

# PROTEIN CONSUMPTION BEHAVIOUR CHANGES

# 2020...2030

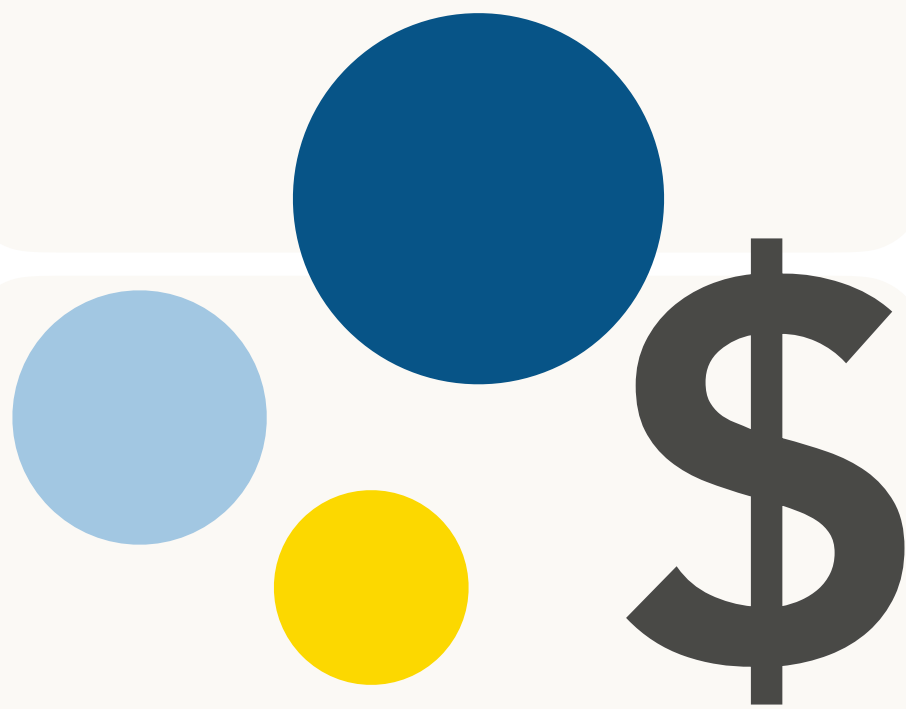
Context

Trends

Opportunities

## Economical changes

Economical changes are pushing new consumer drivers. Price is the most traditional consumer purchase behaviour attribute, but **Accessibility** - the use of knowledge and technology to overcome the economic limits in protein products, is a rising trend to reach new markets



**Affordability/value** - in search of new markets, added value protein products and cost-efficient production is an utmost necessity in the animal protein food industry and will guide the success of products in opening new markets.

## Planet centric

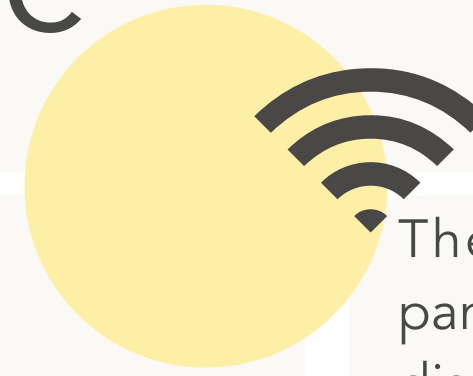


The exponential growth of customer acknowledgement that the natural, social and technological systems are out of sync, increase the demand of products and services that align with the planet and, hence with the consumers preferences. Therefore new trends emerge in the market: **Sustainable product chain, Production transparency and animal welfare, New dietary decisions** (vegetarian, vegan and reductarian).

**Traceability and origin** - label claims that describe the production improvements, produce source and proximity.

**Hybrid and Plant-based options** - Usage of vegetable protein source to optimise products in a sustainable, nutritional and organoleptic way.

## Connectivity+Safety Pos pandemic world



The rupture provoked by the pandemic accelerated the social distancing and consolidated the **Remote life**. Work, studies, shopping; common routines only became possible through technology. This situation increased the search for **Convenience** and reinforced the **Proactive health**, through **Wellbeing** and **Immunity** focused product lines and acknowledgement of specialised products for **Diets, allergies and intolerances**.

**Ready to Eat - Ready to cook** - Superlative convenience define the primary search to reduce cooking time and facilitate a varied and balanced daily diet.

**Portability** - Not only on-the-go, but meals that can be taken while working or studying in front of the computer.

**Healthy indulgence** - Increased search for product that embrace pleasure, nutritional quality and balance. Special attention to **Functional ingredients + Clean Labels**.



## Demographic changes

(Baby boomers + Gen X + Millennials)

The arrival of new generations with different influences and references dictates a new search in the protein category. Speed and space-time barriers are changing **Commensality**. **Snackification** is the replacement of the proposed meals in small portions during the day, but also considering the focus in health and sustainability. The exploitation of the **Authenticity** (Terroir and ethnical food) are also in the rise.

**Premiumization** - The new perception of animal protein as an eventual consumption can be balanced with value added, specially **Tailored Products**.

**Specific product categories** - Products (including packaging and labels) focused in an specific consumer niche (children, senior, sports)

**Healthy Snacks** - The snack experience and nutritional commitment in a healthy opportunity.



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