



FOOD **K** TRENDS

K Group's trend review 2020

Hit products 2019

+230%	Processed and chopped fruits	+11%	Soft drinks (specialty drinks, incl. well-being beverages and kombucha +26%)
+203%	Sushi	+10%	Frozen foods (pizza 12%, berries 26%)
+81%	Drink mixes and mild wine-based drinks	+10%	Herbs
+32%	Fresh berries	+10%	Root vegetables
+16%	Cut flowers	+8%	Convenience food
+16%	Smoothies	+8%	Snacks
+15%	Ethnic meals	+5%	Bread

Raw materials and products Finns believed they would use more in 2019:

- Gutted and filleted fish from the fish counter ↑
- Berries (fresh and frozen) ↑
- Fresh herbs ↑
- Wild mushrooms ↑
- Bread from local bakeries ↑
- Products from small producers ↑
- Beers from micro-breweries ↑
- Waste food ↑
- Potato →
- Bread made from Finnish rye ↓

The arrows indicate whether product sales increased or decreased.



Food trends 2020

Conscientious consumption will be once again the biggest trend affecting food choices in 2020. The popularity of **local and ethical foods** and environmentally friendly choices are at the heart of conscientious consumption. They will also be reflected in food purchases next year. At the same time, **memorable experiences** grow and become more diversified – consumers want food adventures as well as easy and fast ways to try something new, and that's why restaurant-quality convenience food sells like hot cakes.

Personality is more important than ever in consumption choices, especially to pioneer consumers – almost half of them are constantly thirsty for something new. According to our experts, the well-being trend is already part of everyday life and, within this trend, **tailored well-being** is growing the fastest – this is a personalised diet tailored to your needs.



We expect food trends to affect shopping baskets in 2020:

Greater appreciation for the origin of food. People will continue to be interested in responsible purchasing and product traceability. In food stores, this is reflected, for example, in the growth of product selections with country-of-origin labels. The preservation of Finnish food production and interest in primary production are growing.

Food trends 2019



Climate awareness reflected in people's actions. Even small changes in diet and responsible choices make a difference for the climate. Waste can be actively minimised in the store and at home. Customers are provided with more information on how to minimise their carbon footprint in support of their purchasing decisions.

K's Food trends 2019 report was released in November 2018



The results of the study are based on the following:

- Interviews with K Group's grocery trade experts and K-food retailers.
- An extensive survey carried out in K Group's Kylä customer community consumer panel. The sample was weighted by age, gender and place of residence to correspond to the Finnish population, n = 1069.

The study was carried out by Frankly Partners

Report available at: k-ruoka.fi/ruokatrendit





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Healthiness and well-being are integrated into fast and easy meals.

Everything that makes our busy everyday life easier is welcomed. The trend is reflected in the growth of options that can be eaten with one-hand and near-ready food solutions. Mealprepping is becoming increasingly popular.



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Packages that are easier to sort and contain less plastic. A significant change in packaging materials is taking place on store shelves. There will be more plastic-free alternatives for products and packaging, a reduction in the amount of plastic and investments in recyclability and waste collection points.



6

Increased consumption of special varieties. Those who purchase specialty products know that there are differences in taste between varieties. People increasingly want colourful vegetables and special varieties. Seasonal eating is nothing new, but with it and the development of varieties, we can enjoy new and tastier fruits and vegetables.



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Increasingly tailored diets. Gluten-free, dairy-free, sugar-reduced products and white sugar-free delicacies are just the beginning of the customised diet trend. With the aging population, for example, the needs of the elderly can be taken into account already in product development.



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New vegetarian options. The boom of vegetarian products will continue to grow in 2020. The biggest expectations are for vegan convenience foods.



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Organic food becomes a daily dietary staple. Organic food is playing an increasingly important role especially in the shopping baskets of conscientious customers.



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Bolder taste choices: more ethnic products in shopping baskets. Sushi is already outselling fish sticks and is the number one choice for many families with children. Alongside the sushi trend, we predict growth in other Japanese foods. People are increasingly interested also in other Asian flavours.



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More new hit products are designed together with customers. Customers are listened to more closely at the product development stage. Agility is brought about by digital customer communities.



Conscientious consumers want more information on the climate impact of their grocery shopping

The next decade will be decisive as we look globally for the best ways to mitigate climate change.

At K Group we have set ambitious emission targets for our operations and supply chain. We reduce our emissions through renewable energy, energy-efficient stores and efficient logistics. We also want to help our customers make climate friendly choices.

Towards the end of the year, we will add to the K-Ostokset service a carbon footprint calculator for our customers.

The tool will allow you to easily track the climate impact of your own grocery shopping and make more climate-friendly choices.

Environmental load can be reduced by a variety of choices. The decisive factor is everyone's total carbon footprint. As regards food, you can reduce your carbon footprint, for example, by choosing a variety of vegetables, whole-grain products and wild fish in your shopping basket. Unnecessary wastage is also a burden on the climate.

For example, these popular raw materials are climate friendly choices:



Potato



Pasta



Red cabbage



Baltic herring and other wild fish



Beetroot



Peas, beans and lentils



Rocket



Wild mushrooms



This trend review covers both current and future trends. The material has been collected by utilising the customer and sales data of K-food stores and views by K Group's experts.

Further information:

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The recommendations are based on estimates made by the Natural Resources Institute Finland on the climate impact of selected product groups. The recommended products represent product groups with a low estimated carbon footprint.