



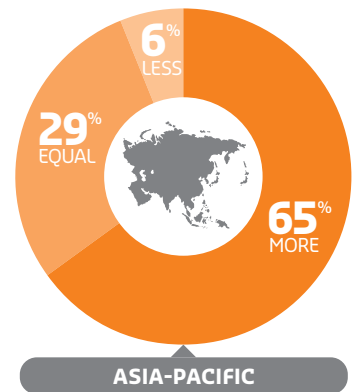
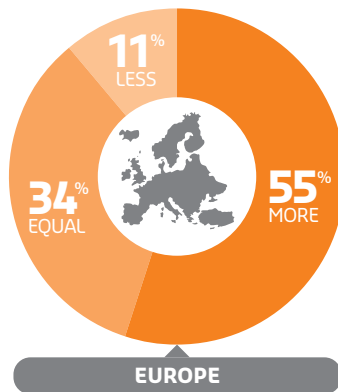
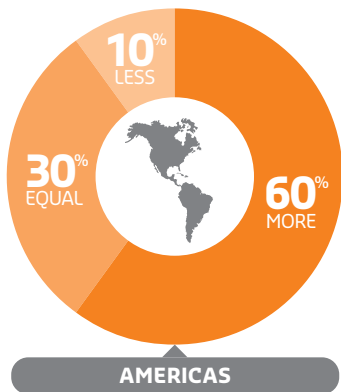
AGE OF ABUNDANCE

Across the globe consumers have high expectations of the development in the food offering. In the next 10 years people expect food to become abundantly available in more varieties and ready to meet their daily needs in terms of convenience.

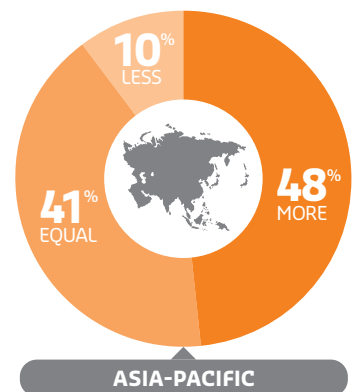
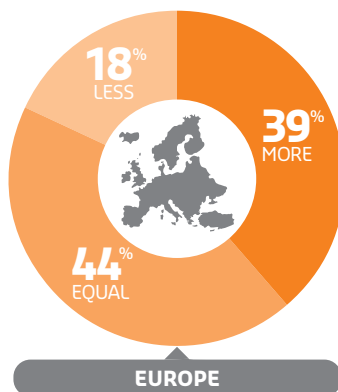
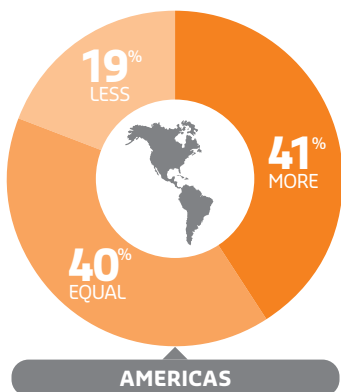
- FOOD UNDER PRESSURE**
- LOST IN TRANSLATION**
- MY SUSTAINABILITY**

We asked **11.000 CONSUMERS** in **25 COUNTRIES** to look into the future of food and tell us **WHAT THEY EXPECT IN THE YEAR 2025**

Consumers foresee a **MORE DIVERSE** food offering (**VARIETY**) in 2025

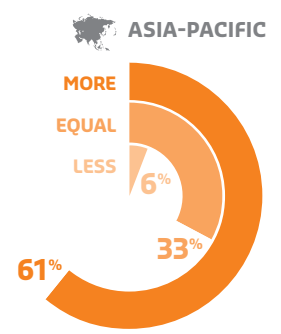
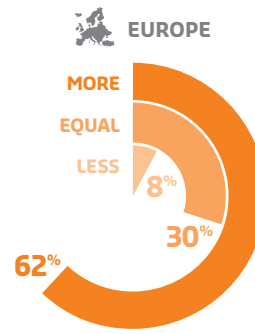
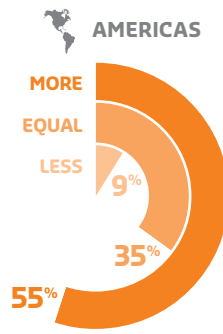


Consumers believe that **FOOD** will become **AVAILABLE EVERYWHERE AT ANYTIME** in 2025

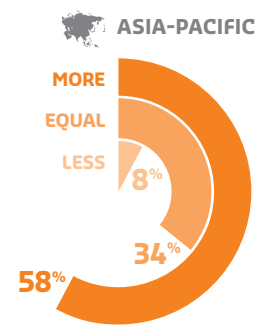
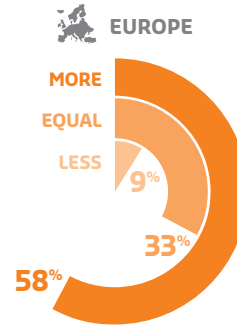
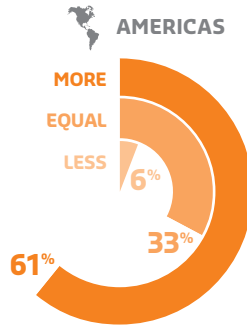




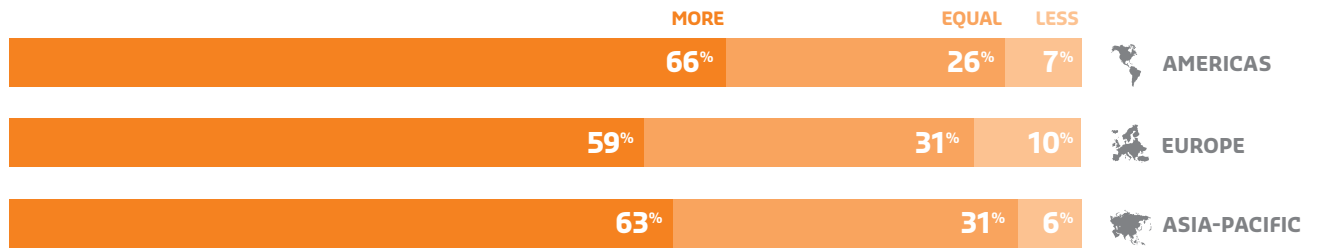
Consumers expect more **READY-MADE FOOD** in 2025



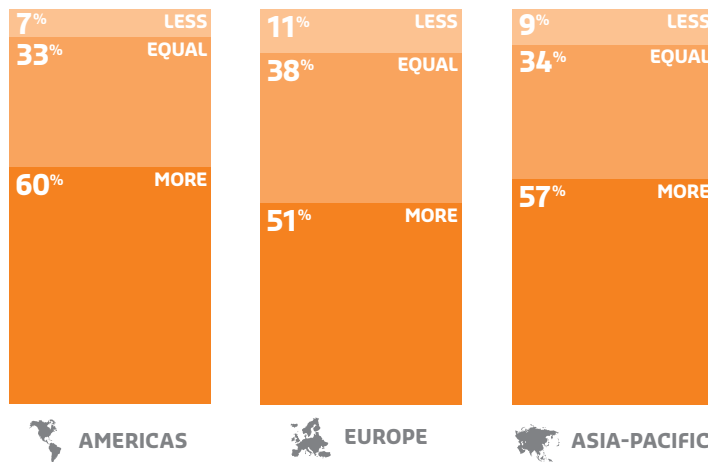
ON-THE-GO is really considered as being an integral part of the future of food



More **FOOD INNOVATION** is expected in 2025



In 2025 consumers expect the **FOOD OFFER** to be more **GLOBALIZED**



What does this mean **FOR YOUR BUSINESS?**

Consumer expectations will rise, meaning it's all about offering the right product, at the right time and place. Food innovations will focus on fulfilling your consumers' daily needs: products will become ready-made & suited for on-the-go consumption.