources

<https://www.campaignlive.co.uk/article/pot-noodle-hosts-gaming-experience-virtual-freshers-fairs/1691858>

<https://www.potnoodle.com/>

STUFFED PUFFS – *FILLED MARSHMALLOWS*

What is it?

Stuffed Puffs filled marshmallows have moved into individually wrapped portions. Each one contains real milk chocolate inside and are perfect for COVID entertaining.



Why does it matter?

With social distancing set to be a fact of life for the near to medium future, individually wrapped products will be a hygiene factor for the future.

Marshmallows are typically in one large bag, so this has been a significant move for this category.

Sources

<https://www.trendhunter.com/trends/filled-marshmallows>

<https://stuffedpuffs.com/>



NANOPAK ANTI-MICROBIAL *PACKAGING*

What is it?

The European Union-backed a NanoPack project has created a revolutionary anti-microbial packaging that combines natural nanomaterials and essential oils.

This packaging can “inhibit mould growth in bread by at least three weeks, increase the saleability of fresh cherries by 40%. and expand the shelf-life of yellow cheese by 50%.”

The innovative anti-microbial packaging is intended to potentially minimize the use of harmful food preservatives, as well as to curb any food waste potential.

Why does it matter?

Stocking up on food has been a commonplace activity during COVID-19. This new packaging could significantly extend shelf life.

It also taps into consumer concerns about the use of food preservatives, thus improving ‘better for you’ perceptions.

Sources

<https://www.nanopack.eu/>

<https://www.trendhunter.com/trends/active-food-packaging>

<https://www.packaginginsights.com/news/nanopack-project-delivers-shelf-life-extending-film-prepares-for-commercial-launch.html>



THE FUTURE OF FOOD & *DRINK?*

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WHAT ABOUT TOMORROW?
HUXLY SEES A NEAR FUTURE OF
CONTINUED CHANGE AS BRANDS &
CONSUMERS ATTEMPT TO ADAPT
TO LIVING WITH CORONAVIRUS.

Food and drink brands will need to contend with 5 main factors:

1. Continued social distancing and its impact on social gatherings and shopping habits
2. Economic pressures for families, meaning value for money is key
3. A desire for 'provable hygiene' – especially in entertaining
4. Consumers seeking reassurance in their health and wellbeing through the products they buy
5. A rekindled passion for home cooking and a desire to create more 'from scratch'

It's a complex and ever-changing landscape – but we believe that the best solutions are simple.



huxly

CONTACT US

Joe Goyder

joe@huxlyglobal.com

+(44) 7884 264419

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