

**MINTEL**

# Inspired Innovation: Think outside the box

---

Presented at the Prepared Foods  
New Products Conference, April 2024

Experts in what consumers want and why



**Want a copy? Scan  
the QR code**



---

Then, fill out the form, and get a copy of  
the presentation!

(link at end of presentation also, or visit  
[mintel.com/events](https://www.mintel.com/events))



**SCAN ME**

# Experts in what consumers want and why



Global FMCG  
coverage

**50**  
years  
of trend  
analysis

86 markets covered



**200+**

experienced in-house  
category, demographic  
and trend experts

Global consumer  
insights



Market  
forecasting

# Today's presentation

---

Why we care about innovation

What we mean about looking beyond borders--a few examples

Linking looking beyond borders to trends



**MINTEL**

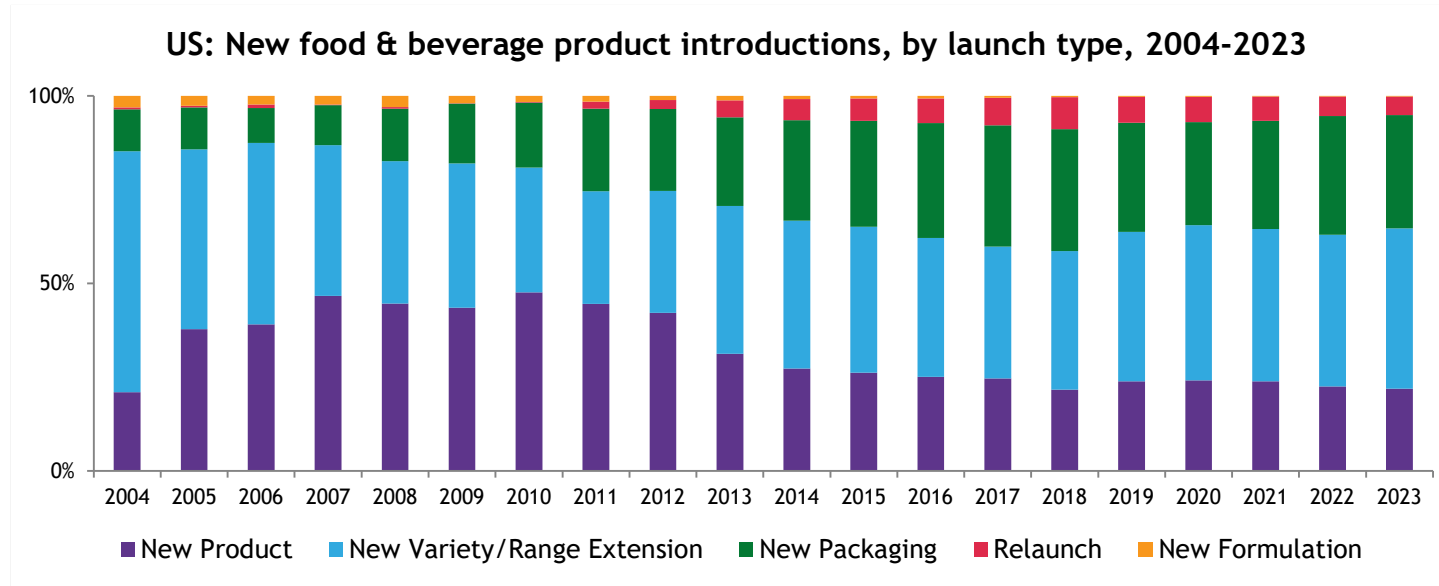
# Why we care about innovation

---



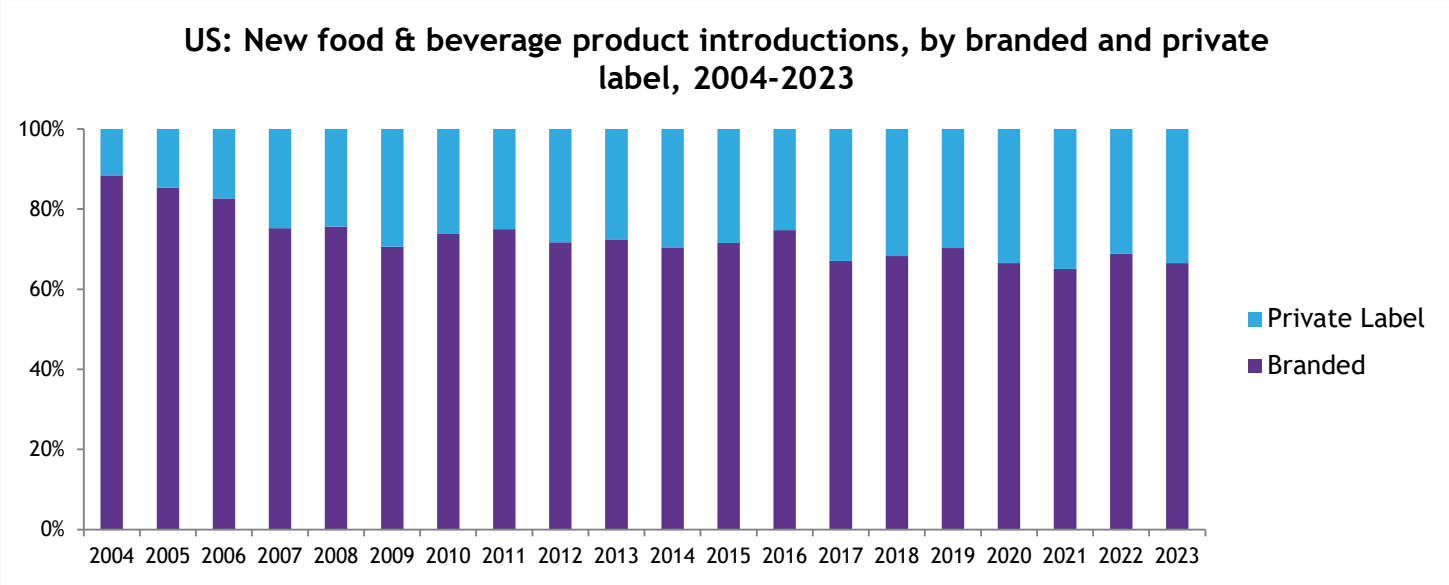
# True innovation continues to decline

Companies are playing it safe.



# Private label continues to increase

Retailers walk the fine line between imitations and unique innovation.

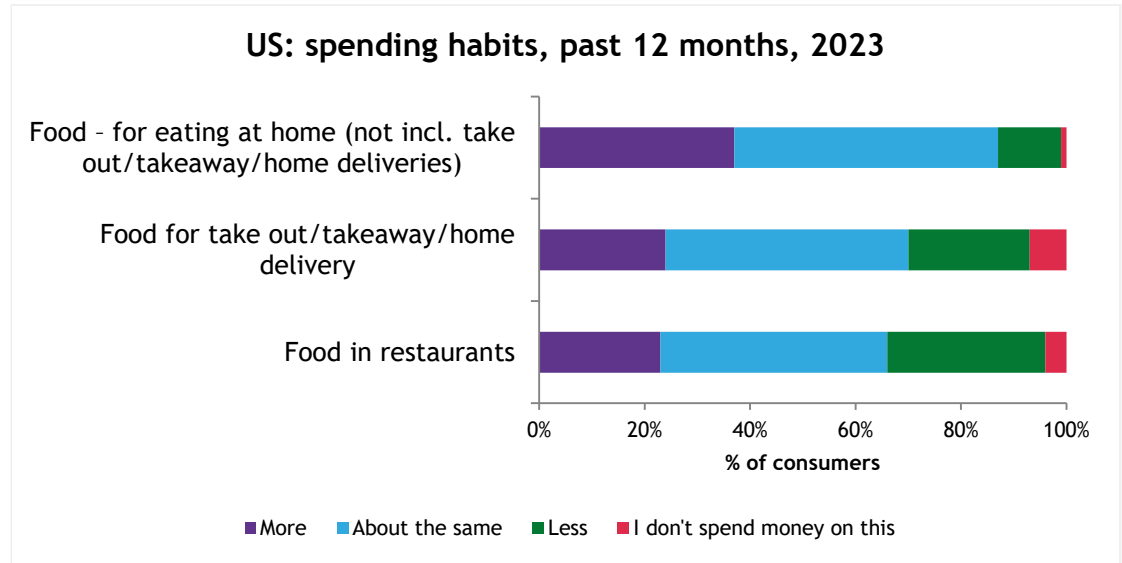


Source: Mintel GNPD

# Consumers make tradeoffs regarding where and what they eat

Price increases account for some of the increased spending for eating at home, but clearly consumers still prioritize eating (and drinking) at home rather than out.

**Insight:** Explore opportunities in products that mimic restaurant fare



Base: 1,000 internet users aged 18+

Source: [Kantar Profiles/Mintel, September 2023](#)

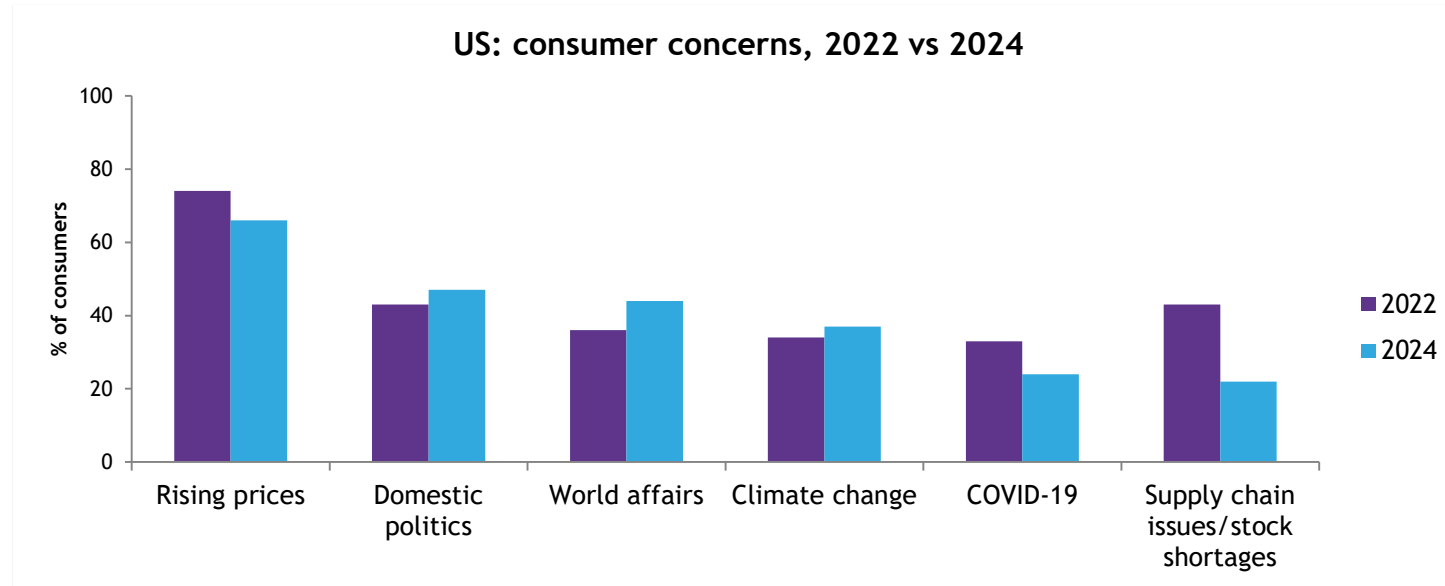
**MINTEL**

Read on [mintel.com](#)



# Consumers have worries beyond prices

Worries about politics and global affairs as well as climate change are keeping consumers 'up at night.' The upcoming presidential election will also bring more angst.



Base: 2,000 internet users aged 18+

Source: Kantar Profiles/Mintel, November 29-December 14, 2022; January 31-February 9, 2024

**MINTEL**

Read on [mintel.com](https://www.mintel.com)

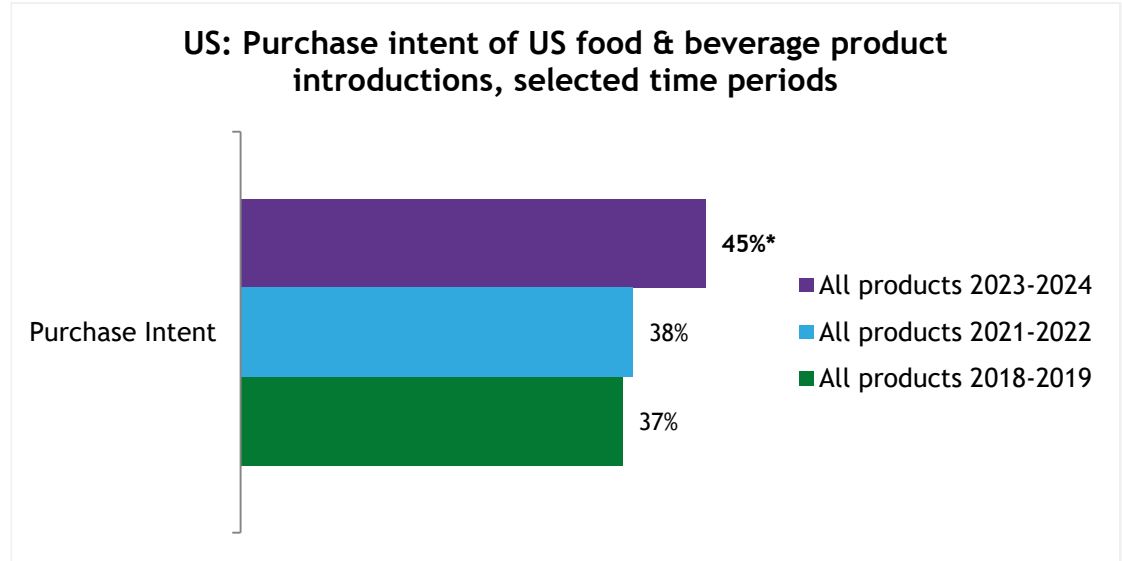
# Yet, they are increasingly interested in trying new products

Consumers more interested in product switching than before.

Driving purchase: Good Value, Tasty, Exciting

Who is more likely to say they will buy post pandemic?

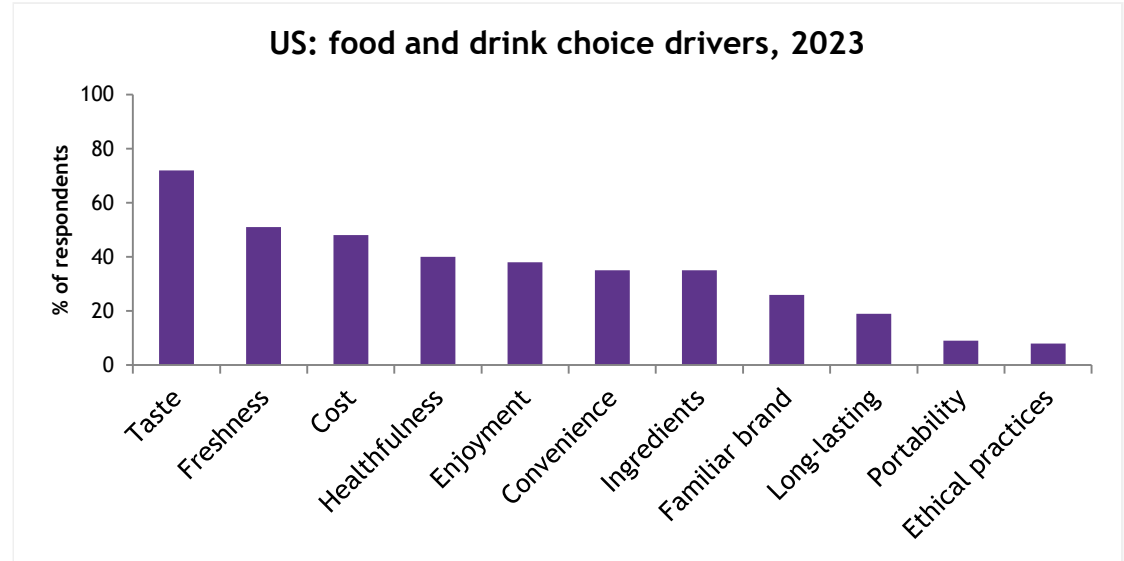
- Consumers 31-40 years old
- Those with incomes of \$100K+
- Those who identify as eco-conscious or organic buyers
- Consumers who shop primarily online (specifically Amazon)



# As ever, taste is non-negotiable

Consumers expect many things from the products they buy, but TASTE is paramount.

Keep in mind that all attributes work together to entice consumers.



Base: 1,847 internet users aged 18+ who are responsible for food and drink shopping in household

Source: [Kantar Profiles/Mintel, December 2023](#)

**MINTEL**

Read on [mintel.com](https://www.mintel.com)

**What we mean by  
looking beyond borders:  
A few examples**

---



# Product style that moves from one country to another

They also move from one type of sales outlet to another.

Could dalgona coffee be at least a partial inspiration for Starbucks Cold Foam products?



Typical dalgona coffee



Starbucks Sweet Cream Cold Foam

# Flavors that move across categories: "Everything" seasoning



The "everything" bagel



Ritz Everything Toasted Chips

It first appeared as a flavor in 2018; the number of introductions is relatively small, but growing every year. The first product recorded was a Stacy's Bagel Chip.

# Moving categories, moving target market

Seltzer moved from an everyday refreshment beverage to an alcoholic drink.

Also, today's hard seltzers are not yesterday's wine coolers, and they are aimed at a completely different audience.



Classic seltzer type product: LaCroix sparkling water



Spiked Sparkling Water Paradise Pack

# Linking looking beyond borders to trends

---

Let's look at a few products that illustrate looking beyond borders, via overarching product trends.

**The trends:** elevated values, wellbeing, environment, and convenience

**The products:** Five to explore; get a closer look (and maybe a taste) during the Expo!





## Elevated values

---

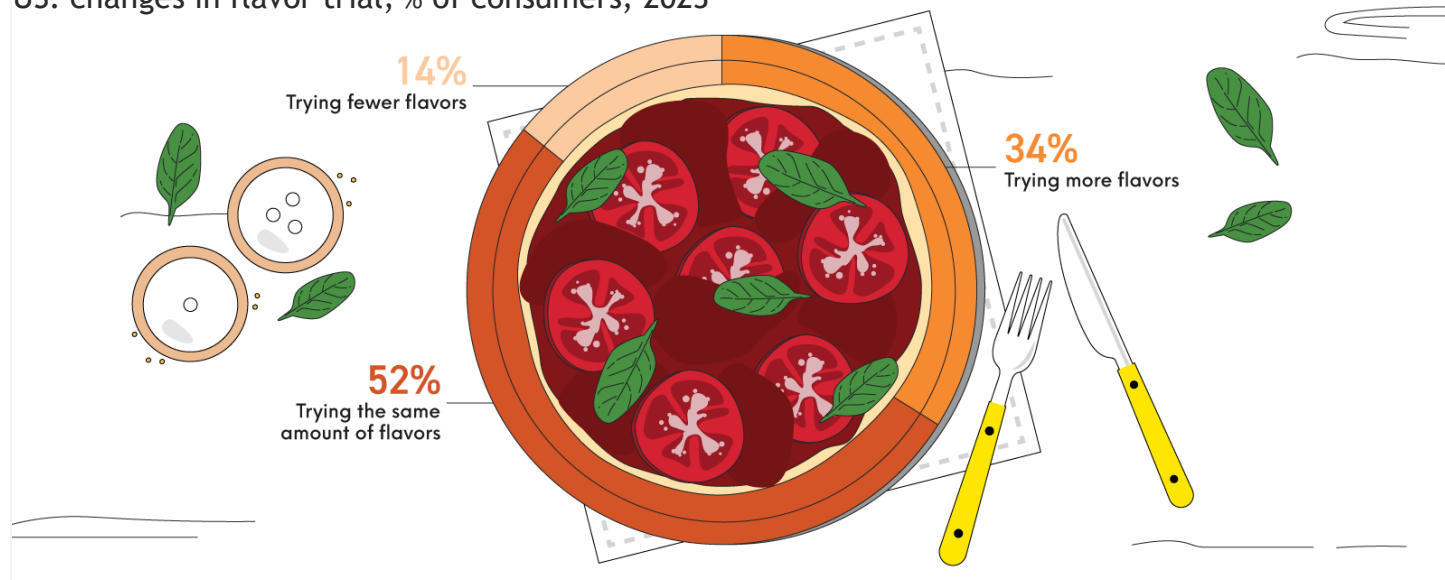
Products that provide a little something "more"



# Consumers are willing to experiment

This interest in experimentation in flavors can be a proxy for other types of experimentation.

US: changes in flavor trial, % of consumers, 2023



Base: 2,000 internet users aged 18+

Source: [Kantar Profiles/Mintel](#), November 2023

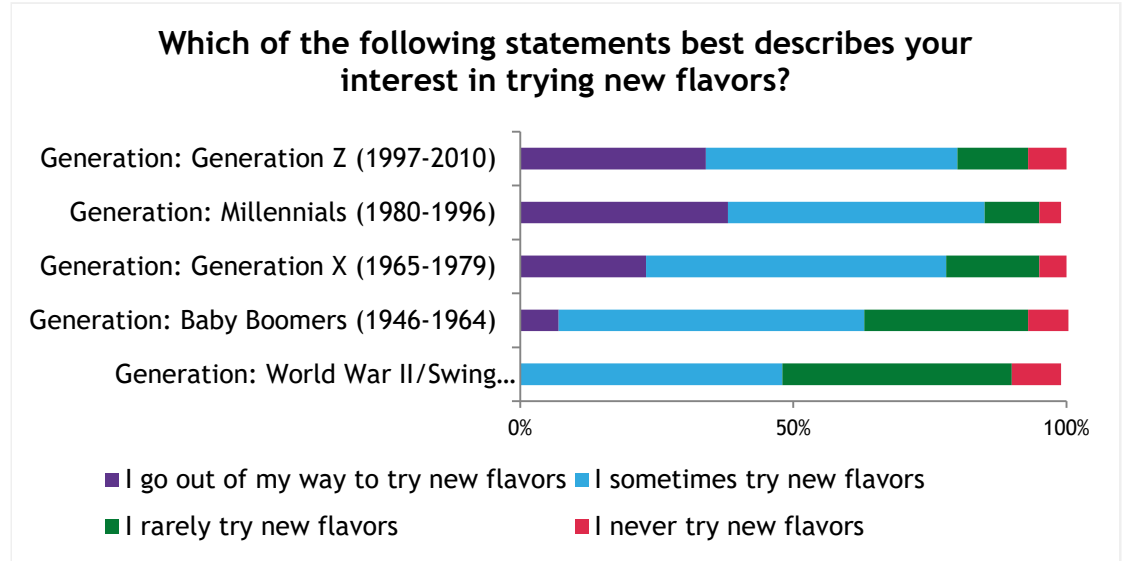
**MINTEL**

Read on [mintel.com](https://www.mintel.com)

# Millennials are the most adventurous

Not surprisingly, it is younger consumers who are more experimental, and older consumers who are less experimental.

**Insight:** One possible way to appeal to more conservative consumers is via small changes in flavor, texture, or aroma.



Base: 2,000 internet users aged 18+

Source: [Kantar Profiles/Mintel](#)

**MINTEL**

Read on [mintel.com](#)

# A unique taste experience--snakefruit



Spicy Flavoured Snake Fruit Crackers,  
Indonesia



Snakefruit

Snakefruit, or salak, is cultivated mainly in Indonesia, Malaysia, Singapore, and Thailand and has a sweet, astringent flavor.

A few branded products exist in the market in Asia.

It also has health attributes.

# Multi-functional unique drink flavors



Pick Me Up Water Potion No. 9 Dragon Fruit Rose Skin Potion, US



Pick Me Up Potions

Drink "potions" can be consumed as is or used as a base for cocktails. Three unique flavors:

- Dragon Fruit Rose
- Mango Turmeric
- Watermelon Cucumber

Note the experimental, experiential nature of the drinks, with their unique flavor profiles and bright colors.

They, too, also offer health benefits.

# Wellbeing

---

Capitalizing on some of the newest ingredients and benefits



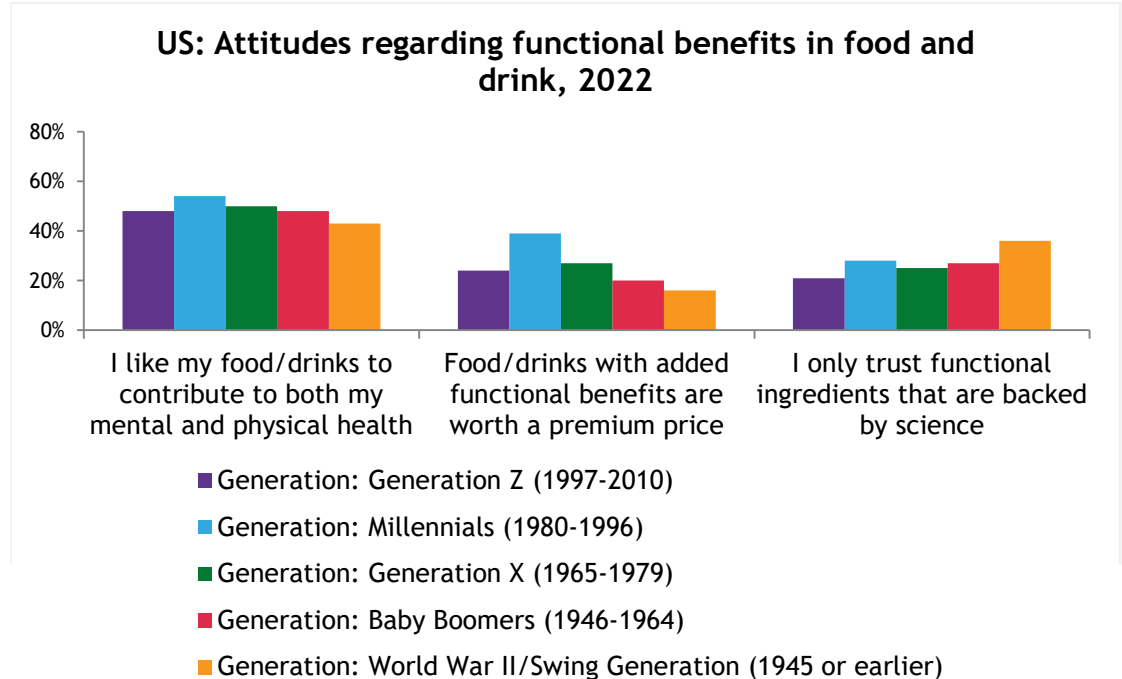
**MINTEL**

*Read on [mintel.com](https://www.mintel.com)*

# "Wellbeing" goes far beyond traditional notions of health

Mental and physical wellbeing continue to grow among consumers, especially younger ones.

While traditional "healthy" attributes are important, the way forward will be with those that offer a more holistic solution.



Base: 1,779 internet users aged 18+ who consume products with at least one listed functional ingredient or claim

Source: [Kantar Profiles/Mintel](#)

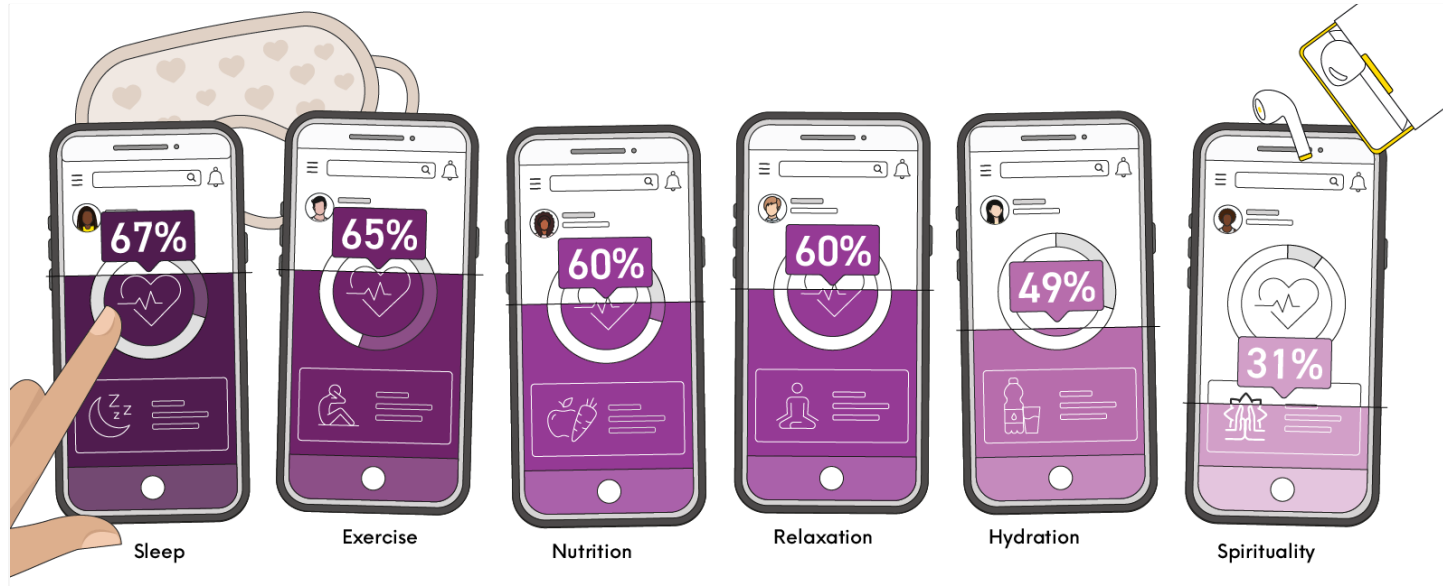
**MINTEL**

Read on [mintel.com](#)

# Millennials embrace total wellbeing in a variety of ways

Nutrition is important, but so are other, newer, aspects of wellbeing.

US: focuses for health and wellness, % of Millennials, 2024



Base: 623 Millennials internet users aged 28-44

Source: Kantar Profiles/Mintel, January 2024

**MINTEL**

Read on [mintel.com](https://www.mintel.com)



# Health is important, but price is a factor

62%

of those struggling or in trouble financially say rising food prices make it harder to eat healthy

Rising food prices have made it more difficult for those who are struggling financially. Grocery retailers and marketers have an opportunity to step in with targeted initiatives to ease the burden, and to communicate the good value products provide.

*Base: 2,000 internet users aged 18+*

*Source: Kantar Profiles/Mintel, December 2023*

**MINTEL**

*Read on [mintel.com](https://www.mintel.com)*

# Snakefruit often called a "memory fruit"



Spicy Flavoured Snake Fruit Crackers,  
Indonesia



Snakefruit

Snakeskin fruit is called as a 'memory fruit'. High amount of potassium and pectin present in salak helps to improve body's cognitive functions and enhances memory. Due to high fiber and antioxidant content, Snakeskin fruit is a sought-after for weight management diets.

# More than just a base for a cocktail



Pick Me Up Water Potion No. 9 Dragon Fruit Rose Skin Potion, US

Drink "potions" provide more than just unusual color and flavor.

- Called "beauty water" because it is one of the first beverages to contain hyaluronic acid (140mg)
- Other beauty-positioned ingredients include 50mg glutathione, 130mg resveratrol, and 30mg Vitamin E, all with skin health benefits
- Also contains 25 mg CBD

# Environmental issues

---

Finding new ways to address serious concerns



# Consumers want to engage with sustainability trends

While consumers are interested in sustainable initiatives from brands, they still need transparency and proof to believe in and support sustainability initiatives.

SUSTAINABILITY IS NOT TOP  
PRIORITY

64%

of consumers shop where they  
can get the items they want

CONSUMERS ARE SKEPTICAL  
ABOUT MARKETING

66%

of consumers aren't sure when  
sustainability efforts are genuine

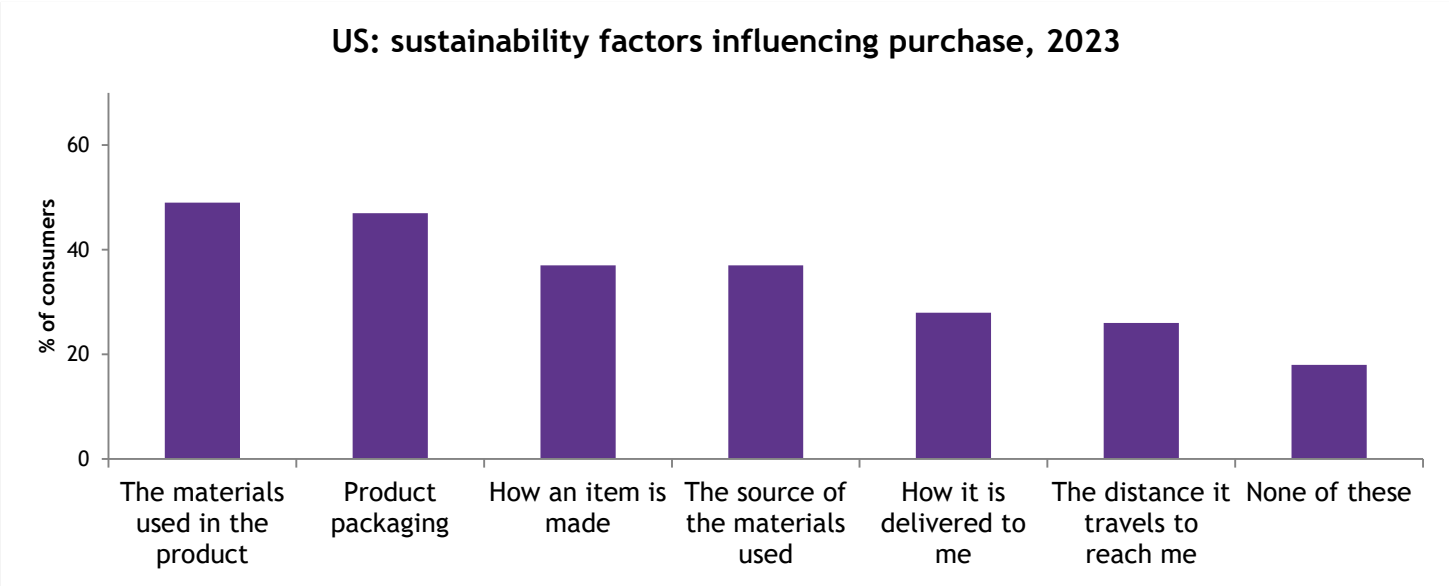
CONSUMERS WANT MORE  
TRANSPARENCY

75%

of consumers think brands  
should have to hit certain  
benchmarks to be called  
"sustainable"

# Brands need to make sustainability more tangible for consumers

Consumers are focused on what they see and interact with when it comes to sustainability. The more they can relate to or understand the process, the more they care.

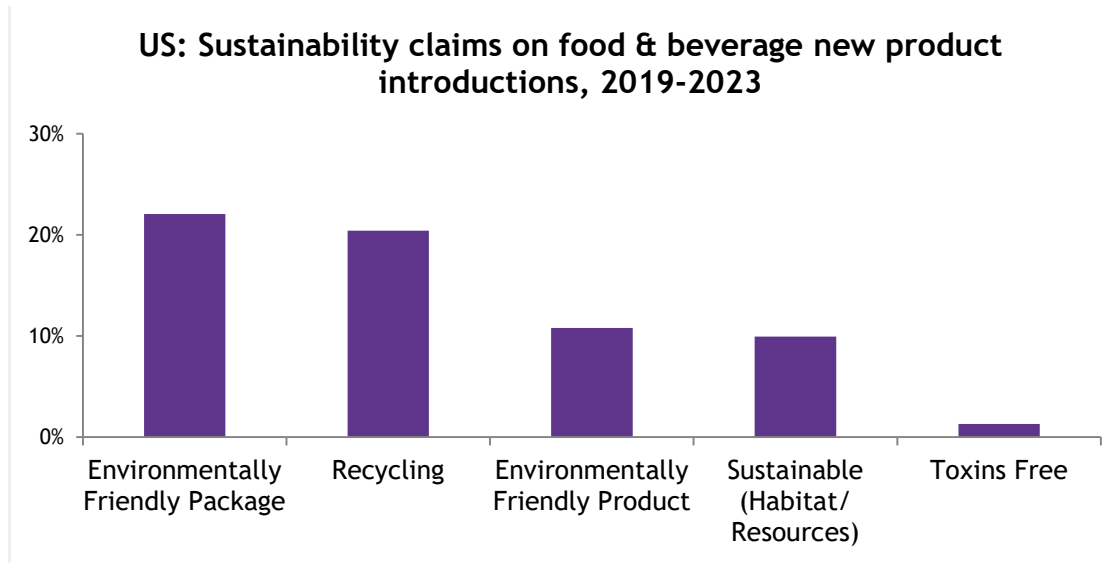


Base: 1,994 internet users aged 18+ who shop for certain items

Source: [Kantar Profiles/Mintel, August 2023](#)



# Brands focus on packaging claims



For the most part, companies focus on the messages that are easiest for consumers to understand: recyclability and the sustainability of the package.

# Sometimes, the sustainability message is . . . obscured



Hoppy Planet Foods cookie line, with acheta protein.



The only indication you have of the ingredient is in the allergy warning.

Cookies are promoted as being made with a high-quality sustainable ingredient--acheta protein.

Only the fine print regarding allergies provides a clue.

Given the ingredient, the sustainability message is very clear.



## Reaction is . . . . MIXED



But will consumers go for it? Reactions are mixed:

*"Crickets!! Bugs are a great source of protein that can provide nutrients for a ton of people if we make consuming them mainstream!! I'd totally try these, the brand has a cool vibe too." - Female, South, 18-34*

*"Eating insects ain't gonna happen, no matter how you liberal #@!&% try to make it happen, it ain't gonna happen." - Male, South, 35-54*

# Clear, simple sustainability message



Low Salt Tuna in Extra Virgin Olive Oil,  
Italy



Easy-peel lid, less packaging

Package allows for less oil in the can (therefore less product waste and less packaging).

# Convenience

---

Making life easier



**MINTEL**

# Although taste rules, convenience plays a role

CONVENIENCE HELPS DRIVE  
PRODUCT CHOICE

**35%**

of US consumers say  
convenience influences and food  
and beverages they buy

Convenience means many things:

- Speed, taking out steps
- Ease of use
- At-home version of something usually gotten out of home

In 2023, 11% of food and beverage product introductions made an ease of use claim and 6% referenced a convenient package.

*Base: (optional) (Limit: 500 characters)*

*Source: Example (optional) (Limit: 280 characters)*

**MINTEL**

Read on [mintel.com](https://www.mintel.com)

## Beyond sustainability, there's a strong convenience message



Low Salt Tuna in Extra Virgin Olive Oil, Italy

Less oil = less waste, but it also means easier use, as does the easy-peel lid.

Package shape allows for quick and easy emptying of the package (don't need a fork or spoon).

# Can instant coffee work in the US?



Happy Magical Medium Roast Instant Coffee, US



Mixes with hot or cold water

Convenience, portability deliver on the trend.

Product makes a claim of being from arabica beans and providing an excellent taste experience.

Consumer purchase intent indicates that a good-tasting, easy to use product may succeed, but the product needs to deliver.

# So, what does this all mean?

1

Know the trends. Know them well.

2

Adopt, Adapt, Improve (a very nice way of saying “steal from everywhere”)

3

Listen to consumers, in every way you can.

**MINTEL**

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster. Our purpose is to help businesses and people grow.



Experts in what consumers want and why

**Thank you!**



Lynn Dornblaser,  
Principal Consultant  
[lynnd@mintel.com](mailto:lynnd@mintel.com)



**SCAN ME**