

NEXTATLAS | FOOD & DRINK INSIGHTS EUROPE

Zero Waste, Maximum Efficiency: The Role of Food Innovation

Why the Food Industry is Key to a
Sustainable and Waste-Free Future

Today's Journey

01. The Foresight Revolution

02. Mapping The Future

03. Cooking with Economy

 Question Time



PAST



The Foresight Revolution



FUTURE

Predict?

Forecast?









Sensory Experience
Artificial Intelligence
Food Pairing E-commerce
Digital
lot **Mobile**
Social Media
Online Content
Viral Food Indulgence
Guilty Pleasure Escapism
Emotional Wellbeing Wellness
Mental Health
Anxiety Brain **Stress**
Intuitive Eating
Gentle Nutrition
Gut Health **Mindful Eating**
Mind-body wellbeing
Exercise **Holistic**
Physical Health Fitness
Functional Metabolism
Digestive **Nutrition** Safety
Free-from Impact Verify Footprint
Food Innovation

Budget Friendly
Energy Efficiency
Price Rise Electricity
Gas Energy
Uncertainty
High Costs Supply Chain
Affordable Eating **Inflation**
Food Shortage
Expiration Date Resources
Pollution Regenerative
Meal Prepping **Waste**
Circularity Local
Food Preservation
Environmental
Climate change
Carbon
Conscious Consumerism

Sensory Experience

Artificial Intelligence

Food Pairing

E-commerce

Digital

lot

Mobile

Social Media

Online Content

Viral Food

Indulgence

Guilty Pleasure

Escapism

Emotional Wellbeing

Wellness

Mental Health

Anxiety

Brain

Stress

Intuitive Eating

Gentle Nutrition

Gut Health

Mindful Eating

Mind-body wellbeing

Exercise

Holistic

Physical Health

Fitness

Functional

Metabolism

Digestive

Nutrition

Free-from

Clean Ingredients

Empowerment

Safety

Transparency

Food Innovation

Plastic

Climate change

Carbon

Conscious Consumerism

Impact on

Food Culture

What are the impacts on the food industry?

Budget Friendly

Energy Efficiency

Price Rise

Electricity

Gas

Energy

Uncertainty

High Costs

Supply Chain

Affordable Eating

Inflation

Food Shortage

Expiration Date

Resources

Pollution

Regenerative

Meal Prepping

Waste

Circularity

Local

Food Preservation

Environmental

**PLAYFUL
MASHUPS**

**Relevant
Food Trends**

What are the emerging trends in food?

**COOKING WITH
ECONOMY**

**STRESS-FREE
GRATIFICATION**

Relevant
Food Trends

What are the emerging trends in food?

COOKING WITH ECONOMY

Cooking With Economy

+52%
"AFFORDABLE
MEALS"
GROWTH YEAR
OVER YEAR

People keep on looking for ways to **cook up a way out of the economic crisis**

In Detail:

Related Tags

Energy Saving

Cost

Heat

Less

Save

Top Targets

DEMOGRAPHICS

Gen X

Millennials

Cooking With Economy

Brand Case

Barilla | Passive Cooking

Turn off the heat after two minutes of boiling and let pasta sit in hot water, covering the pot and following the suggested passive cooking time.

<https://www.lbbonline.com/>



Cooking With Economy

+25%
“EXPIRATION DATE”
GROWTH YEAR
OVER YEAR

In Detail:

Top Targets

DEMOGRAPHICS

Seniors

Millennials

GenX

VALUES

Ecoconscious

Experimenters

Spiritual

The concern regarding **food waste** is pushing businesses to adjust its vocabulary about the **expiration dates**.

Cooking With Economy

Brand Case

Co-Op | Expiration Date

Co-op has removed 'best before' dates from more than 150 SKUs of its fresh product lines. The company said the initiative will help customers reduce food waste at home while saving money.

<https://www.co-operative.coop/>



Cooking With Economy

+30%
"KEEPING FRESH"
IN FOOD & BEVERAGE
GROWTH YEAR
OVER YEAR

Food preservation is on the rise and increasingly an opportunity to prepare for **economic and climatic changes**

In Detail:

Top Targets

DEMOGRAPHICS

Millennials



GenX



VALUES

Ecoconscious



Spiritual



Nostalgics



Experimenters



Cooking With Economy

Brand Case

Hellmann's | Smart Jar

The new “smart jar” which tells you if your fridge is too warm using heat-sensitive ink. The label on the mayonnaise jar reveals hidden messages once temperatures drop below five degrees. A prior study reported the average fridge temperature in the UK is seven degrees – way above the optimum three to five.

<https://uk.finance.yahoo.com>



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FOR YOU

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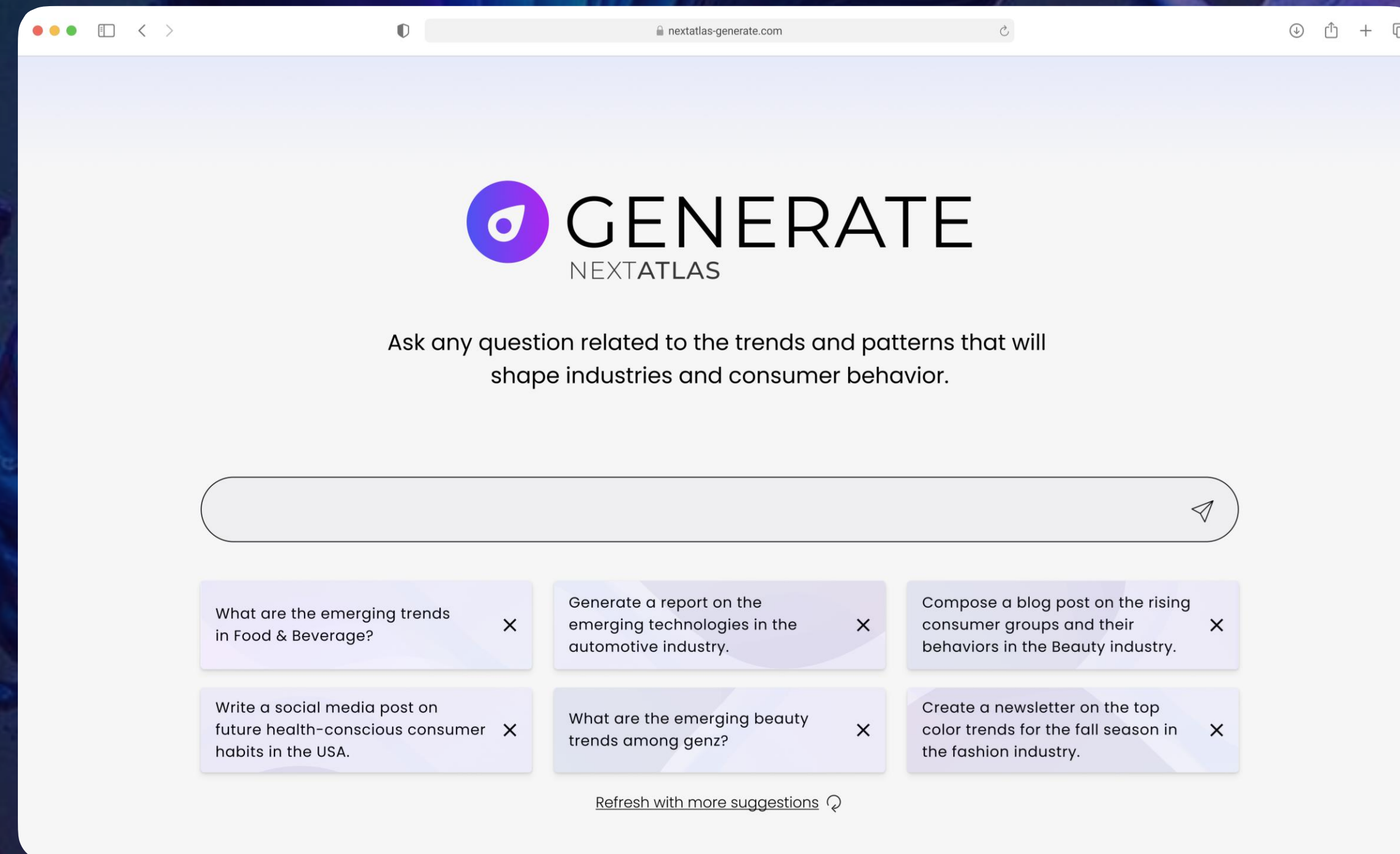




GENERATE

NEXTATLAS

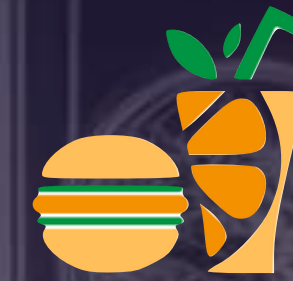
The world's first generative trend forecasting service
powered by large language models and the Nextatlas engine.



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Scan the QR code now

Question Time





**FOOD & DRINK
INSIGHTS EUROPE**

Thanks!



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