

# 2023 TREND REPORT

THE Future IS  
Transformative



# Food Without Borders: Social media unites us globally so we can shop and cook together



Innovation path in the food ecosystem has changed

- Dalgona coffee on TikTok
- Starbucks Via Instant
- PC's Dalgona Coffee Cake

49% of Gen Z learn coffee culture on TikTok (Source: Mintel)

- Less serious
- Gap between home experience v. coffee shop



# Good Eats, Better Sleeps: The role of food as a sleep aid to promote overall well-being

## Google Trends

“Better Sleep” search term popularity around Americans from 2004-present



Interest in sleeping better is out there - so where is F&B?

- Half-caff?
- Other opportunities with female life stages, Boomers?



# Mind-Full Drinking: Whole Health Includes Mental Health

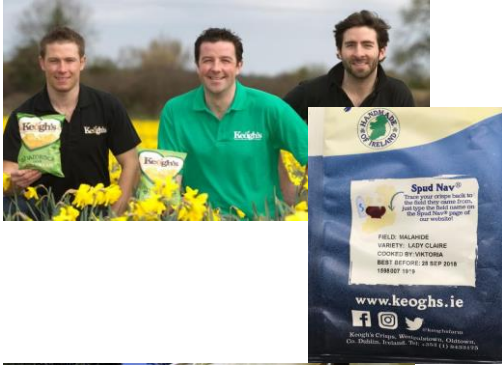


## F&B with a function

- Consumers more comfortable adding powders to f&b, as move away from vitamins & capsules to “real food”
- 4 in 10 consumers are actively working to manage their cognitive health.
- Depression is an issue in 44% of households
- Adaptogens, nootropics, protein powders



# Planet Health: “Made” Matters



## Sustainability becoming table-stakes

- Show v. tell
- Traceability
- Beyond organic
- Locally roasted
- Role of cellular ag?





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