



FOOD under PRESSURE

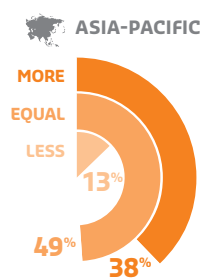
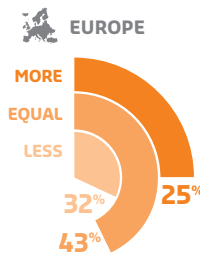
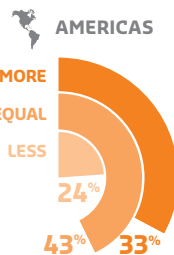
Although consumers have positive expectations regarding variety, availability, innovation & convenience of the food offering in the future, food quality and healthiness are clearly under pressure. People fear that the quality, freshness, and naturalness of food will decrease.

- AGE OF ABUNDANCE
- LOST IN TRANSLATION
- MY SUSTAINABILITY

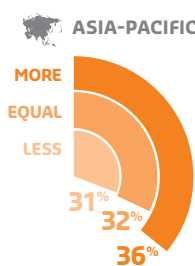
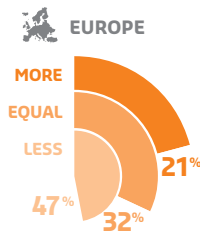
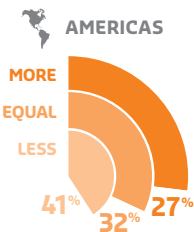
We asked **11.000 CONSUMERS** in **25 COUNTRIES** to imagine this is the year **2025** and tell us about their expectations regarding **FOOD**



1 out of 5 consumers fear **FOOD** to become of lesser **QUALITY** in the future. This fear is mainly present on the European continent.



Most fearful are consumers in Germany, Belgium and France

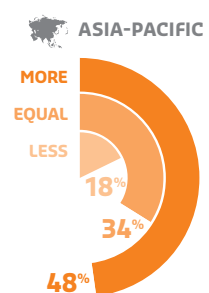
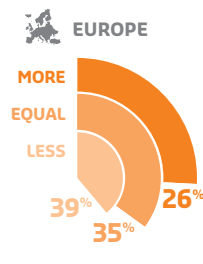
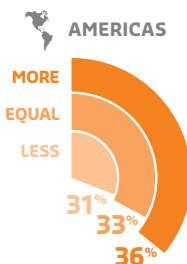


NATURALNESS is clearly at stake. Many consumers fear food will become less natural towards 2025.

Belgian consumers are among the most fearful



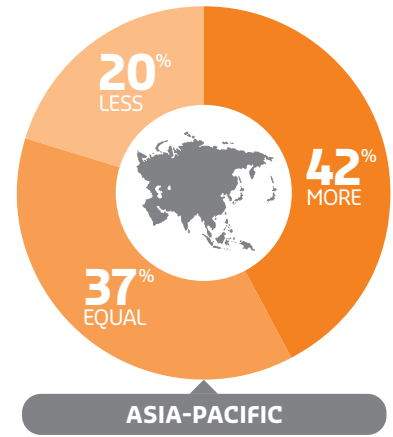
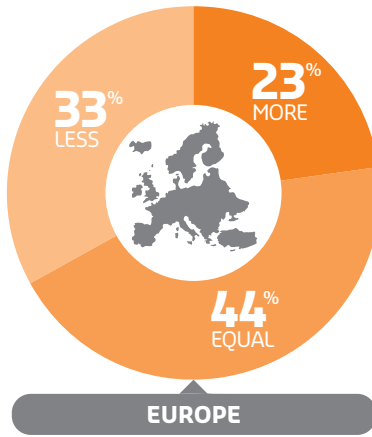
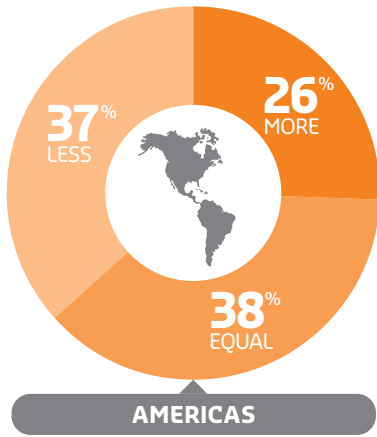
Especially in Europe, people are fearful about the **HEALTHINESS** of their food in the future.



Romania appears to be most fearful (58% fear less healthiness)



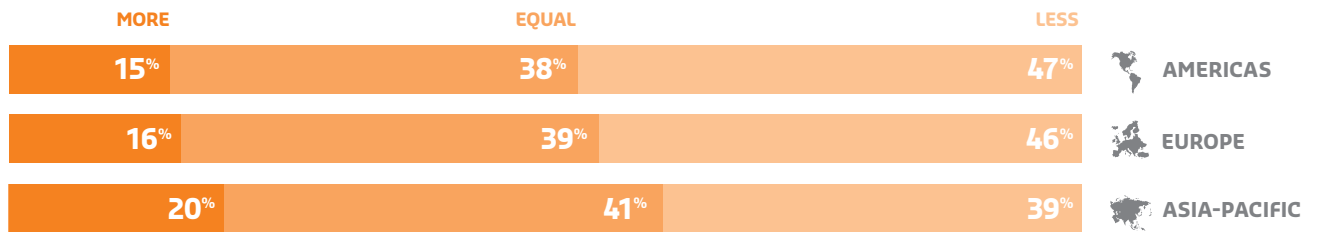
In 2025 less **FRESHNESS** in food is expected. Americas & Europe are most fearful



Most fearful are the Belgian (40% fear less freshness)



In 2025 consumers expect that **TRADITION IN FOOD** will fade. This is especially striking for Europe & Americas.



Consumers fear lower quality in the future, that's why the importance of **FOOD QUALITY** is increasing. Growing numbers of consumers say they prefer higher quality over a cheaper price.



What does this mean FOR YOUR BUSINESS?

Regarding the future, consumers have grown somewhat fearful of what will become of the food offering regarding quality, freshness & healthiness. It will be a real challenge to prove them wrong. Putting the product's intrinsic health benefits at the center and by using high quality ingredients you can enhance quality and justify a healthy price level. Storytelling about a products' heritage and traditions can also help.