Huhtamaki Q3 Trends Report



A PUBLIC AGAINST PLASTIC

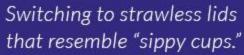
Bans on plastic bags and/or straws are on the rise to combat the hundreds of tons of plastic waste currently polluting bodies of water and harming the animals that inhabit them.



have enacted a ban on plastic bags, straws or both since 2016.

Corporations are also making a stand against plastic.











American Airlines

Replacing plastic straws and stirrers with biodegradable straws and wooden stirrers.

NextGen Cup Challenge

Led by M & , businesses & entrepreneurs alike are working to develop materials for a fully recycleable, compostable cup.

Colleges & universities are also joining the cause.

Duke University has a ban on disposable plastic, such as straws, bags and utensils.

The University of Portland gave away 400 reusable stainless-steel straws.



THE NEXT GENERATION

Making up 25% of the U.S. population, Gen Z is the next generation of young consumers likely to have a heavy influence on the restaurant industry.

Who is Gen Z?



The most ethnically diverse generation.

\$828 billion in Spending Power

spent \$78 billion at restaurants in 2016 (second to baby boomers).

NEW FOODS

Growing up with access to other cultures' food has made Gen Z open to exploring new cuisines.

41%

find out about new foods & food trends while in a restaurant.

enjoy trying new dishes & FLAVORS.

6 / 0 consider themselves adventurous e a t e r s .

AFFORDABILITY

Gen Z searches for deals at a higher frequency than other generations.

93% say discounts drive them to try a new restaurant.

CONVENIENCE

Gen Z chooses

fast-casual restaurants
at a 50% higher rate
than full-service restaurants.

TECHNOLOGY

From apps to mobile kiosks, Gen Zers prefer digital ways to order their food.

Average 5 screens per day 25% say they are ONLINE all the time.

Spend 2.5x more on social media than watching TV.

58%
go online
to choose
where to eat.

NUTRITION

Over half of Gen Zers value substantial nutritional content in their meals.

4106 are willing to SPEND MORE for quality, healthy food.

CHOICE

Gen Z values customization that build-your-own concepts allow.







Bowls

Make-your-own pizza

Salad

MOBILITY

Always on the go, Gen Zers value being able to eat in transit or order takeout.

like when they have LEFTOVERS they can take with them for another meal.

PRESENTATION

Gen Z places an emphasis on appealing, "Insta-worthy" foods.

WHAT'S TRENDING

Plant-Based Meals

Veggies are reigning supreme! Many consumers are switching to plant-based menus because of the health benefits that accompany a vegetable-rich diet, and restaurants are following suit.

Common plant-forward menu offerings:



Recent vegetable ventures:



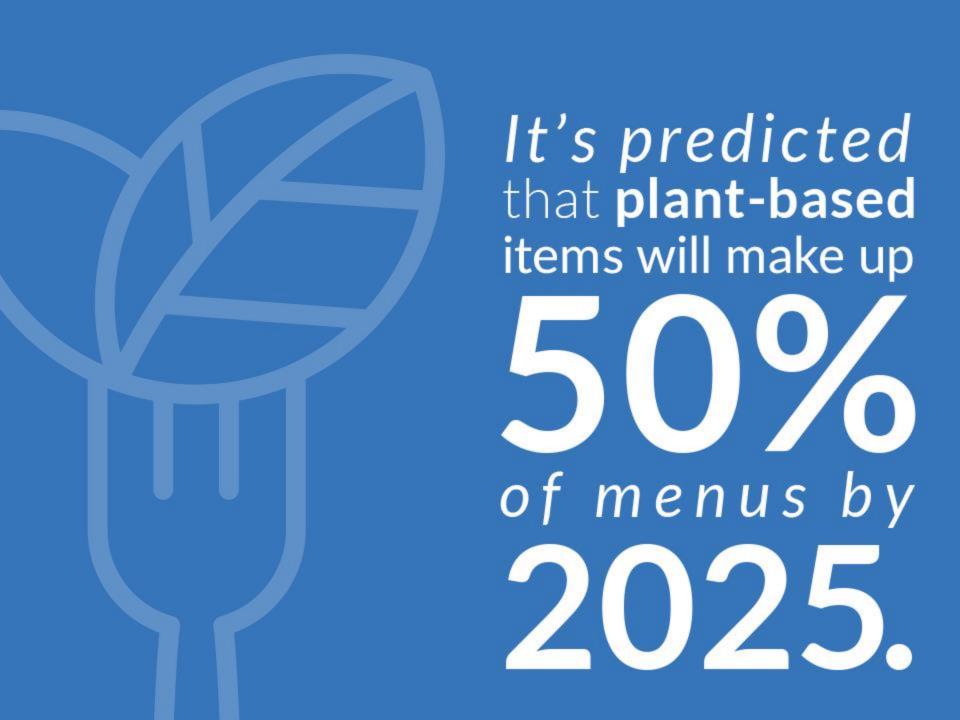
The Four Seasons Los Angeles: Their menu has been dubbed "Folia" (Latin for "from the leaves") and features items like kelp noodles with cashew pepper sauce and coconut cream pie.



A&W: Collaborated with Beyond Meat, a plant-based meat substitute company, to offer a meatless burger in its Canadian locations.



White Castle: Debuted veggie sliders in 2015 and black bean sliders in 2018.



Global Flavors

From spicy and sour to downright funky, young consumers are showing an increased interest in experiencing different flavors as a result of being raised in a culturally diverse era.

Global Flavors

of Americans say they feel open to trying new cuisines.

Today's popular cultural cuisines:

Mediterranean | Peruvian
Korean | Indian | Middle Eastern | African
Latin American | Indigenous American

Sauce

Menu items with a "special" sauce, like household condiments or sauces featuring global flavors, are taking over culinary menus.

Global Flavors | Sauce

200 of U.S. diners say they would be motivated to try an unfamiliar flavor if it's paired with a familiar format.

28% of condiment shoppers say international varieties help them experiment with new cuisines.

Today's popular sauces



Achaar an Indian tomato relish



Muhammara a Syrian/Turkish hot pepper dip



Toum a Lebanese creamy dipping sauce

Huhtamaki

Today's consumer is younger and more vocal than ever. From raising environmental concerns to desiring more adventurous menus, it's imperative that foodservice providers listen and respond to customer demands to keep up in Q3.

Huhtamaki North America stays at the forefront of these trends to help your business navigate the ever-changing foodservice landscape.