

Food Trends



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Trends in the Food Sector

- Organic food and drink industry.
- Sustainability and consumption of meat substitutes.
- Functional foods.
- Environmental labelling.
- Food design and packaging.
- Trends in meat processing sector.
- Trends in grain processing sector.



Top 5 EU food trends



Climate Decision Making

Climate Decision Making

Food systems will play a key role in discussions and decision-making about climate change.

Limiting global warming to 1.5°C.

Countdown for the [2030 Sustainable Development Goals](#).

The role of farming in climate mitigation and adaptation.



Regenerative Agriculture

Regenerative Agriculture



Labelled as the biggest food system trend for 2022 by the EIT Food community.



Regenerative agriculture aims to improve soil health and increase biodiversity on farms.



Farming regeneratively provides health benefits and economic business incentives.



As a result, likely to be implemented by more farms and food brands in 2022.

Alternative Proteins





Alternative Proteins-Current State

- 37% of global food protein comes from meat and dairy.
- Meat and dairy production accounts for 15% of all greenhouse-gas emissions
- A shift to other sources could improve human health and reduce greenhouse gas emissions



Alternative Proteins- Future

- The future of food can be a sustainable protein solution without the negative impact on the environment
- More meat alternatives on supermarket shelves and restaurant menus.
- High profile investment into alternative protein innovation is also likely to grow in 2022.

Insects as food and feed?

- Approximately two billion people already consuming them across the world.
- Invaluable crop and plant pollinators, effective waste decomposers, and crucial ecosystem regulators.
- Can form part of a healthy, sustainable, and affordable diet for both humans and animals.
- Can provide high-quality protein and nutrients for humans and animals, comparable with that provided by meat and fish.





Young People



Young People

The role of young people as food activists and agents of change will increase

2022 will likely see more young people starting agrifood businesses

An increase in environmentally conscious consumption in the Gen Z demographic.

The emergence of new youth movements within the food, climate and health space.



Environmental Labelling





Environmental Labelling- Current State

- Up to 59% of consumers feel that product labels do not provide enough information.
- Areas in the supply chain that must undergo changes have to be identified.
- Environmental impact of a food product not always transparent and visible to consumer
- Food chains not very sustainable.

Environmental Labelling- Future

- More brands will adopt front of pack environmental labelling in 2022
- Environmental labelling can provide benefits for food system stakeholders, making it easier to see what the environmental impacts of different parts of a product's supply chain are
- Environmental food labelling will allow consumers to see the environmental impact of a food product on its packaging so they can make more sustainable food choices.
- Businesses that want to be good corporate citizens will gradually improve their ratings
- Establishing food chains that are much more sustainable.





Trends in food processing

- Nanocapsules can be used to improve the bioavailability of bioactive substances to enhance nutrition, or to infuse plant-based steroids to replace cholesterol
- Nanoparticles can selectively bind and remove chemicals or pathogens from food, and nanoemulsions can be used for better availability and dispersion of nutrients.

Trends in food preservation

- Antibodies attached to fluorescent nanoparticles can be used to detect chemicals or foodborne pathogens
- Biodegradable nanosensors can be used for temperature, moisture and time monitoring
- Nanoclays and nanofilms can be used as barrier materials to prevent spoilage and prevent oxygen absorption.



Trends in food packaging

- **Consumer friendly:** Consumers want single portion packaging for convenience and to avoid waste. They also want packaging that is easy to open, has improved readability, and is re-sealable.
- **Environmentally sustainable:** Consumers are looking for packaging that is less harmful to the environment, such as packaging made from biodegradable plastics, and edible films.



Thank you!

Questions?