

Huhtamaki

2021 Q1 Trends Report



Immune Boosting Foods



Celebrity Endorsements



Plant-Based Foods



I. Immune Boosting Foods

Hyperaware of health and wellness, consumers have been craving more nutrient-rich options, causing many new foods and brands to flood the marketplace in response.

Consumers are opting for **vitamin-rich** foods to stay resilient in the midst of a stress- and anxiety-ridden year.



B12



Iron



Vitamin C



Zinc

Whole Foods Market

Whole Foods Market predicts a rise in foods rich in *probiotics*, *vitamin C* and *adaptogens*, and foods injected with *supplements* to help support the different areas of the body.



Immune System



Gut Health



Stress

Sunwink

The CEO of **Sunwink**, a new tonic and sparkling water brand, created the company after battling an autoimmune disease. Finding ways to pack *essential nutrients* into products, Sunwink works with clinical herbalists to craft tonics with specialized focuses and flavors.



Detox Ginger | Immunity Berry | Hibiscus Mint Unwind | Turmeric Recover

Monin

Monin introduced *Immunity Boost* into the market in October 2020. A blend of *vitamins, minerals* and *antioxidants*, the new product can be added to any iced beverage without changing its flavor profile.

Known traditionally for its probiotic-rich yogurts and kefir, **GoodBelly** is introducing more *probiotic* products like cereal.



1 Billion BB-12[®] Probiotics per Serving



Gluten Free



Supports Healthy Digestion

Chartwells K12

Chartwells K12, an education dining services company, created a program that teaches students about foods, like fruits and veggies, that can help *improve their mood.*





II. Celebrity Food Endorsements

It's called star power for a reason. Celebrities have long been a staple of product and food marketing due to their influential power over consumer behavior and purchasing habits.

Up to 50% of people said a celebrity endorsement could lead them to make an impulsive purchase or even to change brands.

– The Celebrity Source, Spring 2020

Travis Scott + McDonald's



In September 2020, McDonald's began a celebrity collaboration for the first time in 30 years with artist Travis Scott.



Quarter Pounder + French Fries + BBQ Sauce + Sprite

Surrounding the artist's go-to order, the partnership paid off with a **5% increase in sales**, plus a lot of fanfare, including ingredient shortages and stolen promotional posters. Following this success, the chain quickly lined up a second collaboration with reggaeton singer J Balvin in October 2020.

Subway + NFL



From speed skaters and gymnasts to MLB and NBA stars, Subway has a history of tapping professional athletes to support its sandwiches. In 2020, the sub chain struck up a sponsorship with the NFL, utilizing the fame of the Watt family, Patriots coach Bill Belichick and, most recently, Marshawn Lynch to launch their new protein bowls.

Shawn Mendes & Chipotle



Chipotle is pairing celebrity endorsement with corporate social responsibility. For every Shawn Mendes Bowl ordered, \$1 is donated to the Shawn Mendes Foundation, which focuses on youth-led sustainability initiatives.

TikTok



Brands hoping to connect with Gen Z are tapping into the hot, video-centric social media platform to find today's up-and-coming stars. For example, **Dunkin** partnered with Charli D'Amelio, TikTok's most-followed user and longtime Dunkin fan, to name her favorite drink after her as an LTO.



III. Plant-Based Foods

Plant-based foods first made their mark on our industry in our Q3 2018 Trends Report and have only grown in popularity since!

In 2019, the plant-based market increased to **\$5B**, a **29% increase** in just two years.

– **Clean Technica**

Power players like Impossible Burger and Beyond Meat are seeing *clean protein substitutes* with fewer, less-processed ingredients start to join the green eats game.

Chickpeas

Chickpeas first made their appearance on mainstream menus as hummus, but lately, their use is going deeper than the popular dip. The versatile bean is being used as a *fiber-filled base* to create healthier versions of many foods.



Whole Foods Market

Jackfruit, mushroom, mango and banana *jerkies* are joining their meat-based predecessors in the aisles of **Whole Foods** as clean, plant protein alternatives.

Bone Broth

Despite its ancient origins, *bone broth* has made a comeback in the last couple years due to its health benefits. **The Hartman Group**, a food and beverage research company, predicts the plant-based version will feature nutrient-rich mushrooms.



Greek Yogurt

One protein-rich food we didn't predict getting a plant-based twist: *Greek yogurt*. **The Collective** just released a blend of oats, coconut and rice to create a plant-based alternative with a similar consistency and taste to yogurt.

Huhtamaki

As a foodservice provider, it's important to stay on top of the trends that are important to consumers and their fluctuating lifestyles. From health-conscious options to the seal of approval from today's stars, Huhtamaki North America stays at the forefront of the trends and tactics that can help your business stay connected and navigate the ever-changing foodservice landscape.

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