

After 3 lockdowns it seems we Brits have a new appreciation of food & drink, and the role it can play in bringing a sense of togetherness between families & friends. We've taken a look the key trends which will impact what we eat & drink in 2022...

## Hosting @ Home

Whether they are trying to save money, nervous about Covid, or simply want to make more of their newly spruced up homes, it is anticipated that people will continue to enjoy hosting gatherings in their homes well into next year. So trading up on those hosting menu items is set to be a continued consumer trend. Home hosting extends out into the garden ... 20% of people purchased a new BBQ in 2021, 12% a pizza oven, 12% a hot tub and 10% an outdoor bar according to the Waitrose Food & Drink Report 2021!



This investment into outdoor space suggests there is real opportunity for year round BBQ products nowadays. We can expect consumers to want to impress their guests, whether it's by experimenting with types of wood & smoke on the BBQ (olive, chestnut, hickory, maple, oak!), embracing global cuisine flavours on the menu, or even fire-cooked desserts. Drink anyone? The trend for upmarket pre-mixed cocktails is set to really get the party started!

## Global cuisine

'Kitchen tourism' is a key trend as holiday starved consumers increasingly use food as a source of adventure or experimentation. While Italian, Indian & Chinese remain the biggest World Cuisine sectors (in Ready Meals), the fastest growth has come from American, Thai, Spanish & Other International cuisines (Kantar 52 w/e Sept 2021). There is plenty of evidence of the trend for adventure through food in store : Middle Eastern cuisine is moving into the mainstream, led by Nestles launch of MezEast exclusively into Tesco this year, and we've seen the growth of the Levantine Table range from Waitrose which is inspired by the eastern Mediterranean region famed for its bold flavours & rich colours. Street Food vendors & Food Halls are brimming with diverse dishes which play an important role in opening our eyes to the flavours of the world.



## Health is Wealth

The focus on healthy eating due to the pandemic extends to both physical & mental health. The government is tackling the growing obesity crisis with new HFSS legislation that will restrict volume promotions of products high in fat, sugar or salt from October 2022. But many consumers are looking beyond fat & sugar when it comes to improving their health. Gut health is a hot topic, with consumers becoming more educated about the benefits to immunity & brain health that a healthy gut can provide. Products using ingredients that purport to improve sleep, reduce anxiety & stress are also in demand.



**WINNER : The Grocer New Product Awards 2021  
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SUPERLOAF from Modern Baker is a 'smart' loaf, formulated to help optimise gut health and insulin levels, as well as boost fibre intake, all with a significantly lower calorie load than similar products. It also tastes delicious!

## Power to the planet

The health of the planet is a growing concern for consumers, and food & drink clearly have an important role to play. So when it comes to diet, there is increasing consumer interest in the 'ism's'!

Climatarianism – the eco-diet that helps you to reduce your carbon footprint. For those who are not quite ready to banish whole food groups, the climatarian diet is all about considering the origins of what you eat, and reducing your CO<sub>2</sub> impact by choosing ingredients that are locally sourced and in season.

Flexitarianism – also known as casual vegetarianism, more and more British meat-eaters are buying vegan and vegetarian products as part of their weekly shop thanks to growing awareness of the health and environmental impacts eating less meat can have. Waitrose report the emergence of a new 5:2 diet – eating plant based for 5 days and meat based for 2 – amongst younger consumers.

It is clear that the pandemic has made a real impact on consumers' needs, which will determine many eating & drinking habits for the long term.

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