

## THE RETURN OF FOOD AS MEDICINE

Consumers shifted from pharmacy to pantry, with a growing belief in the healing power of foods and beverages.



## NEW ACCEPTANCE FOR FOOD SCIENCE

With a desire for food security, safety and health benefits—2020 brought renewed acceptance of science and technology in the food industry.



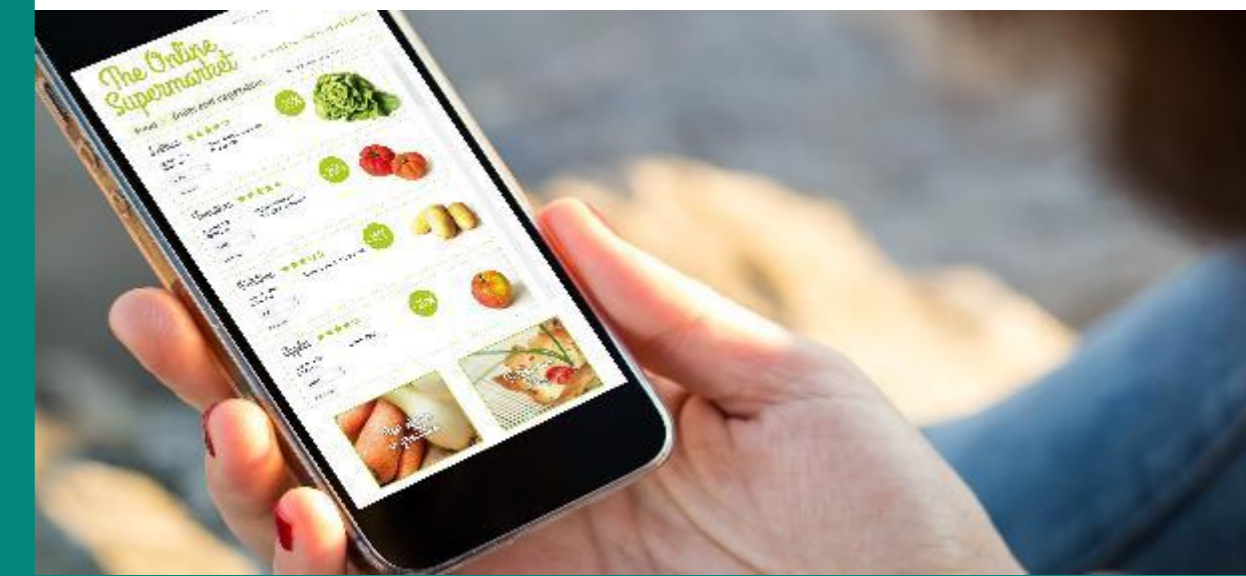
## THE MOOD FOOD CONNECTION

With stress and anxiety at an all-time high, mental well-being and emotional health benefits from foods & beverages were pushed to the forefront.



## E-GROCERY GOES MAINSTREAM

Convenience and accessibility change shopping permanently as shoppers shift from trial to acceptance for online grocery and delivery.



## PLANET HEALTH = PERSONAL HEALTH

Sustainability and environmental focus shifted from external (packaging, recycling), to intrinsic (health of the planet tied to personal health).



## BUILDING BACK BRAND POWER

Big brands saw a resurgence as center store and comfort foods gained ground, and hanging on to that momentum became the new challenge.



## NEXT GENERATION OF GATEKEEPERS

Parents today are not the same, and this new generation of Gatekeepers require different solutions to optimize product & brand marketing.



## ACTIVE NUTRITION: THE NEXT FRONTIER

There is a mainstreaming of exercise nutrition, moving beyond the workout and evolving into active nutrition. It's about balance.

