

KANTAR

Finding the future series



GLOBAL REPORT

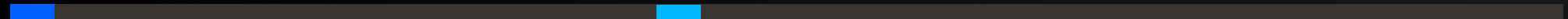
# What's in store on our culinary adventure?

1.

Introduction  
& Framework

2.

Consumer  
needs



# Before we get into the main course

Leverage the most meaningful search and social data to better understand trends everywhere, anywhere, with speed and at scale. Unlock the power of big data amplified by tech to shape the brands of tomorrow through Kantar's Dx Analytics.



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# Intro

Welcome to the fourth edition of Kantar's *Finding the future series*, **your guide to the latest trends driving consumer behaviour globally.**

Powered by Kantar's Dx Analytics proprietary toolkit, we apply AI and analytics on digital data (search and social) to identify emerging trends at speed and scale.

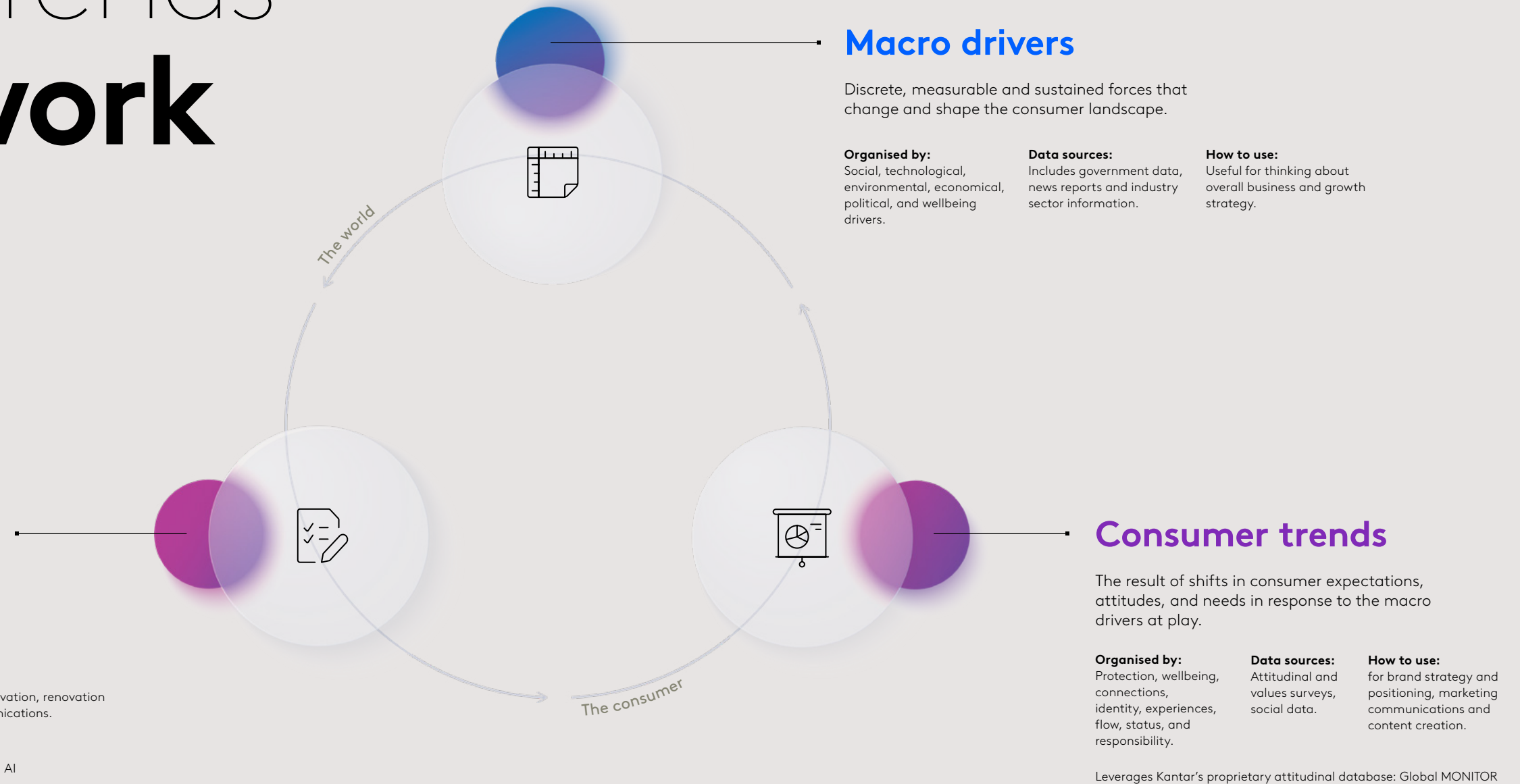
By layering human insight and Kantar's trends framework, we identify growth opportunities for brands across markets, languages, and categories in real time.

In this issue, we showcase emerging trends linked to food and beverages enabling brands to map and identify future innovation, growth and activation opportunities.





# Kantar trends framework



# How we did it?

We looked at over **36bn+ Google searches** linked to **180+ topics** spanning **9k+ trends globally** over a span of five years to uncover emerging trends.



**2018-2023**

Time period



**2023**

Predicted data



**36 billion+**

Data points

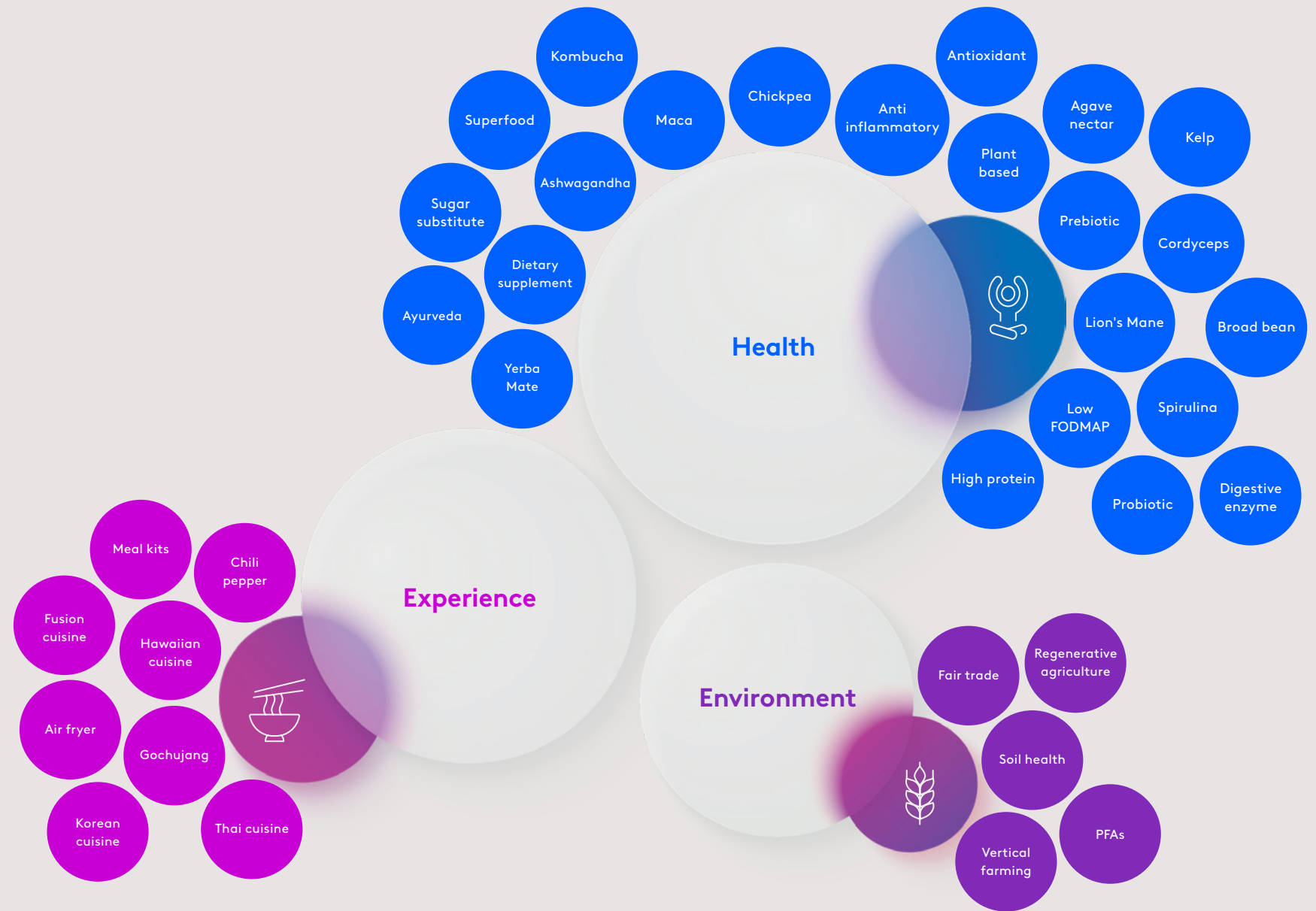


**9,130**

Number of search trends evaluated

# The **three** key pillars driving the narrative on trends

What do consumers want?  
**How does the evolving context of search translate to trends?**



# Manifesting into **ten** trends

1.



**Cognitive** reloaded

2.



Plant-based bolsters  
the **protein narrative**

3.



Gut **health** is life

4.



The great **sugar** debate

5.



Precision **nutrition**

6.



Sea plants are the  
**new superfoods**

7.



**Ancestral ingredients**  
pivot from Asia

8.



**Swicy**, the new  
flavour profile

9.



**Rethinking** home cooking  
steams ahead

10.



**Sustainability** gets granular



# Cognitive reloaded

The pursuit of cognitive  
health intensifies.

# 1



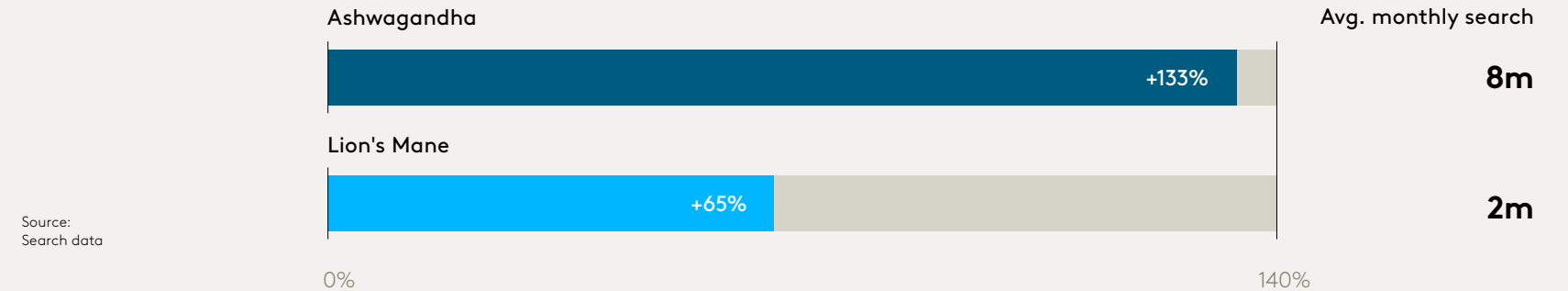
# Trend definition

Cognitive function, emerges as a key area of focus as **consumers dedicate themselves** wholly into their **health, wellbeing**, and **longevity**. While stress management is at the heart, a movement to brain function support is observed.

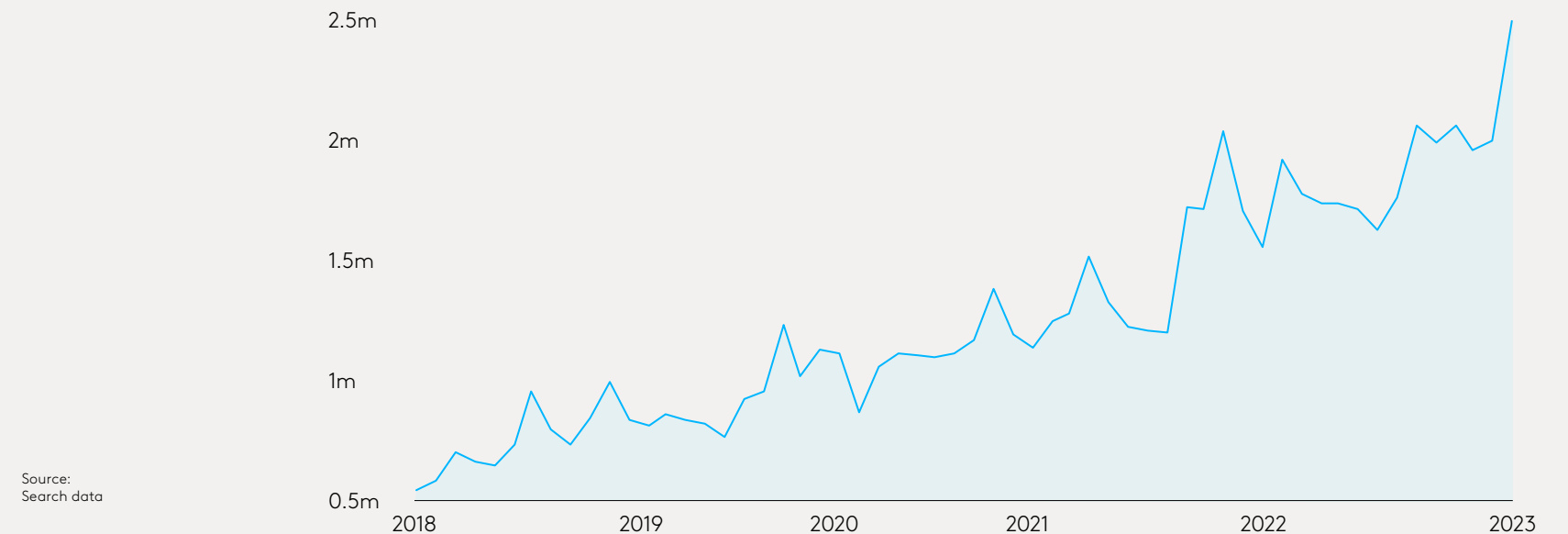
## 11m+

Average global monthly searches

### INTEREST IN HERBS & MUSHROOMS DRIVING THE TREND RANKED BY GROWTH



### INTEREST IN LION'S MANE



Consumer need

Consumers are clear about what they want in their drive to sustain cognitive acuity and energy. Many narrow in on specific cognitive functions like memory, focus and mental endurance. The market goes beyond seniors, encompassing gamers, young / middle aged adults and children. Interest rises for products and ingredients linked to cognitive health.

Activation opportunities

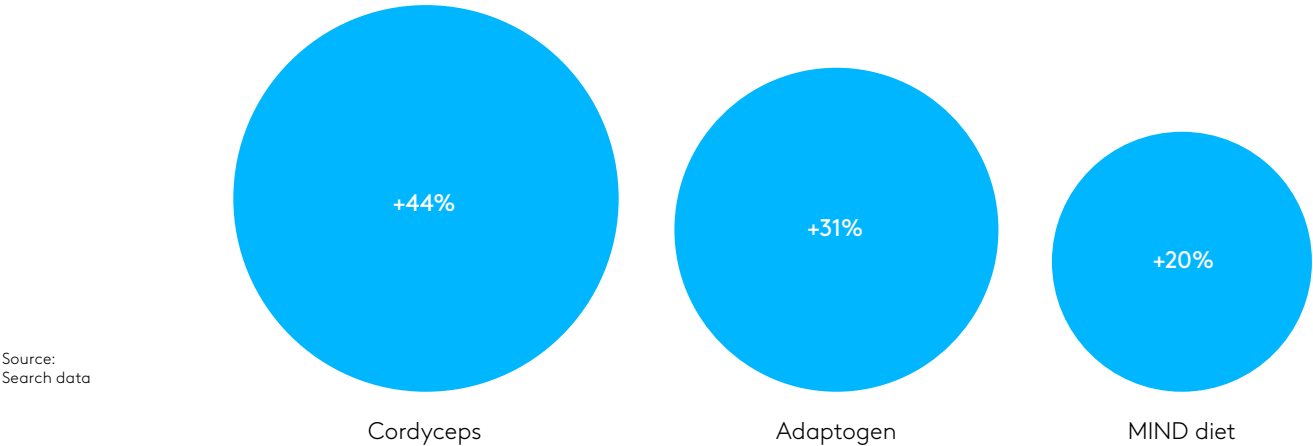
Ashwagandha continues it meteoric rise along with Lion's Mane, where interest spans across supplements, teas, recipes. Cordyceps disrupts in the supplement and coffee space while interest in adaptogens also grows rapidly. A niche cohort of consumers actively seek ways to embed the MIND diet into their lives pointing potentially to the next space to watch.

"Low energy Monday. Skipping a weight training workout today and opting for low-impact body weight movements and loading up on vegetables paired with healthy fats. Treating myself to a mid-afternoon pick-me-up via adaptogen hot cocoa. Work with your body, not against it."

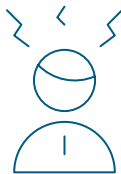
Social expressions



DISRUPTIVE INGREDIENTS & TOPICS RANKED BY GROWTH



Core consumer needs linked to this trend.



Manage stress



Optimise mental performance



Brain function support



# Plant-based bolsters the **protein** **narrative**

Diversification continues.

# 2

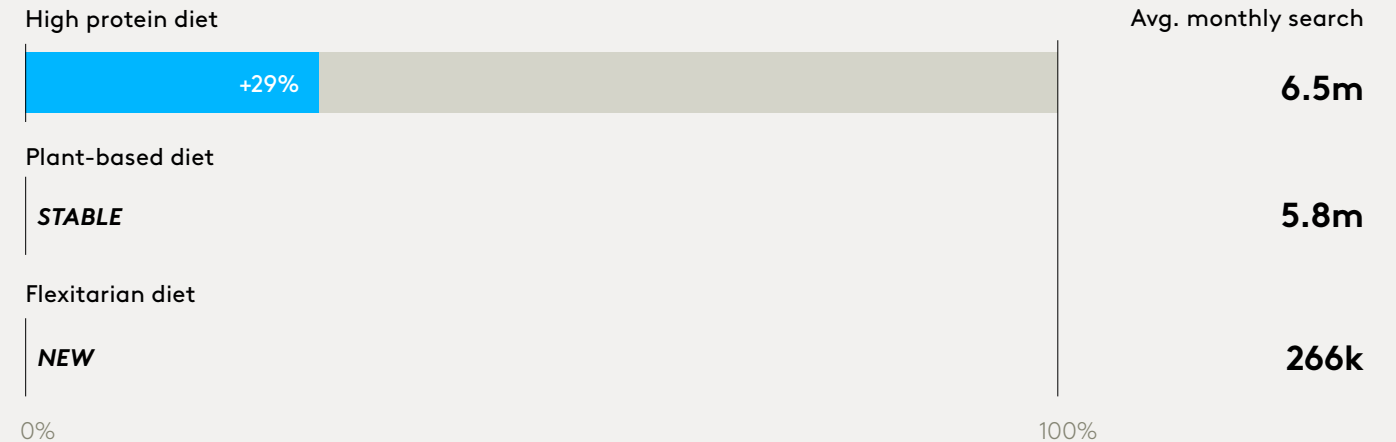
# Trend definition

Protein is a mainstream macro ingredient consistently lauded thanks to its health credentials. Given how embedded it is, consumers are beginning to **diversify and experiment with multiple plant-based protein sources**.

## 29m+

Average global monthly searches

### INTEREST IN DIETS DRIVING THE TREND RANKED BY GROWTH



Source:  
Search data

"If soy protein powder works well, I'll easily go vegetarian or vegan when I run out of meat in my freezer. The main reason is weight loss, but I've also seen opinions that a plant-based diet is a key to a healthy life."

Social expressions

Consumer need

A rising cohort is taking on a flexitarian approach specific to its protein needs by blending different alternatives. While health remains foremost, product experience is as important. Furthermore, the link to sustainability values cannot be ignored as the movement to plant-based gains momentum.

Activation opportunities

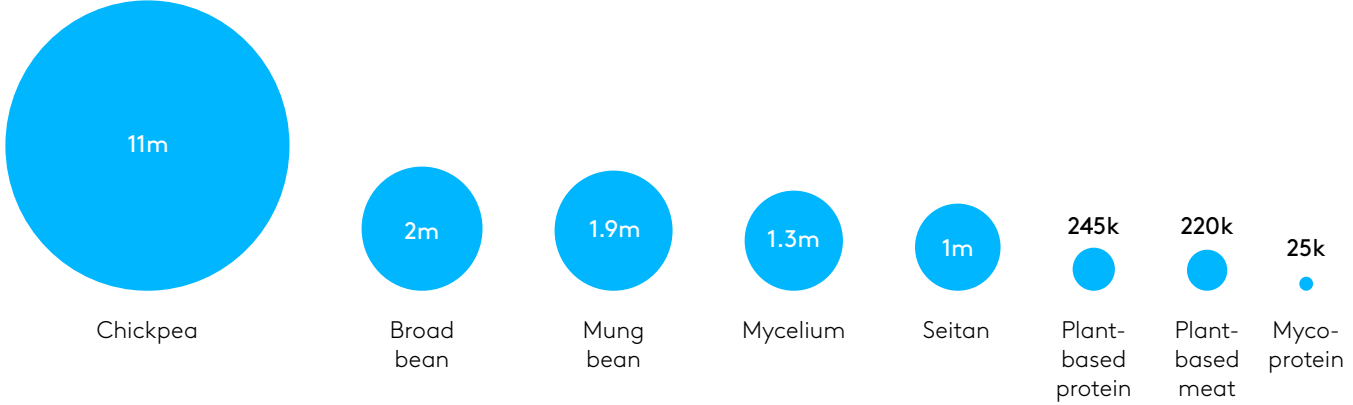
Chickpea leads the pack followed by broad / fava and mung. Queries around seitan are anchored to its nutritional quotient. While plant-based protein is in the space of shakes, powders and brands.

Plant-based meat searches revolve around details / breakdown of ingredients and whether they are healthy. Consumers are seeking assurance. Brands such as Beyond Meat, Impossible Burger appear.

Interestingly, a small proportion of consumers are following developments in the alternative protein space through Mycoprotein.

DISRUPTIVE INGREDIENTS & TOPICS RANKED BY VOLUME

Source: Search data



Core consumer needs linked to this trend.



Protein macros



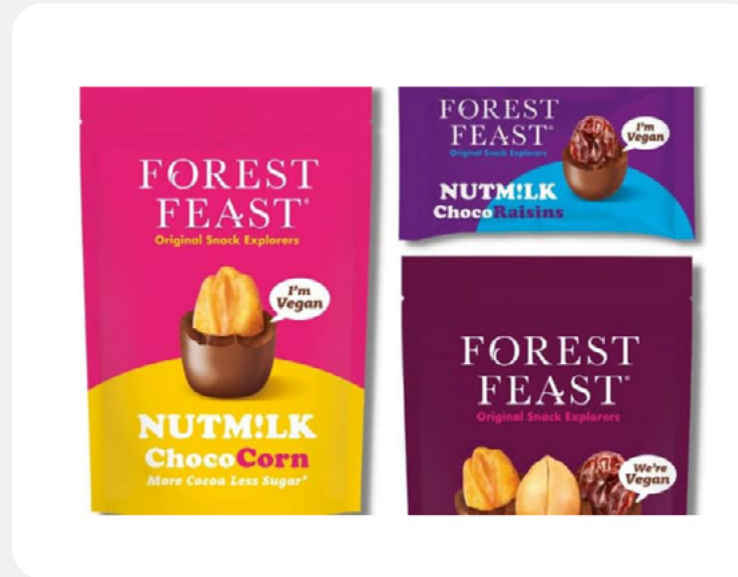
Diversity in plant based



Diversity in animal based



A preview of brands that are already **innovating** to address this trend



Forest Feast is not only vegan, gluten-free, and non-dairy, but it also boasts 30% less sugar than regular milk chocolate <sup>1</sup>.



MyBACON, a [MyForest Foods](#) product, is a delicious alternative to traditional bacon, made from farm-grown mycelium and completely meatless <sup>2</sup>.



The [Plant Based Seafood Co.](#) offers a mind-blowing experience with its plant-based scallops, Mind Blown, a shelf-stable alternative seafood product that promises to tantalise your taste buds <sup>3</sup>.



Indulge guilt-free with [Issei Mochi Gummies](#), which are free from gelatin and low in sugar, gluten-free, soy-free, and non-GMO <sup>4</sup>.



# Gut **health** is life

The emergence of new enablers.

# 3

# Trend definition

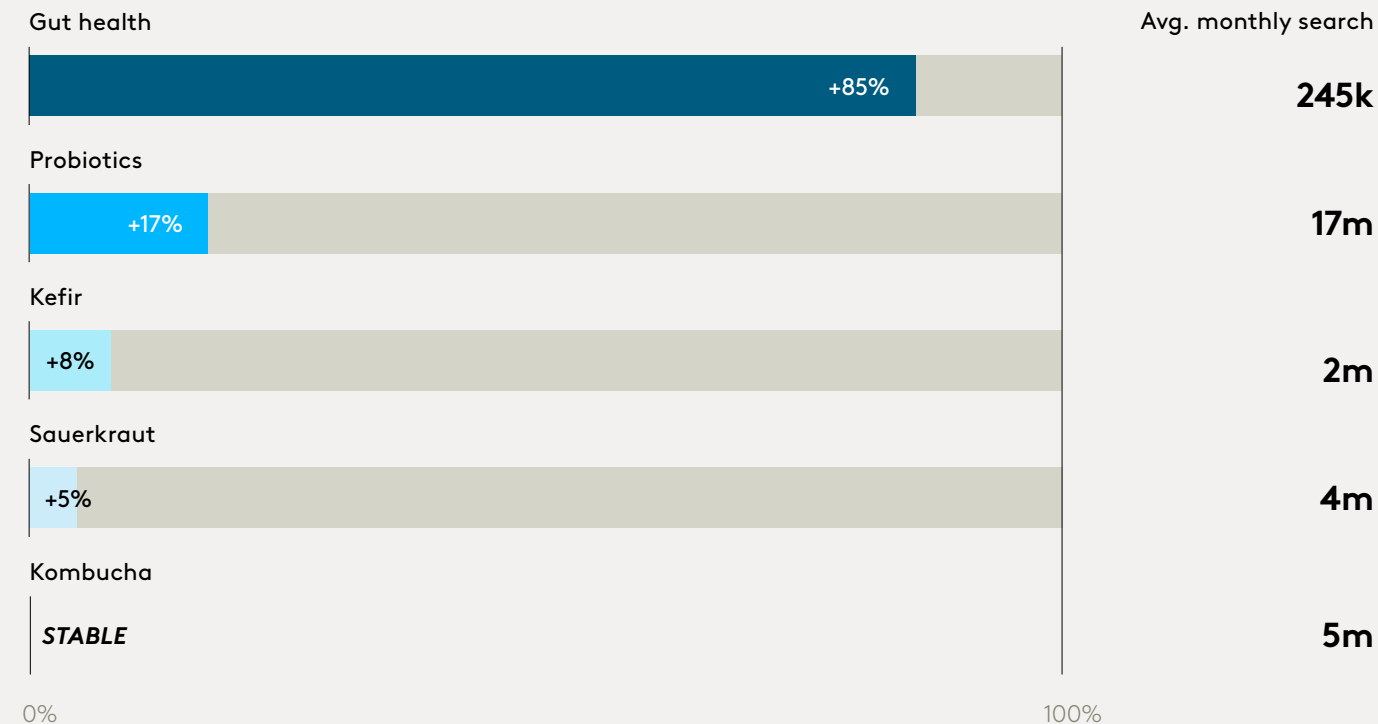
Gut health is here to stay and grows from strength to strength. **Consumer understanding of the gut in the context of health and wellbeing sharpens.** An appetite for digestive health products continues in its upward trajectory.

## 40m+

Average global monthly searches

Consumer needs: Health

### INTEREST IN TOPICS & INGREDIENTS DRIVING THE TREND RANKED BY GROWTH



Source:  
Search data

"Working on my gut health and on the path to eating better and with intent. Getting rid of the problems I have with my gut health, such as bloating, and constipation."

Social expressions

Consumer need

Prioritisation of gut health as the connection between gut, health, cognition and more deepens. While functionality is at the forefront, evident through supplement-linked searches, the desire for fun through experience and discovery is clear based on brand searches across categories (such as flavoured drinks, chocolate, sparkling).

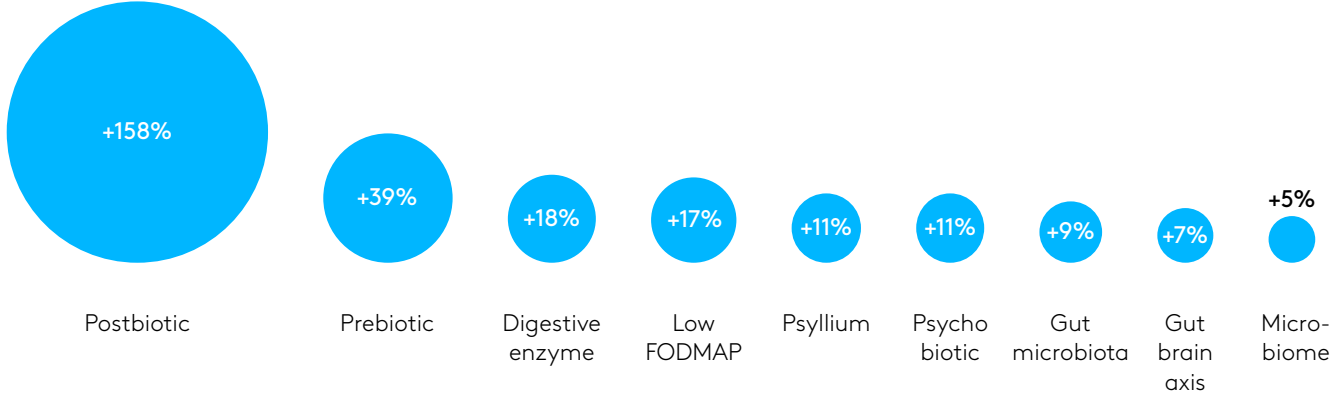
Activation opportunities

While kombucha, kefir and sauerkraut show no signs of slowing down, search behaviour around enzymes and psyllium shed some light on the specificity of needs. Given the increasing access to personal data through home tests, this trend shows no sign of slowing down.



DISRUPTIVE INGREDIENTS & TOPICS RANKED BY GROWTH

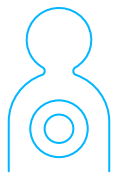
Source: Search data



Core consumer needs linked to this trend.



Efficacious; something that delivers



Targeted; addresses a specific need



Experiential; discovery of new things



A preview of brands that are already **innovating** to address this trend



**Olipop Ginger Lemon Sparkling Tonic** is full of plant fiber and prebiotics to support your digestive and gut health <sup>5</sup>.



**Fermenti** offers a unique twist on traditional cookies by crafting them from fermented fruits and nuts, resulting in a delicious and healthier snack option <sup>7</sup>.



**Lil' Goodness** launched India's first prebiotic cocoa powder, which contains zero added sugar and is made from natural prebiotic fibres and 100% antioxidant-rich real cocoa. This healthy treat promotes gut and heart health <sup>6</sup>.



**Ffirst Living Soda** is a functional beverage with all-natural ingredients packed with beneficial probiotics and prebiotics. Plus, it contains zero added sugar <sup>8</sup>.





# The great **sugar** debate

Monk fruit, a newbie, enters the fray.

# 4



# Trend definition

Sugar continues to be on the radar **as many try to reduce their intake without sacrificing sweetness or taste**. The quest to find something that is 'better for me' while satisfying the sweet tooth continues.

## 16m+

Average global monthly searches



Consumer needs: Health

## INTEREST IN TOPIC DRIVING THE TREND RANKED BY GROWTH

Source:  
Search data

Sugar substitute

+5%

0%

100%

Avg. monthly search

12m

"I'm addicted to keto friendly chocolate. Made of dark cocoa chocolate and sweetened with plant-based sweeteners, like monk fruit. Made with no artificial sweetener or refined sugar!"

Social expressions

Consumer need

In their journey to be healthier, many consider alternatives and want to understand the health credentials behind sucralose, erythritol, stevia and agave nectar. However, the tension between taste / indulgence and being healthy still exists.

Activation opportunities

Psciose (allulose) and monk fruit disrupt sugar substitute-related searches; there is a genuine interest to know more about them, their origin, and their impact on health. At a brand level, Lakanto is salient for Monk fruit. An uplift in queries linked to the negative side effects of artificial sweeteners is observed.

Demand for sugar-free variants remains and spans across the spectrum, chocolates, candies, desserts, sweets, cough drops, snacks, wine, liquor, RTD coffee, creamers, baked goods, and more.

Core consumer needs linked to this trend.



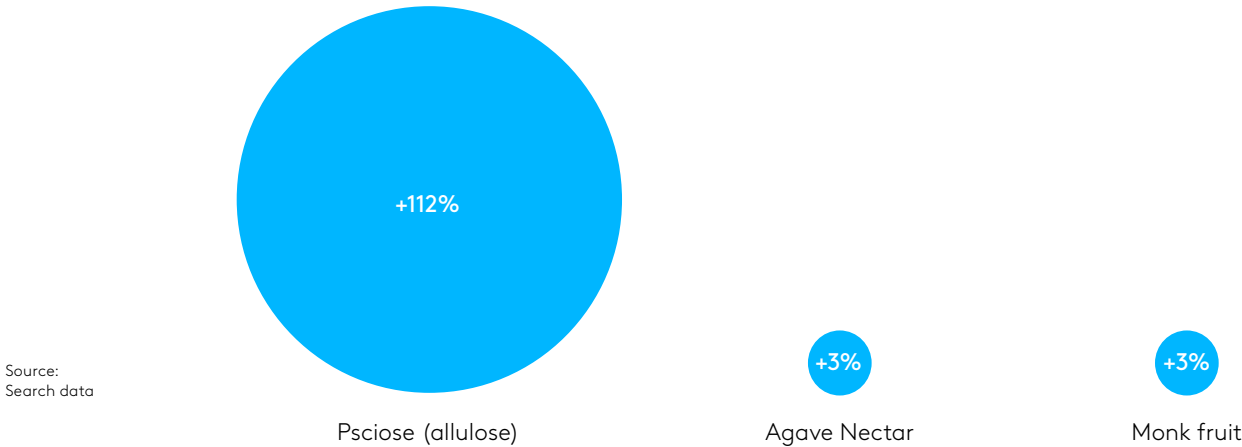
Health credentials, better for me



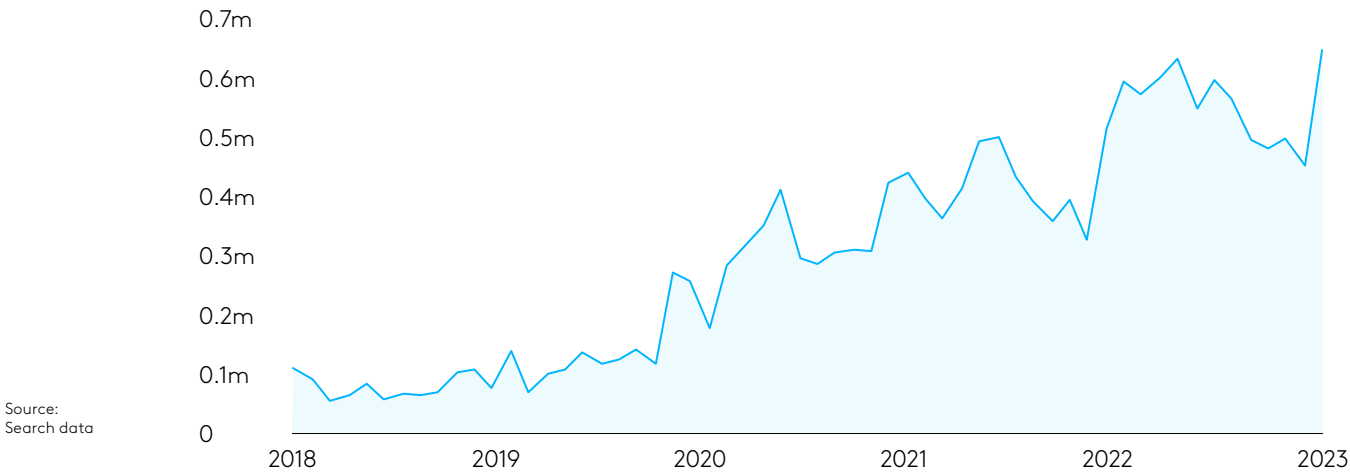
Taste, same as sugar



DISRUPTIVE INGREDIENTS & TOPICS RANKED BY GROWTH



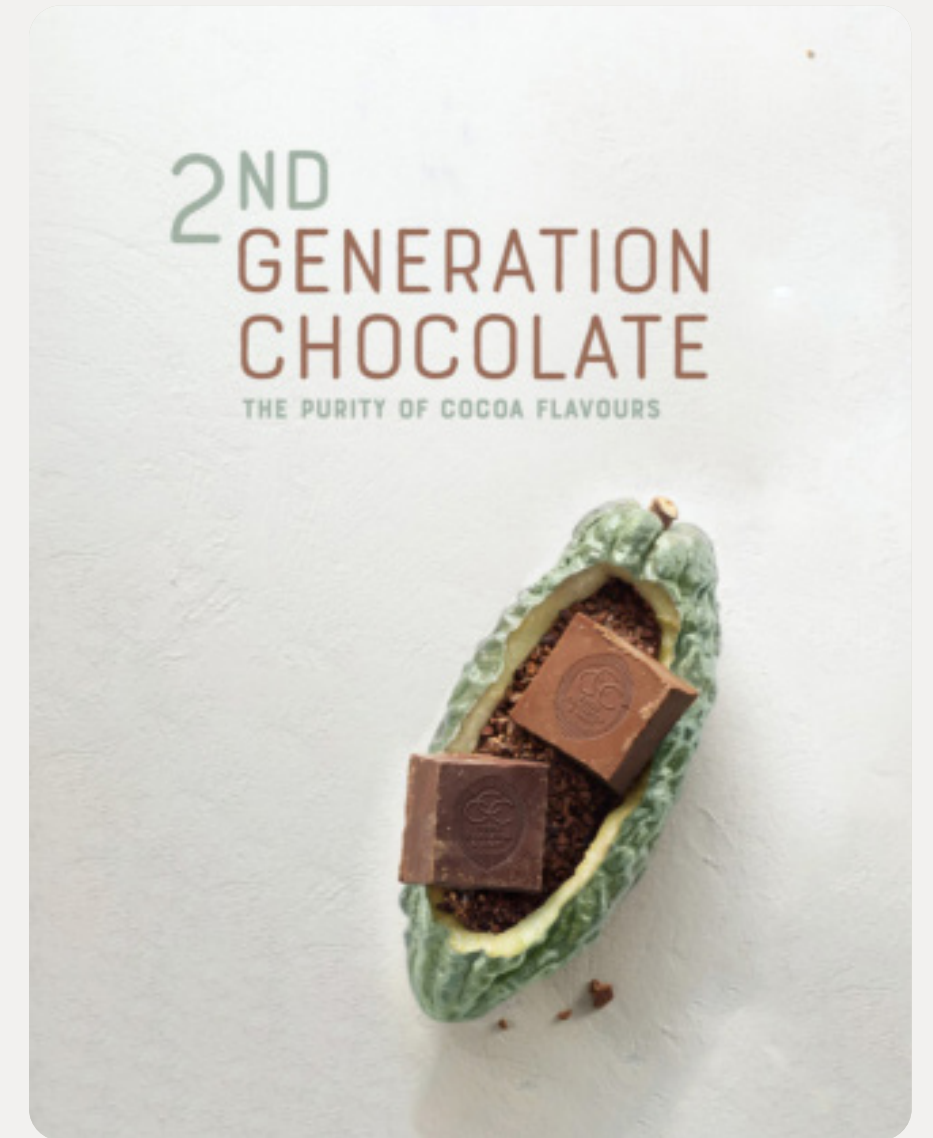
INTEREST IN PSCIOSE / ALLULOSE



A preview of brands that are already **innovating** to address this trend



**Jnck Bakery** launches a game-changer in baked goods, with 90% less sugar, 50% less saturated fat, three times more protein, and five times more fibre <sup>9</sup>.



**Barry Callebaut's Second Generation Chocolate** has revolutionised chocolate-making by prioritising cocoa and adding sugar last. The result is chocolate that contains 50% less sugar than the most commonly consumed chocolate worldwide <sup>10</sup>.



# Precision **nutrition**

Talking to new needs that  
matter. Nouveau mushroom  
variants emerge.

# 5



# Trend definition

Consumers are becoming exceedingly purposeful. As the shift to *prevention is better than cure* moves mainstream, **food is at the heart, and precision is top of the mind.**

## 61m+

Average global monthly searches

### INTEREST IN TOPICS DRIVING THE TREND RANKED BY GROWTH

Source:  
Search data

Dietary supplement

+22%

Anti-inflammatory

+18%

Antioxidant

**STABLE**

0%

100%

Avg. monthly search

**45m**

**5m**

**2m**

"I took a photo of myself this morning, and I think I am looking better than I have in a long time!!!! I've been trying to eat a lot of anti-inflammatory foods."

Social expressions

Consumer need

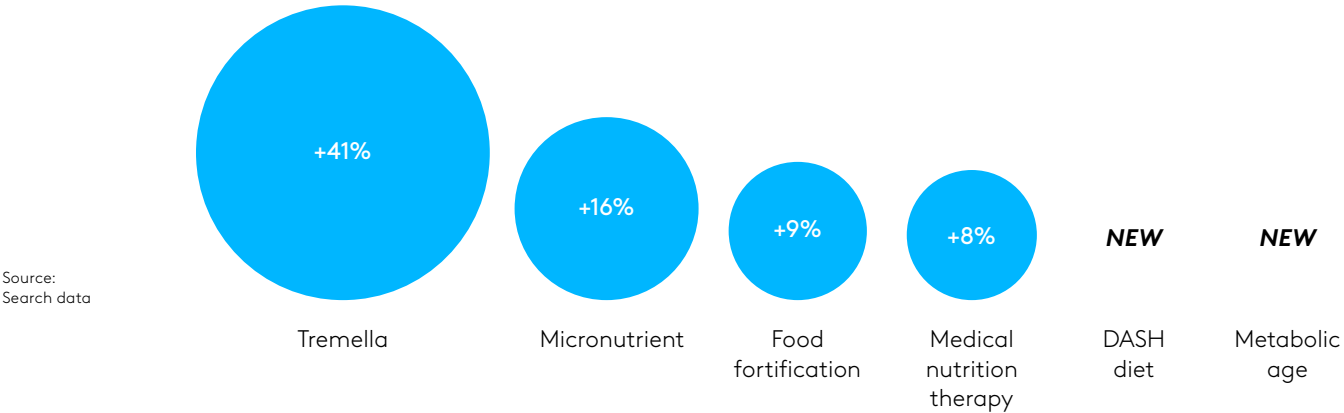
Armed with easily accessible personal data, there is an expectation for choices to deliver on specific need.

Activation opportunities

While anti-inflammatories and antioxidants continue to find a following, the need to go deeper is represented by searches around micronutrient testing. Consumers want supplements that are aligned with their specific needs. Searches for nutritionists through niche also appear, aligned with addressing personalised needs.

Tremella mushroom disrupts, with many looking for its credentials in the food space. This is possibly a positive spillover effect of the waves it has made with its rejuvenating properties in skincare.

DISRUPTIVE INGREDIENTS & TOPICS RANKED BY GROWTH



Core consumer need linked to this trend.



Targeted, personal and for me



# Sea plants are the **new** **superfoods**

Marine vegetables create waves.

# 6

# Trend definition

The rising trend of eating seaweed and algae continues. As awareness of the nutrient-dense credentials establishes itself, **consumers are willing to expand their repertoire and experiment** with new varieties.

## 7.5m+

Average global monthly searches

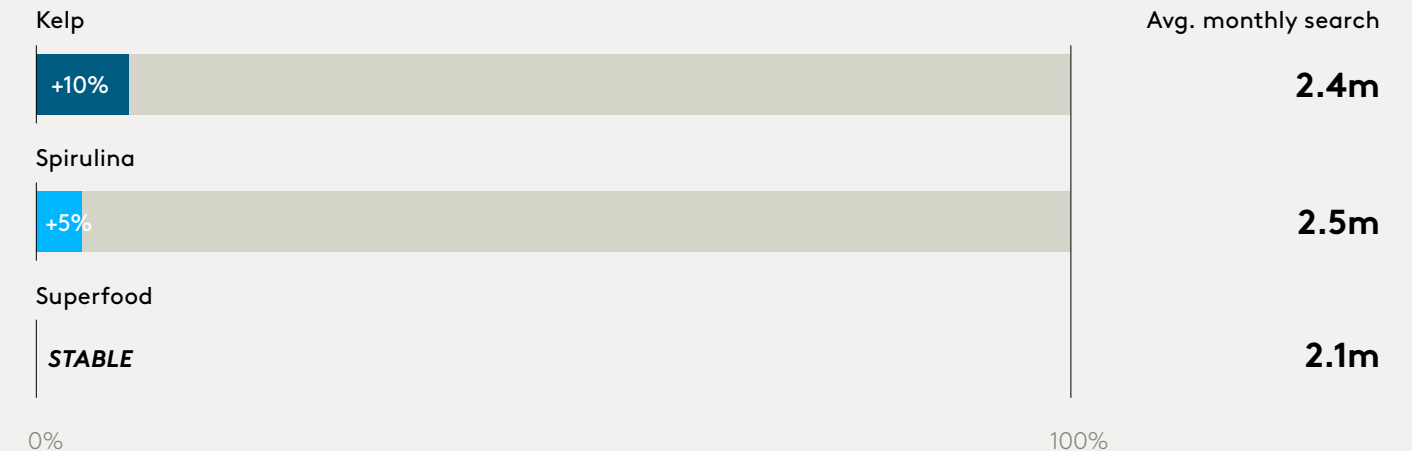


Consumer needs: Health



## INTEREST IN TOPICS DRIVING THE TREND RANKED BY GROWTH

Source:  
Search data



"Given the toxic air polluting us from all angles,...currently upping my intake of these liver-supporting / cleansing powerhouses dandelion root (tea), turmeric (on food), spirulina (in a daily smoothie). #helpyourliverfilter"

Social expressions



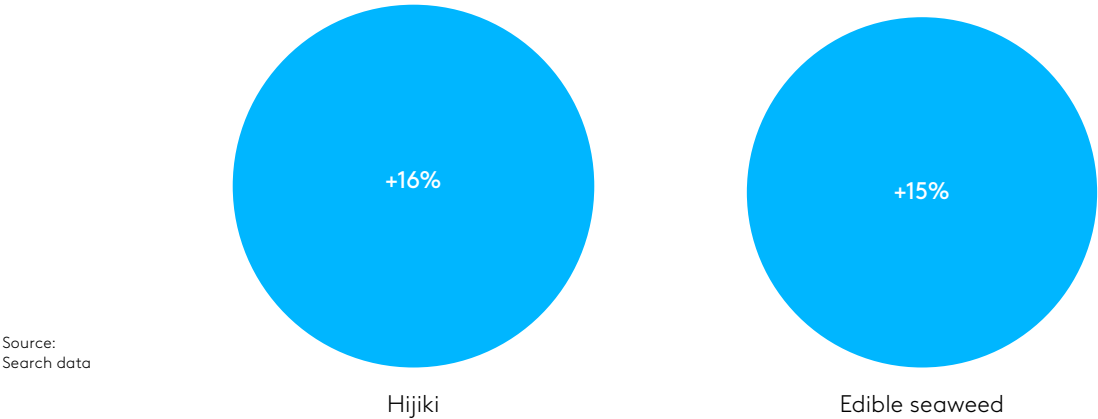
Consumer need

A superfood that is nutritionally dense and can be consumed in a variety of ways in food (recipes) or on the go (drinks).

Activation opportunities

While spirulina and kelp as ingredients are central in the supplement space, searches that disrupt are mainly in the space of salads and side dishes as they increasingly incorporate them into their diets. The market is evolving rapidly with innovations catering to this rising need.

DISRUPTIVE INGREDIENTS RANKED BY GROWTH



Core consumer needs linked to this trend.



Nutritionally dense, loaded



Multifunctional; address multiple need



The background of the entire image is black. It is decorated with several botanical elements: a single green tea leaf in the top left corner, a cluster of three green tea leaves in the top right corner, a single green tea leaf in the bottom left corner, and two dark green, textured tea balls (one at the top center and one at the bottom center) and a portion of a third tea ball on the right edge.

# Ancestral ingredients

pivot from Asia

New herbs, fruits and botanicals.

# 7



# Trend definition

As consumers longingly seek balance amid a turbulent world, **the search for ancient ingredients** with proven value over the years grows significantly.

## 6.5m+

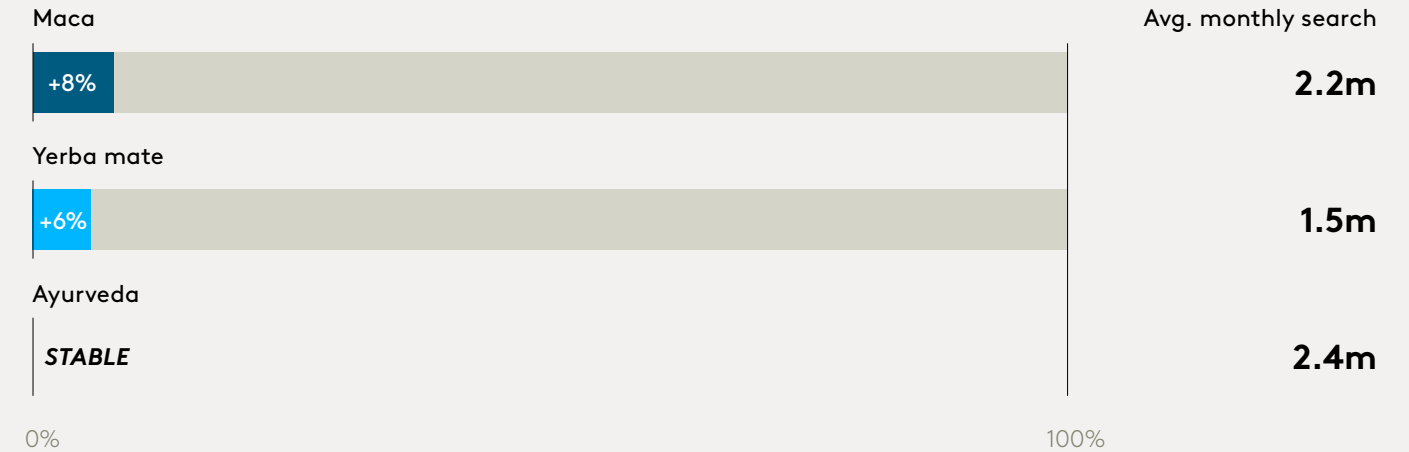
Average global monthly searches



Consumer needs: Health

## INTEREST IN INGREDIENTS DRIVING THE TREND RANKED BY GROWTH

Source:  
Search data



"I like rooibos and gunpowder mixed with roasted yerba, mate. Also, earthy and spicy kinds of flavours, so ginger, ginseng, and other roots now and again. Chamomile and calendula flowers are something I bulk up on as well. Food = medicine IMO."

Social expressions

Consumer need

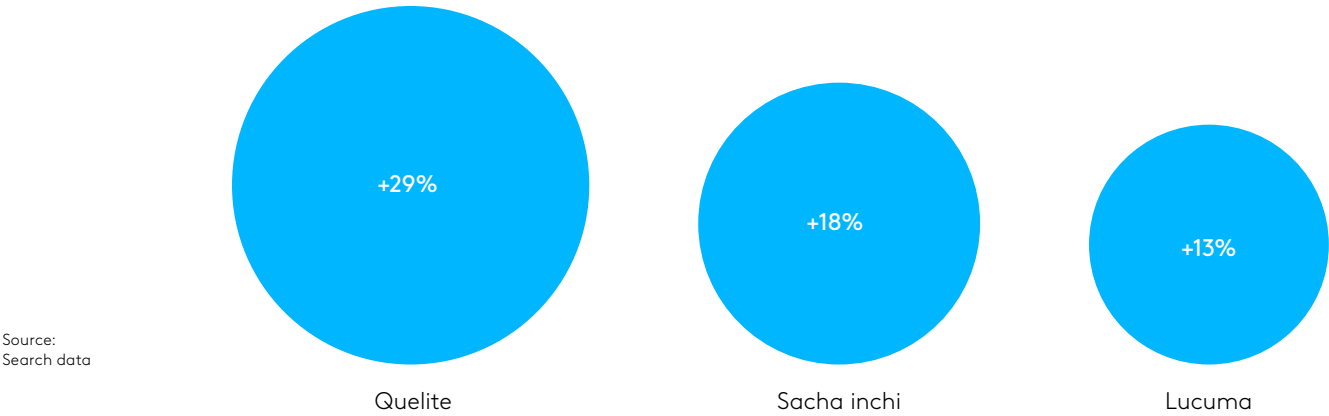
Ancient ingredients that have been prescribed through Ayurveda teachings have grown in popularity. Consumers are increasingly leaning towards natural ingredients that prevent, protect and fight. These ingredients have survived generations and have been a source of vitality and wellness.

Activation opportunities

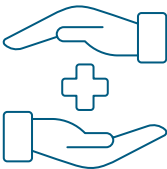
Maca root search revolves around benefits linked to fertility, dealing with menopause, and improving sexual function. An ingrained ingredient in South America, it has started to pick momentum in India. Yerba mate appears across categories ranging from tea, coffee, energy drinks, and personal care.

Disruptive ingredients like quelite see a resurgence thanks to their medicinal properties. Sacha inchi finds a following across formats, including oils, seeds and powder, but once again driven by its highly-nutritious properties.

DISRUPTIVE INGREDIENTS RANKED BY GROWTH



Core consumer needs linked to this trend.



Holistic, preventative properties



Therapeutic



# **Swicy,** the new flavour profile

Hitting the sweet, savoury and spicy spot.

# 8

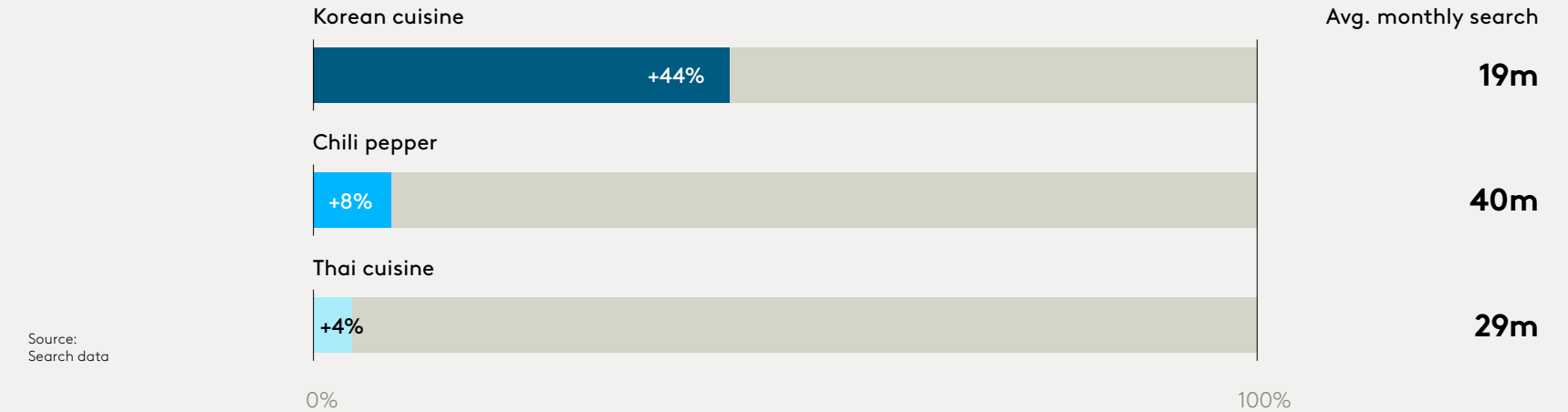
# Trend definition

Affinity for spicy food continues as consumers increasingly appreciate the **depth and balance of heat and flavour**. The refinement of the palette for these flavour profiles is evident and is set to grow.

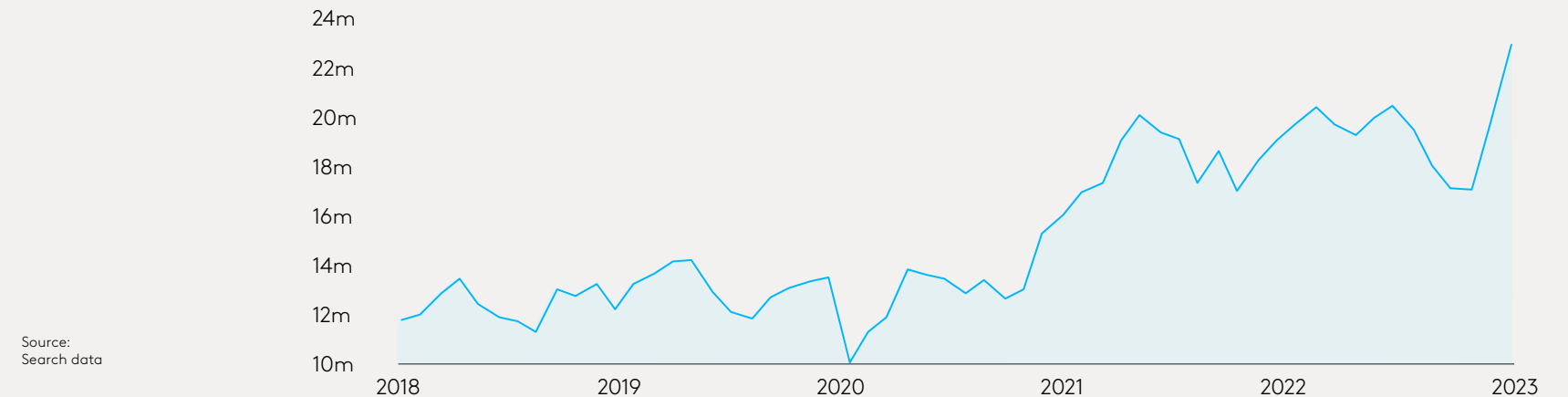
## 10m+

Average global monthly searches

### INTEREST IN CUISINES & INGREDIENTS DRIVING THE TREND RANKED BY GROWTH



### INTEREST IN KOREAN CUISINE



Consumer need

Seeking excitement through a combination of flavours built from an existing repertoire through fusions that create new flavour profiles.



Activation opportunities

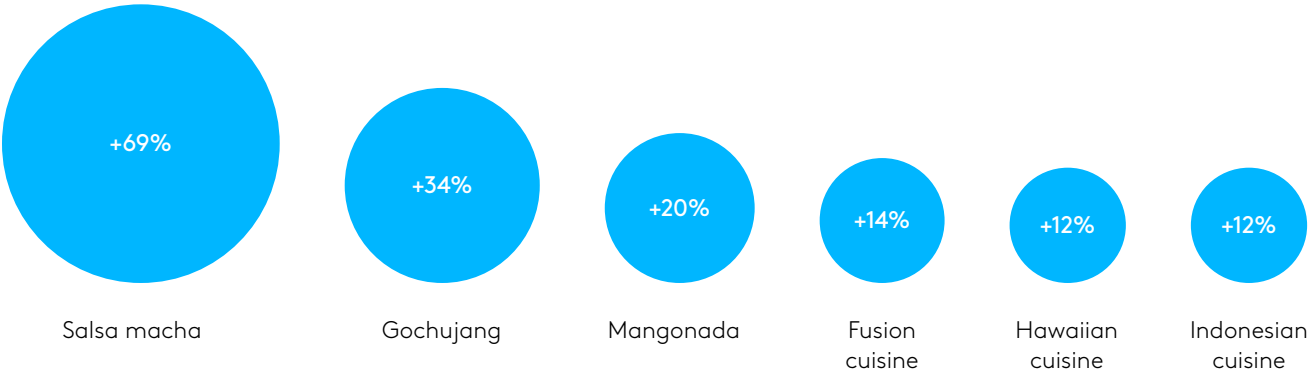
Interest in Thai and Korean foods continues to soar, picking up significantly in India as the trend percolates from the US and the UK. Comparatively, the US appears to be going towards niche cuisines in their consumer search for excitement. Hawaiian, Indonesian, and Nigerian food disrupts.

Mexican mangonada and salsa macha show a significant uptick in interest with the common theme being the combination of sweet, savoury, and spicy.

Fusion foods also find a following. Associated queries showcase emerging hybrids born from the collision of various food cultures and the need to hyper localise them. Look for the mochinut (mochi + donut) and Korean corn dog.

DISRUPTIVE CUISINES, CONDIMENTS & DRINKS RANKED BY GROWTH

Source: Search data



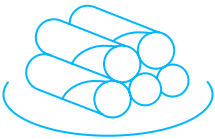
"Air Fryer Salmon Bites are sweet, and spicy salmon cooked to perfection. A gochujang glaze gives this salmon recipe an Asian flavouring that is irresistibly delicious! #grumpyshoneybunch"

Social expressions

Core consumer needs linked to this trend.




flavour pairing, heat, savoury, and sweet



Experiential, exotic, and new



The background of the entire image is a dark, almost black, surface with wisps of white steam or smoke rising from it. The steam is most prominent in the upper left and lower right corners, with some smaller wisps scattered throughout. The overall effect is one of heat and movement.

# Rethinking

home cooking  
steams ahead

Increasing reliance on digital  
smarts to elevate.

9



# Trend definition

The trend around sophisticated meals within the home continues. **The appetite for healthy indulgences** anchored to cooking techniques and methods shows no signs of declining.

## 101m+

Average global monthly searches



### INTEREST IN TOPICS DRIVING THE TREND RANKED BY GROWTH

Source:  
Search data

Air fryer



Meal kit



0%

100%

Avg. monthly search

98m

1.8m

"I have an instant pot and an "air fryer" because it makes batch cooking on weekends super easy. I also take umbrage with ye old "water sauté" which is just steaming."

Social expressions



Consumer needs: Experience

Consumer need

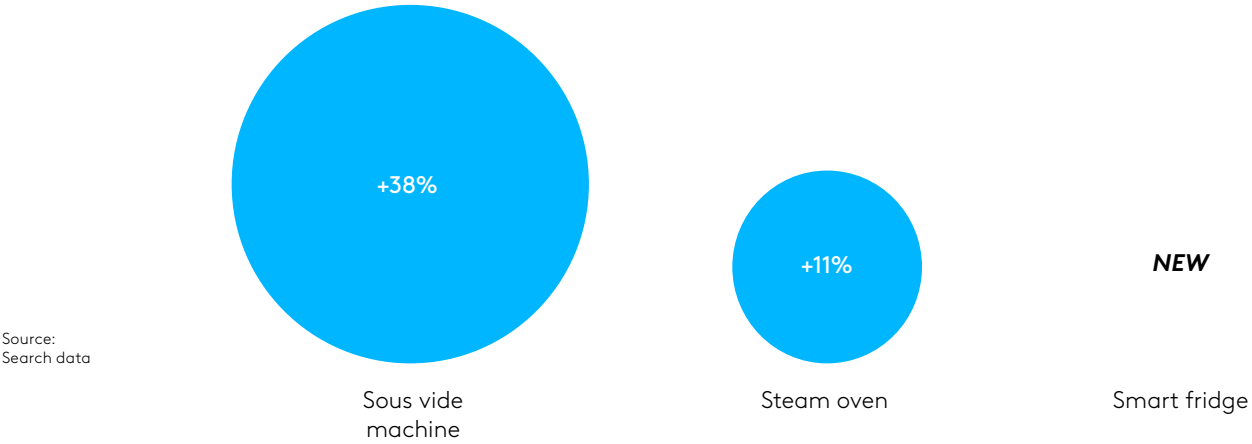
Looking for help to showcase their 'chef-manship' through sophisticated appliances or meal kits to take them to the finish line.

Activation opportunities

Interest in air fryers shows no signs of abating; steam as an added functionality is trending and sought-after.

Meal kits pivot to address new needs: affordable meal kits (Dinnerly), ready-to-eat (factor), programmed for perfection (Tovola)—essentially enabling meals that are cooked to perfection through smart functionality.

DISRUPTIVE APPLIANCES RANKED BY GROWTH



Core consumer needs linked to this trend.



Enabling indulgence in a healthy way



Exotic, experiential experiences in home



# Sustainability

gets granular

About looking after self while  
also making an impact.



# 10

# Trend definition

The sustainability agenda moves from generic to specific. **Focus shifts to granular topics that will have long-term impact.** Consumers are beginning to look at the big picture.

## 5m+

Average global monthly searches



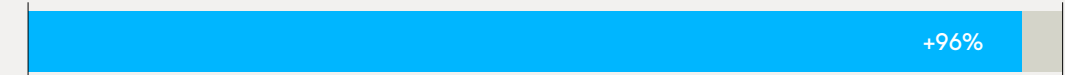
Consumer needs: Environment

## INTEREST IN TOPICS DRIVING THE TREND RANKED BY GROWTH

Source:  
Search data

PFA's (Perfluoroalkyl & Polyfluoroalkyl Substances)

Avg. monthly search



2.2m

Fair trade

STABLE

920k

Sustainable agriculture

STABLE

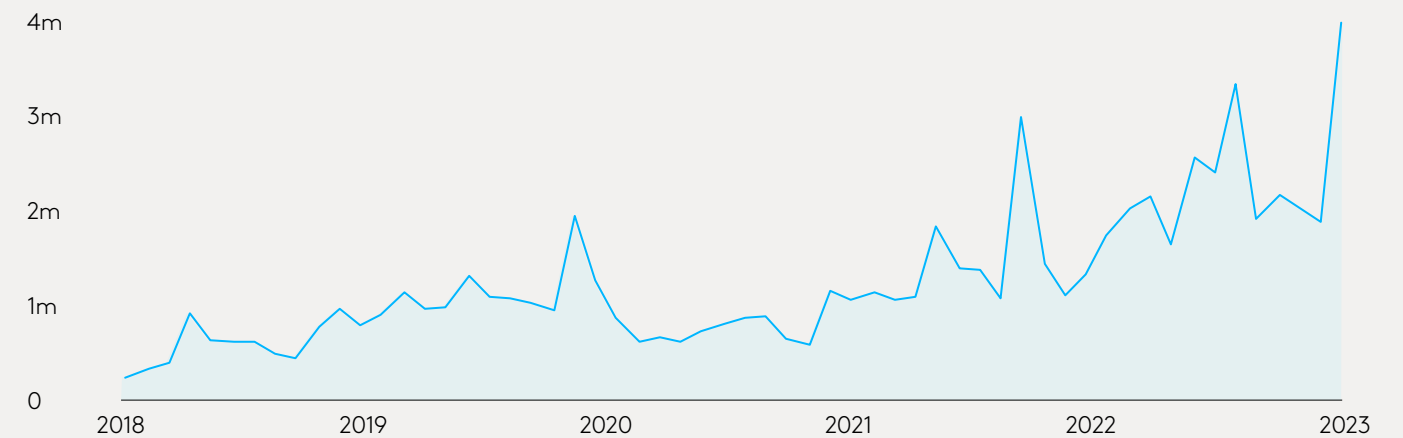
254k

0%

100%

## INTEREST IN PFA'S

Source:  
Search data



Consumer need

As the growing consciousness around sustainability gains momentum consumers are paying more attention. Transparency goes beyond the label.

Activation opportunities

There is a genuine interest in knowing about sustainable agricultural methods and the need to protect through regenerative practices. Soil health comes up as a priority area and points to a consumer who is looking at it from a long-term perspective. Many are actively trying to reduce or manage their food waste, some through composting at home.

The recent lawsuit against ‘Simply’ orange juices and the toxic level of PFA's invigorates searches around the ingredient. But judging from the trajectory of concerns, it is not new news. Consumers are vested, aware, and willing to hold brands accountable.

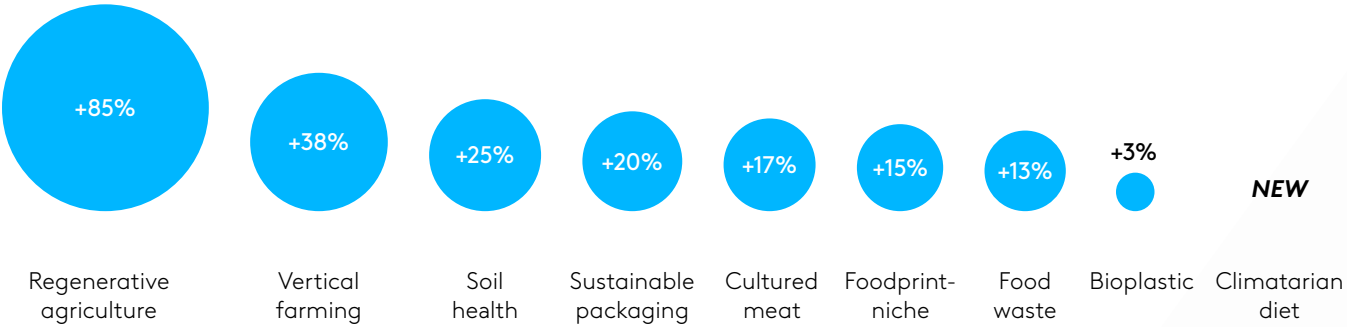
"I support fair trade, which would raise the prices of goods. Before we can adopt fair trade policies, businesses must be forced to raise wages to mitigate the struggle to afford higher-priced fair-trade goods."

Social expressions



INTEREST IN INGREDIENTS DISRUPTING THE TREND BY GROWTH

Source: Search data



Core consumer needs linked to this trend.



Protect, self first then the environment



Support, to make an impact





A preview of brands that are already **innovating** to address this trend



**Kissd** has launched a new line of sustainable flavoured waters, which are locally sourced and shipped in bulk, made from 88% plant-based packaging derived from wood pulp and sugarcane waste <sup>11</sup>.



**RIND® Snacks** are functional and sustainable whole-fruit snacks that encourage consumers to 'Keep it Real & Eat the Peel' <sup>12</sup>.



**Brownes** containers are made from 100% recycled ocean-bound plastic <sup>13</sup>.



# So, what's next?



1.

The momentum for food as medicine will not subside as the narrative on health consciousness blossoms. New need states (brain function, joint health) will emerge or evolve over and beyond beauty, immunity care, weight management and digestive health.

2.

Balancing act between science and ingredients will continue. It's imperative to leverage ingredients that resonate with consumer health beliefs while showcasing demonstratable health benefits.

3.

Blurring of boundaries between categories will accelerate as ingredients race across. Convergences between supplements and adjacent industries are currently rampant. Supplements will continue to bleed into multiple categories.

4.

AI and tech will continue to disrupt beyond lab meat or the infusion of digital smarts into home appliances. Armed with personal data consumers are going to move from a transaction-based relation to a longitudinal-data-driven one.

5.

Specificity and personalisation will go to the next level, as consumers look for specific benefits from specific products for specific moments of consumption linked to specific needs.

6.

Transparency is essential as consumer focus will be on "naturalness." They strive to tick multiple boxes aligned with their health and wellness goals.

7.

Consumers want healthy but without compromising on taste or ingredients. It's about satisfying cravings by mimicking feel good foods through healthy, plant-based ingredients or a through the creation of new recipes that continually engage.



Sources

Trend 2

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