

Good NPD is always driven by changing consumer sentiment

Successful innovation over the past **15 years** has responded to key food trends, and the way they should be sourced, cooked and packaged.

CAUSE

An interest in Meat provenance fuelled by the Horsemeat Scandal BSE and Bird Flu scares

Clean Eating and Flexitarianism

Insta friendly foods

Post financial crash retreat into conservatism / comfort foods

Greater environmental awareness

EFFECT

Speciality meats such as Chorizo, Venison & Pancetta, Rare breeds such as Wagyu, traditional curing

Avocado & Kale; Wholegrains; Ancient Grains; Fermented foods; Artisan breads; gluten free

Colourful root vegetables such as Beetroot and Squashes

Traditional flavours in new contexts; sweet & savoury combinations e.g. Salted Caramel still considered 'innovative'

Sustainability & environmentally friendly packaging; British sourcing



What Next for NPD in the post-pandemic world?

When Foodfax looked back to the previous recession we were more risk averse about trying new foods.

There could be more leeway for innovation this time. **Why?** Lockdown has made us more experimental in the kitchen ²

Confident cooks make discerning shoppers.

Lockdown habits may stick, e.g.

- Meal planning and minimising food waste
- Awareness of food labelling, ingredients and nutritional information

Health is likely to become a stronger factor in decision-making process, e.g.

- Immune boosting foods such as citrus, spinach, yogurt, Kefir and almonds

Convenient meal components, cooking sauces, meal kits and recipe shortcuts will tap into newly acquired culinary skills. A new generation of Dining In Deals.



But the hangover is a deep recession; **Price and Value will top every list**. **Quality** for the price paid will be an important driver in judging **Value for Money**.

Consumers will look for value for what they pay; reassurance their money is well spent on products that match expectations and fit into their food and drink repertoire.

¹ [Click here:](#) www.cambridgemr.com for 'What can we learn from the food and drink trends during the last recession'

² More than 2 in 5 (44%) are trying new recipes – source: CMR Behaviour Tracker April 2020

Contact us:

Email: Alison@CambridgeMR.com

Tel: 01223 492050

Follow us:

