

Glanbia Nutritionals Mega Trends

Generation Me

Generational discussion is no longer just about broad definitions. Each generation can be broken down into micro-generations, with their own set of influences and preferences.



Gen Z
Z Tribe & Z Alpha



Millennial
Pro, Mid, & Nouveau



Gen X
XS & Xenos



Boomer
Leading vs. Neo



Building A Lifestyle

Consumers are increasingly looking for CPG products that will enhance their lives, but that also fit within their developing cultural landscape, exemplifying their lifestyle. Top mini trends include:

80% of consumers agree that "healthy eating is about balance".¹



1. Clean Label & BFY
2. Vegan, Vegetarian, Flexitarian
3. Plant vs. Animal
4. Positively Nutritious
5. Functional Benefits
6. The Sharing Economy

Ultra-Personalization

Consumers look for companies and products that use digital technology and AI integrations to provide solutions at the DNA level or that speak to their busy lifestyles.



Digital & AI
NPD streams & marketing strategies

Nostalgia
What's old becomes new



Ways of Eating
Functional gets personal with DNA diets

Convenience
How to deliver efficiency



Sustainability Matters

Consumers look for brands and companies that communicate their corporate responsibility story with complete transparency and will not hesitate to use social media to show the good and bad. Top mini trends include:

1. Science & Tech
2. Full Disclosure
3. #activism
4. Sleuthy Shoppers
5. Circular Economy
6. Focus on Waste

57% of US adults avoid brands that they believe act unethically.²



Sense-ational

Taking familiar products and giving them a twist through color, flavor and texture is a tactile way to make consumers feel a stronger connection to the product and to appeal to larger consumer groups.



Tactile Experience



Evoke Emotion



Bold Flavors



Textures Beyond the Norm



Make it Instagram-mable