



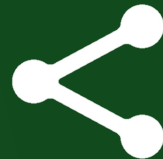
Food and Beverage Consumers Are More Health-Conscious Than Ever Before

Geo: Global
Time Frame: April 2021 - April 2022

Driven by the Pandemic, Health-Conscious Choices Are Now Mainstream

Buoyed by health scares during the COVID-19 pandemic, consumers are turning to functional and healthier foods to help bolster their health and prevent future illness.

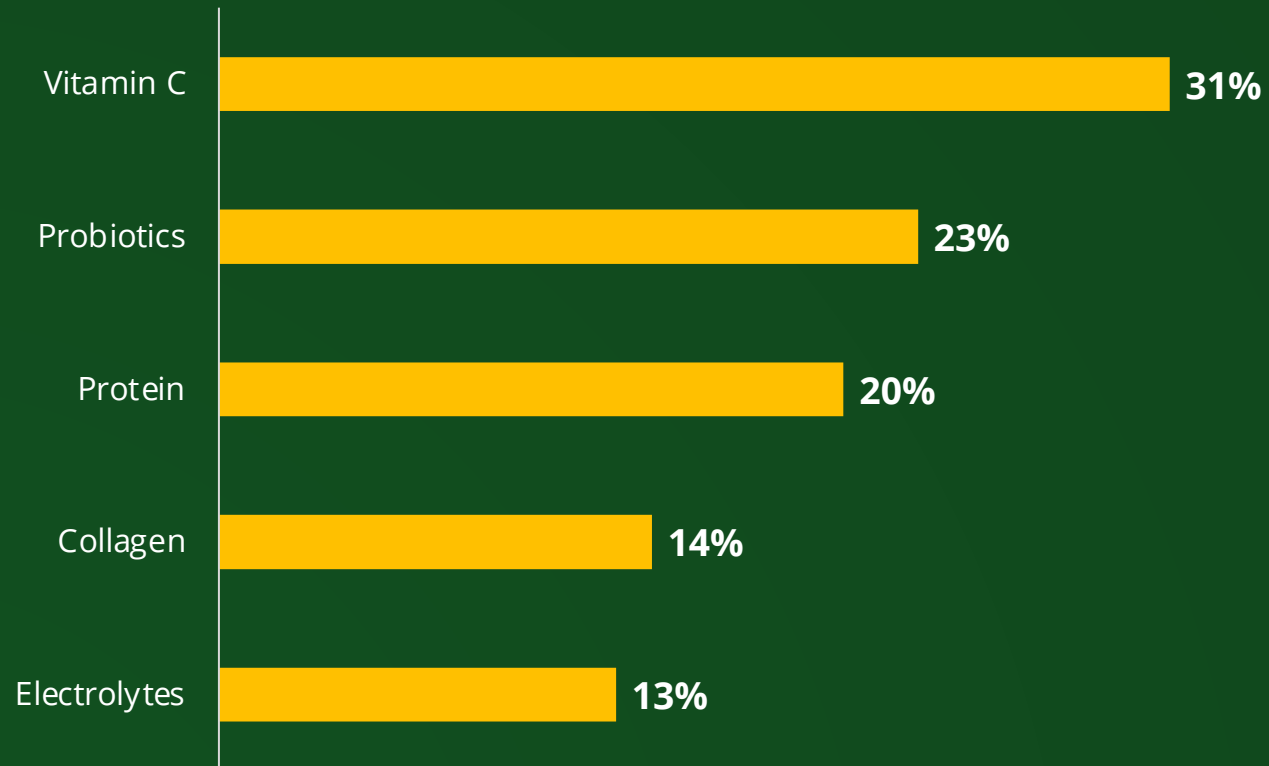
This report will show the **popularity of functional foods**, how people are making more **health-conscious decisions across alcohol, sweets, and snacks**, how **previously niche foods without certain additives are now mainstream**, and that **diners are content with new contactless systems** to limit exposure to germs.



Functional Foods Are Sought to Bolster Health

Online Behavior of a Global Functional Foods Audience

Percent Share of Most Popular Added Health Benefits
By Volume of Behavioral Signals:



+26%

Average rise in the last six months alone for behavioral signals pertaining to immunity: immunity boosting, immunity support, increased immunity, etc.

Functional foods have enhanced nutritional properties that provide health benefits, like immune system support and gut health. As the pandemic continues, we can see that consumers are reaching for functional foods to help protect them from illness.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global | Time Frame: November 2021 - April 2022



Consumers Are Making Health-Conscious Alcohol Choices

Online Behavior of a Global Alcohol Audience

Percent Change Year-Over-Year in Behavioral Signals, April 2021 vs April 2022 (%):

+55%

Zero Proof
(Non-Alcoholic)

+42%

Ready to Drink Cocktails
(i.e., pre-mixed and canned)

+17%

Organic &
Low Sulfate Wines

+13%

Spicy Cocktails

+11%

Low or No Calorie Beer

-52%

Hard Seltzer

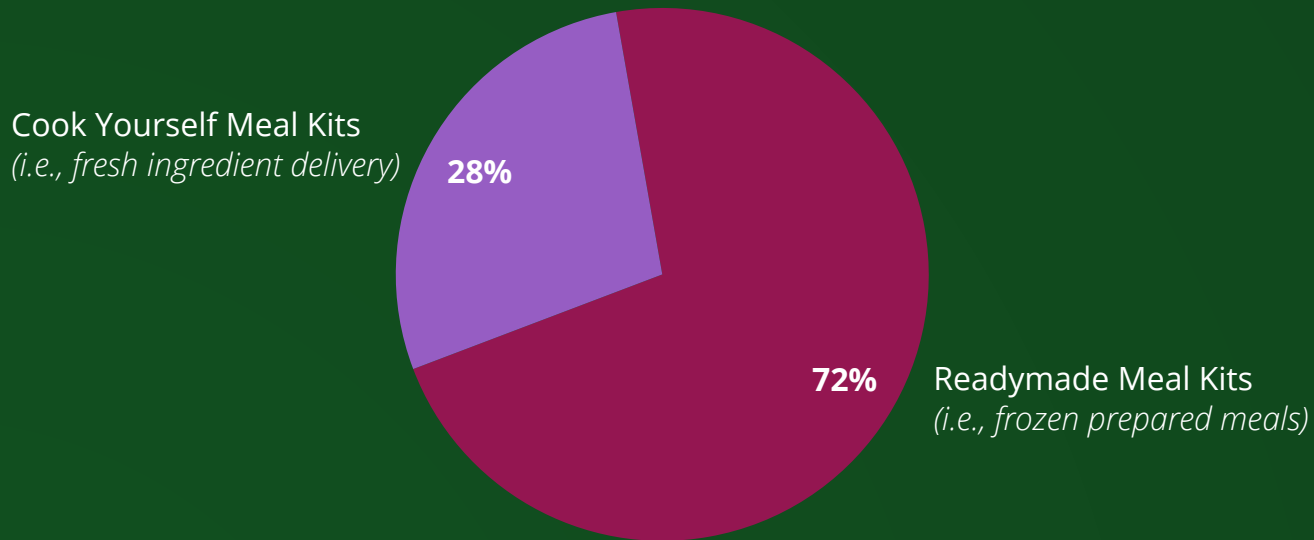
Trends in the alcohol space include a resurgence of non-alcoholic, organic, and low-calorie options for mainstream consumers paying closer attention to their health. Additionally, hard seltzer seems to be waning this year after it peaked in popularity in 2021, while the ready to drink market continues to steadily grow.

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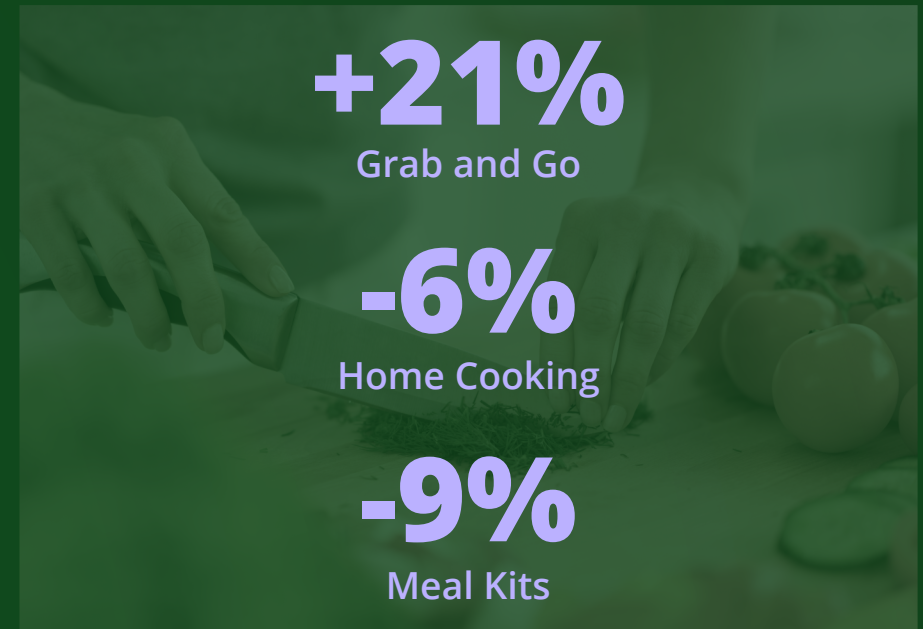
When It Comes to Cooking, People Are Returning to Old Habits

Online Behavior of Global Meal Kit and Cooking Audiences

Percent Split of Readymade Meal Kit Delivery versus Meal Kits to Cook Yourself (%):



Average Monthly Percent Change in Behavioral Signals (%):



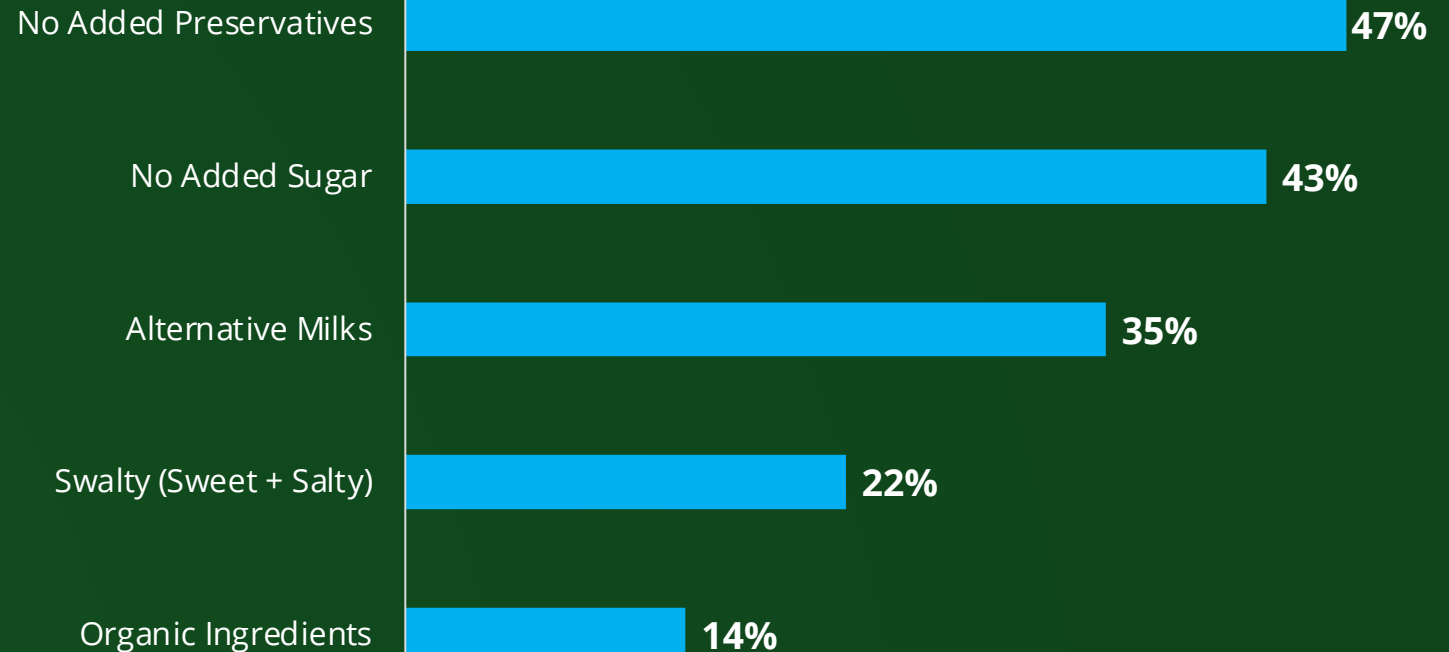
Alongside people returning to their pre-pandemic routines, cooking habits are settling back into the norm, with users reaching for pre-made meals and grab and go and decreasing the frequency of home cooking.



Niche Healthy Sweets & Snacks Have Gone Mainstream

Online Behavior of a Global Sweets & Snacks Audience

Average Monthly Growth of Sweets & Snacks Trends,
Over the Last Six Months (%)



+91%

Growth year-over-year in behavioral signals relating to grazing boards & platters: charcuterie for things other than charcuterie, like candy, ice cream toppings, and more.

"Healthy" sweets and snacks options used to be much more niche. Now, labels in every aisle address their reduced additives and healthy ingredients. But sweet teeth are still there, enjoying candy charcuterie boards (smaller portions of favorites help the waistline as well) and seeking out that perfect balance of sweet and salty, "swalty."

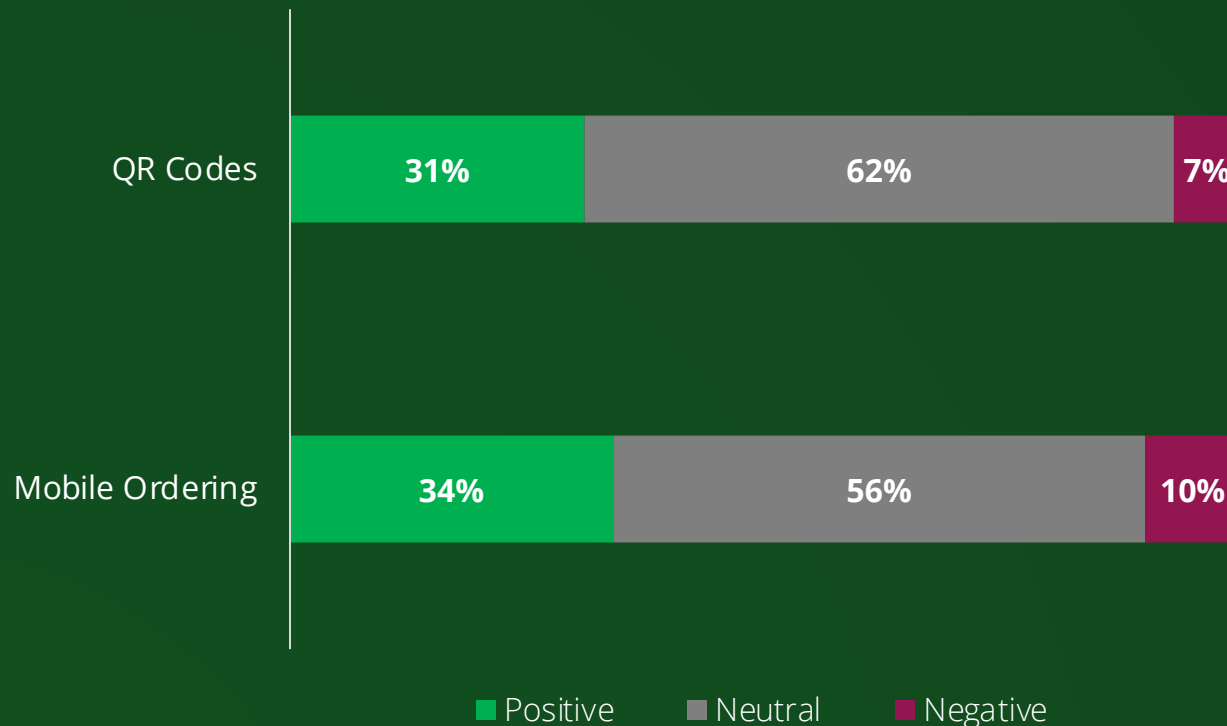
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Diners Have Accepted Hygienic Contactless Restaurant Tech

Online Behavior of a Global Contactless Audience

Sentiment for Contactless Ordering Technology (%):



Because buzz around contactless is down, and people feel mostly positive or neutral about contactless options, we can conclude that diners have accepted this tech as a new way of life.

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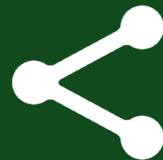


ShareThis Food & Beverage Predictions:

Functional foods and previously niche health requirements for food are now commonplace and will beat out junk food for mainstream consumers for quite some time, fueled by the desire to protect ourselves from future illness.

Consumers are returning to readymade and grab and go food options, reducing their time cooking at home. We expect behavior will stabilize here.

In the wake of the pandemic, contactless technology will be the norm. Consumers aren't making any fuss about it and feel mostly positive about this new way of ordering and paying.



Thank You

