

Food & Beverage Insights:

5 Consumer Behaviors Inspiring Brand Innovation in 2021

The new homebody lifestyle and pandemic have changed the way people shop, eat and drink, and five consumer behaviors are inspiring innovation in the food and beverage category.

Basket Loaders:

Stock up on groceries and buy larger packages to shop less often, avoid crowds and product shortages



What's Trending?

Pantry staples
Water
Toilet paper
Alcoholic beverages in larger formats
Cleaning products
Masks
Hand sanitizer
Gloves

Consumer Insights:

53% of shoppers say they are stocking up due to pandemic shutdowns, and this trend may fade with the pandemic.

3 out of 4 consumers have tried different brands and retailers due to product availability.

Brand Innovation:

Digital transformation is improving product availability — boosting consumer sentiment and brand equity for grocers and consumer packaged goods (CPG) brands.

Sources: Acosta, Dynata, Consumer Brand Association McKinsey

Healthy Eaters:

Read labels and buy food and drinks with nutritious ingredients, fewer carbs, lower sugar and less alcohol

What's Trending?

Plant-based products and superfoods

Locally sourced ingredients



Botanical & alcohol-free spirits

Boozy coffee, tea and kombucha

Coffee-infused products



Consumer Insights:

6 out of 10 shoppers are buying immunity boosting products.

77% of consumers say they want to adopt healthier habits.

Brand Innovation:

Personalized wellness apps, label transparency, local sourcing and sustainable packaging are gaining traction with consumers.

Sources: Innova Market Insights, WholeFoods Trends Council, Nielsen, International Food Information Council

Foodie & Cocktail Culture:

Buy restaurant-quality ingredients to craft cocktails, cook at home and create elevated meals



What's Trending?

Chef-inspired products
Organic produce
Specialty ingredients
Unique oils
Ultra-premium spirits & fine wine

Consumer Insights:

Over half of Americans are cooking more meals at home, 44% of consumers discovered a new recipe.

35% of consumers discovered a new passion for cooking in 2020.

Brand Innovation:

Brands and consumers are interacting through direct-to consumer (DTC) sales, shoppable recipes and online cooking and mixology classes.

Sources: Acosta, WholeFoods Trends Council, Nielsen, OnePoll

Nostalgists:

Feel warm and fuzzy about comfort foods and brands associated with happy memories

What's Trending?

- Potato chips
- Ice cream
- Chocolate and candy
- Retro flavors with natural ingredients
- Healthier takes on comfort food
- Home baked bread and cookies
- Classic cocktails with premium spirits and mixers



Consumer Insights:

6 out of 10 consumers feel nostalgic about food and drinks from their childhood.

72% of people say food is their favorite way to connect with loved ones.

Brand Innovation:

Brands are creating multi-generational connections by stirring up nostalgic memories and humor from the 70s, 80s and 90s.

Sources: FONA International, Nielsen, OnePoll

Convenience Seekers:

Want quick and safe shopping experiences, easy meal prep and ready to drink (RTD) beverages

What's Trending?

- Restaurant-branded food and drinks
- Pre-mixed, ready to drink cocktails with less alcohol and sugar
- Locally crafted beer and spirits
- Meal kits

Consumer Insights:

8 out of 10 consumers have purchased groceries online, and the Ready to Drink category is expected to grow 52% by 2022.

Brand Innovation:

Retailers and brands are transforming the customer shopping experience with visible cleaning routines, 'in and out' floor plans, and mobile-friendly food and alcohol apps for curbside pick-up, buy online/pick-up in store (BOPIS) and home delivery.



Sources: Washington Post, Supermarket News, Nielsen

Consumer research gives food and beverage brands, retailers and manufacturers in-depth and actionable marketing insights to innovate.