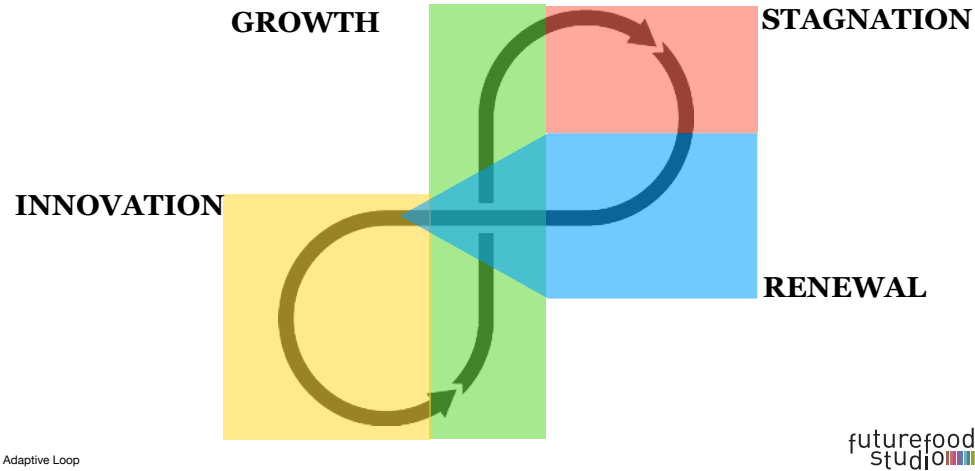
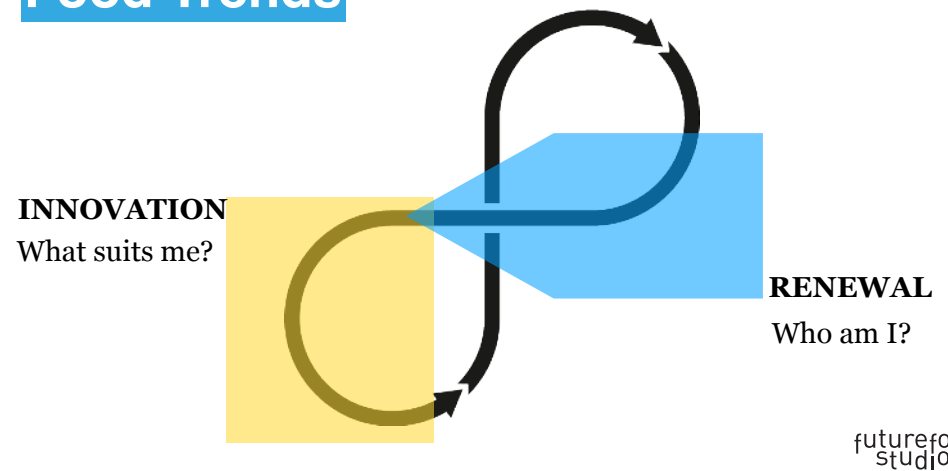


## Dynamics in social systems



## Food Trends



## Our industrial agriculture today

large parts of agriculture are reaching the limits of a functioning ecosystem

fragile  
fragile  
highly innovative

efficient  
productive  
uninspired

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We are in **change of times**  
rather than times of change

Energy transition  
Mobility turnaround  
Food change

**Food Trends**

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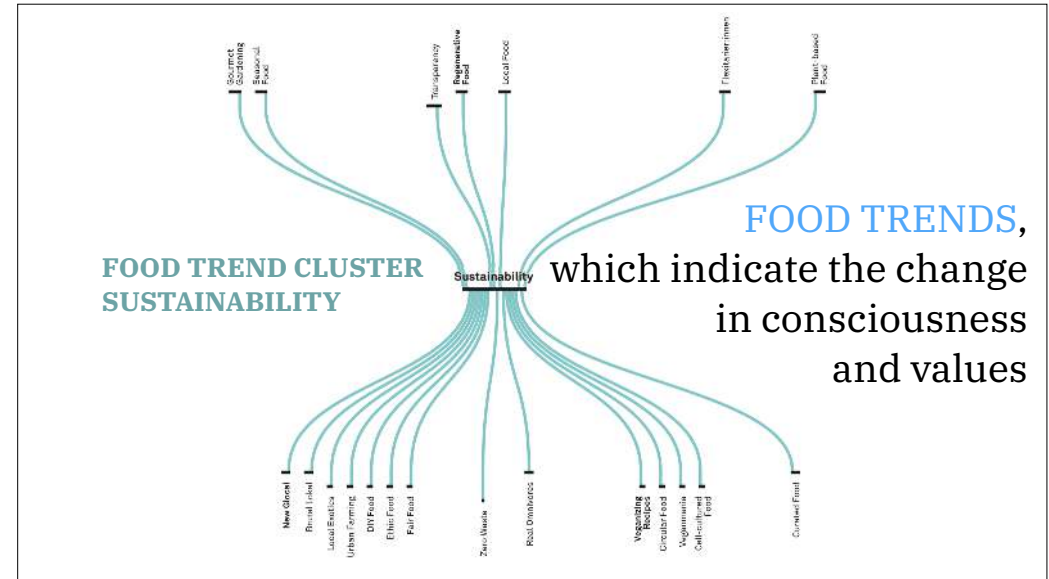
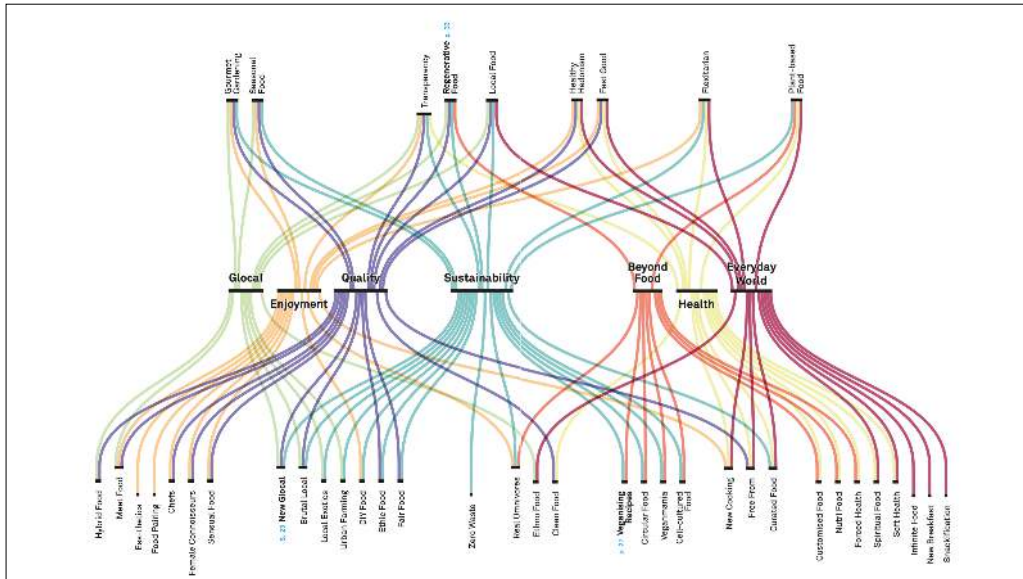


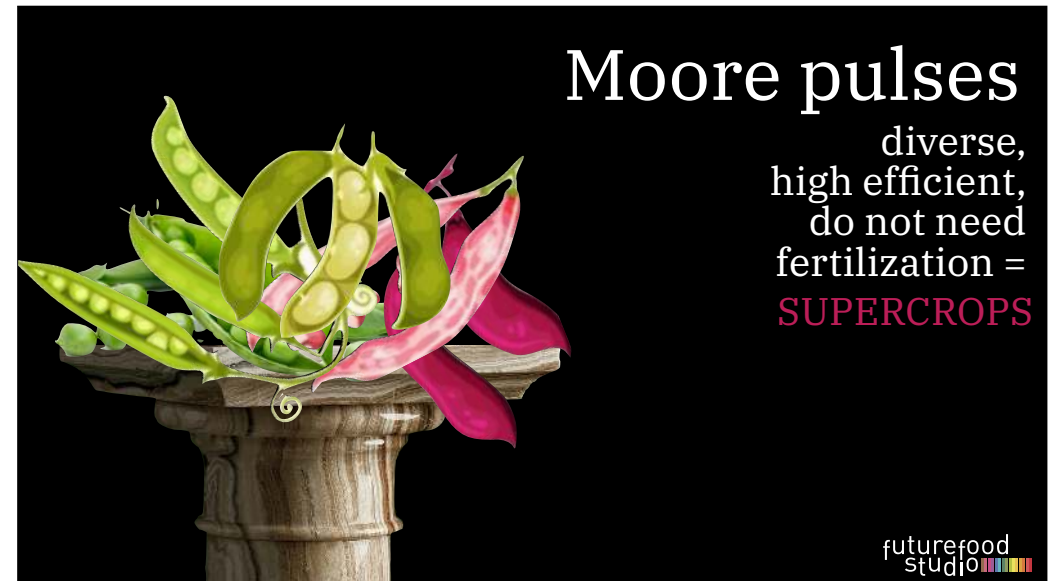
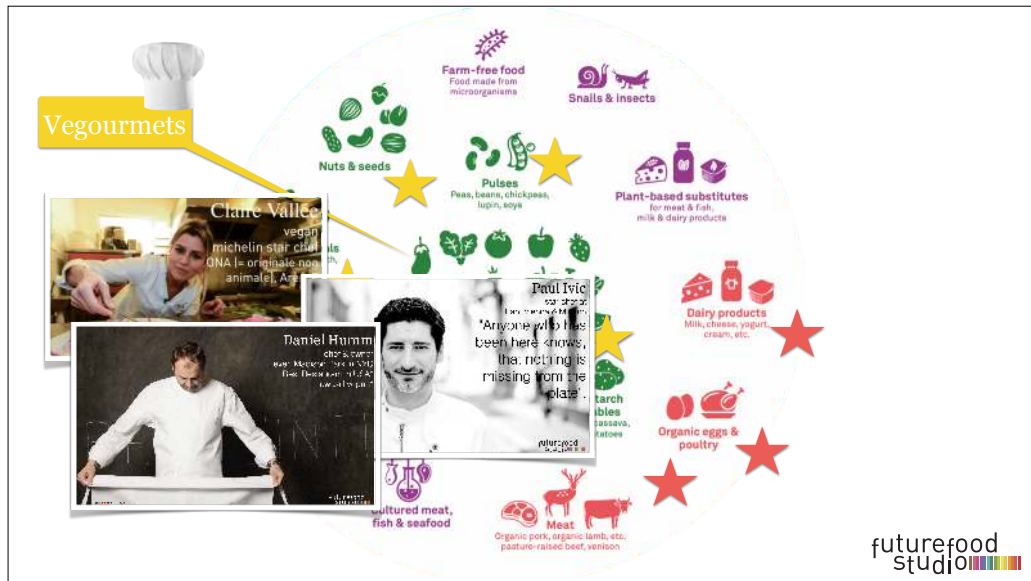
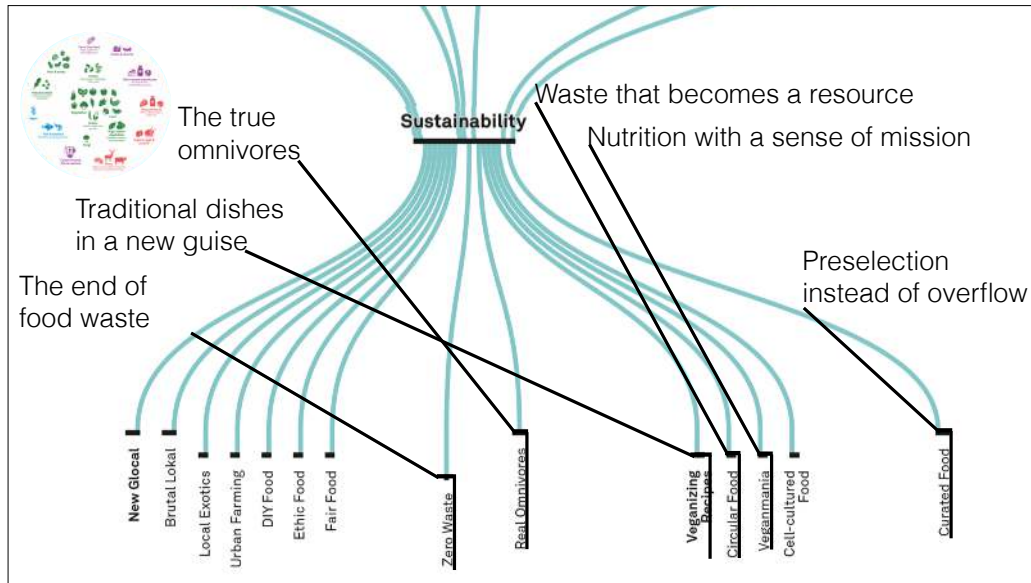
# Food Trends

- ... give answers to current problems related to our diet or food production, i.e. offer solutions or present viable proposals for solutions and worthwhile alternatives.
- ... reflect culture-specific yearnings, wishes and needs, but even go beyond them: not all food trends are consumer driven.
- ... stand for certain values, are points of reference for identification processes and therefore offer navigational guidance for our daily eating decisions and the selection of our food, including strategic decisions and conceptual orientation of companies involved in food production, trade and gastronomy.

... offer answers to current problems related to our diet or food production, i.e. offer solutions or present viable proposals for solutions and worthwhile alternatives.

- ... have a durability of five to ten years, are not static but dynamic, i.e. they change and develop further.
- ... differ from social megatrends, are not ubiquitous, do not influence everyone nor include every level of society, not even every food sector. On the contrary, they address various target groups and are carried along by a wide range of different actors. For companies, food trends are not operating instructions that should simply be followed, but meaningful sources of inspiration to ensure they remain fit for the future.







Friend or foe?



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90% of all animal species are insects

5,5 billion different species

1.400 edible species

They pollinate 3/4  
of the most  
important crops

They increase  
the yield  
and threaten crops & supplies

Quelle: Insektenatlas 2020

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**EAT FOR  
FUTURE**



**Clima-friendly  
meat substitute**  
valuable proteins,  
vitamins, minerals, oils,  
feed conversion,  
efficiency.

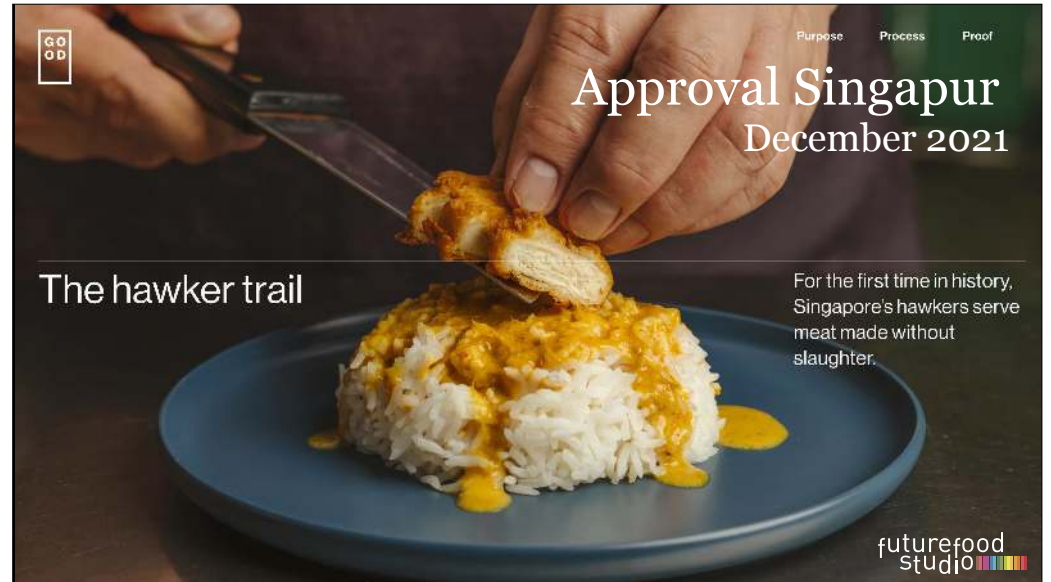
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**Sustainable resource cycle with insects**

The larvae of the black soldier fly converts almost any food waste into high quality protein. This makes them an ideal, nutrient-rich food source.



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# Vegan Thun Visch



Foto: Alexandra Dink, Heute



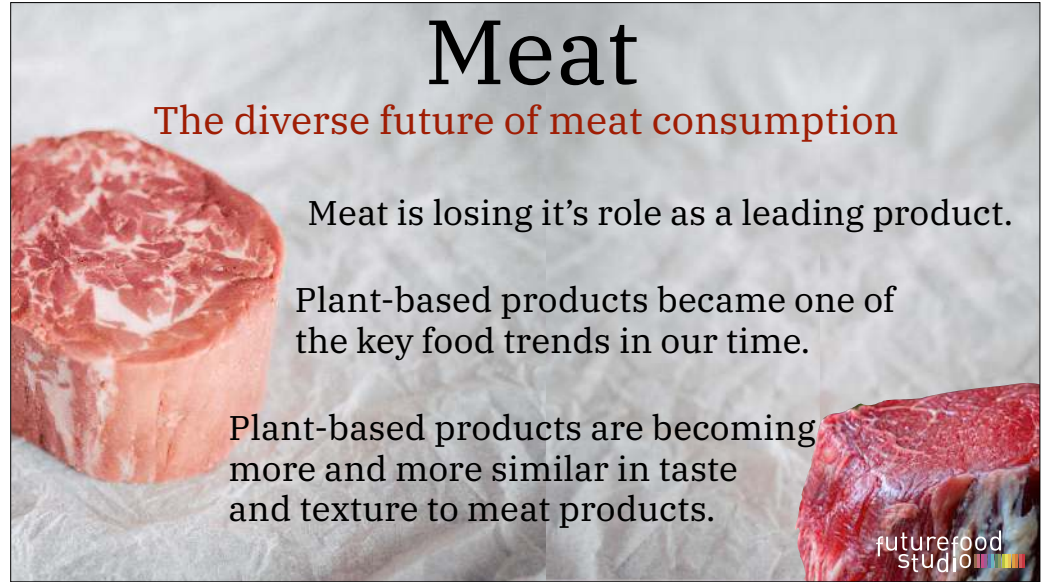
# Meat

## The diverse future of meat consumption

Meat is losing its role as a leading product.

Plant-based products became one of the key food trends in our time.

Plant-based products are becoming more and more similar in taste and texture to meat products.

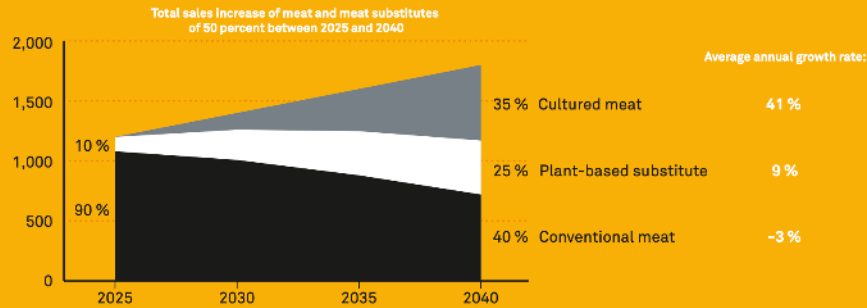


FOOD REPORT 2023

Meat

### New meat, alt proteins

Sales forecasts for meat and meat substitutes and shares of overall sales (2019, in USD billion and percent)



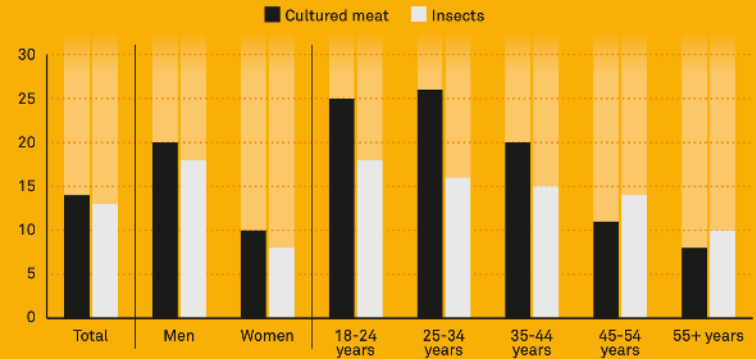
Source: AT Kearney



Source: AT Kearney

### Younger people are more willing to experiment

Acceptance of cultured meat and edible insects in Germany (2021, in percent)



Source: YouGov 2021





## The diversity of diets

Proportion of diet types in selected European countries (2021, in percent, values rounded)

Basis: 7,590 respondents between 18 and 70 years old



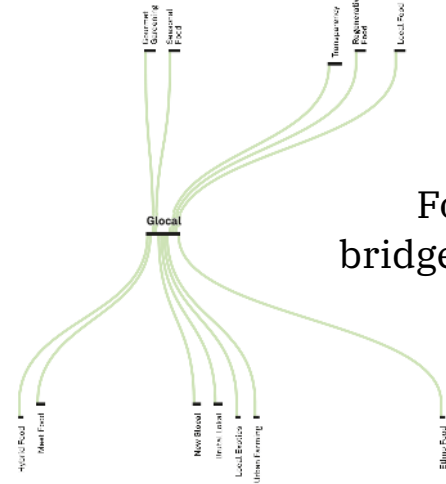
Source: Smart Protein Project 2021

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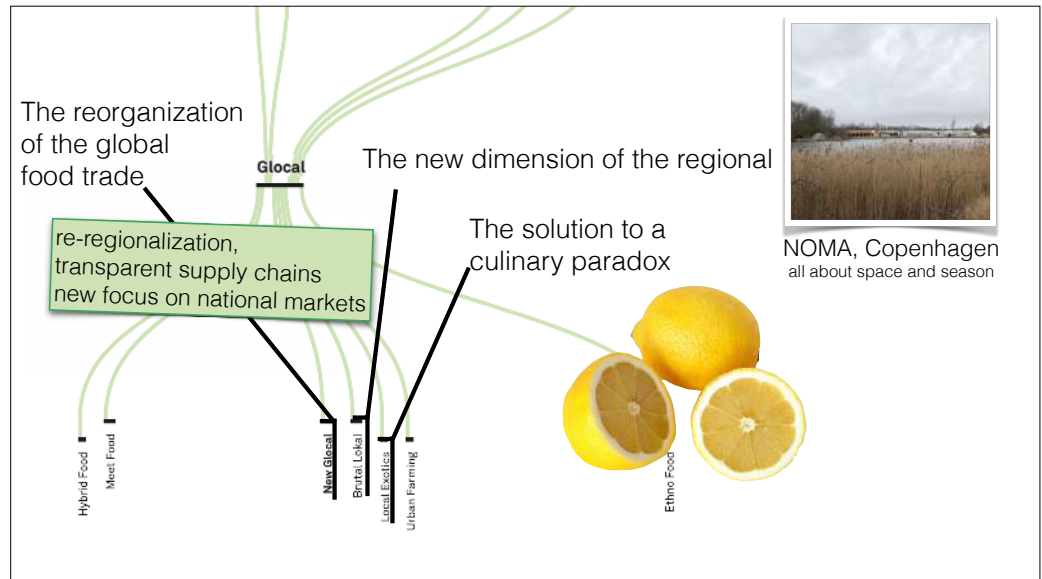
## Food change is a matter of culture

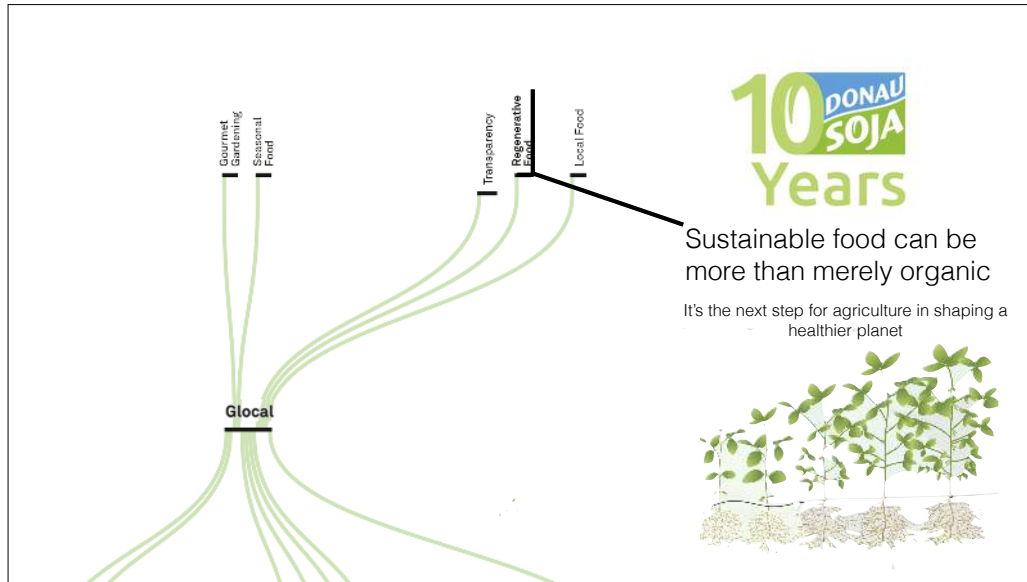
In countries without great national cuisines, substitute products are making their way onto people's plates faster.

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**TREND CLUSTER GLOCAL**  
Food trends that build bridges between the world and the region





Thank you very much for your attention!



<https://onlineshop.zukunftsinstitut.de/shop/food-report-2023/>