

Balanced Wellness

Emotional, mental, physical and spiritual health are increasingly seen as interconnected.

79% of global consumers believe that supporting their mental health has a positive effect on their overall health and wellness.¹

Proactive Personalization

A 'one size fits all' strategy for health and eating has fallen away in favor of customized approaches.

63% of global consumers are interested in food and drink tailored to individual nutritional needs.²

Modern Pet Parenting

Pets' nutritional and emotional needs are being treated on par with their owners.

60% of global pet owners say branded health ingredients in pet food are important.⁴

Social Impact

Consumers are demanding that companies practice fair and humane treatment of people and animals.

30% of global consumers have boycotted a product or brand because of its ethical credentials.³

Earth-friendly Production

More shoppers are asking for a higher standard from companies regarding their environmental practices.

49% of global consumers have changed their diet to be more environmentally friendly.³

Trust and Traceability

Consumers want to know where their food comes from, who made it and what's in it.

42% of global consumers have become more trusting of environmental claims made by products and brands in the last two years.³

Expanded Protein Choices

Consumers are addressing sustainability and ethicality with plant-based and alternative proteins.

52% of global consumers consider themselves flexitarians¹, incorporating both animal-based and plant-based or alternative proteins into their diet.

Experiential Eating

While seeking out new flavors, eaters also want to engage with fun brands as part of the experience.

74% of global consumers like trying new flavors from around the world.⁵

GLOBAL TRENDS 2023



¹ADM Outside VoiceSM

²FMCG Gurus, Personalized Nutrition Report, 2021

³FMCG Gurus, Route to Sustainability Report, 2022

⁴FMCG Gurus, Pet Care Health Report, 2022

⁵FMCG Gurus, Flavors, Colors & Textures Report, 2021