

Fundamental shifts in Food & Beverage consumer behavior during and post COVID-19.

What you need to know to survive and thrive in this new environment.

Research Methodology

- Type of research: Self-administered, structured questionnaire. The results were interpreted using tools of consumer behavior analysis rooted in biology such as THE WHEEL OF MOTIVES™, and THE PATHWAYS OF HUMAN BEHAVIOR™
- Sample: 20 F&B multinational companies headquartered in USA/Canada and Europe
- Categories involved: bakery, snack, dairy, confectionery and beverages
- Respondents' profile: Marketing, Consumer Insights, Innovation managers
- Timing: April 2021



Summary of results

1. The vast majority of respondents claim that the pandemic has affected the choice of their products and the ingredients in their products
2. The vast majority of respondents claim that the trends established or accelerated by the pandemic will remain, even when the pandemic subsides
3. Five powerful F&B concepts are emerging based on deep purchasing motivations that will be analyzed in the next slides



**What are the 5 deep & powerful
emerging F&B concepts?**



4. MORE PROTECTION 8%

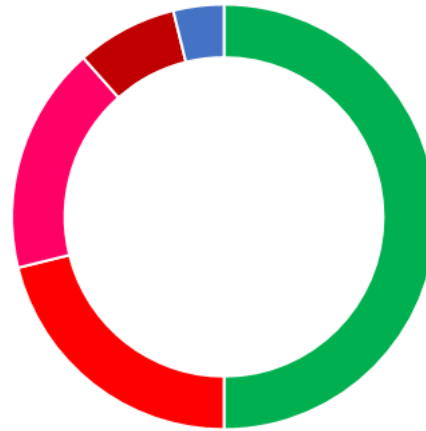
1. Sustainable
2. Nutritious
3. Expressing care

5. MORE BALANCE & SCIENCE 4%

1. Preventive
2. Using probiotics
3. Big-picture

3. MORE PLEASURE 17%

1. Premium
2. Indulgent
3. Sensual
4. Help us to pamper ourselves



2. MORE STRENGTH 21%

1. Protein,
2. Minerals,
3. Vitamins

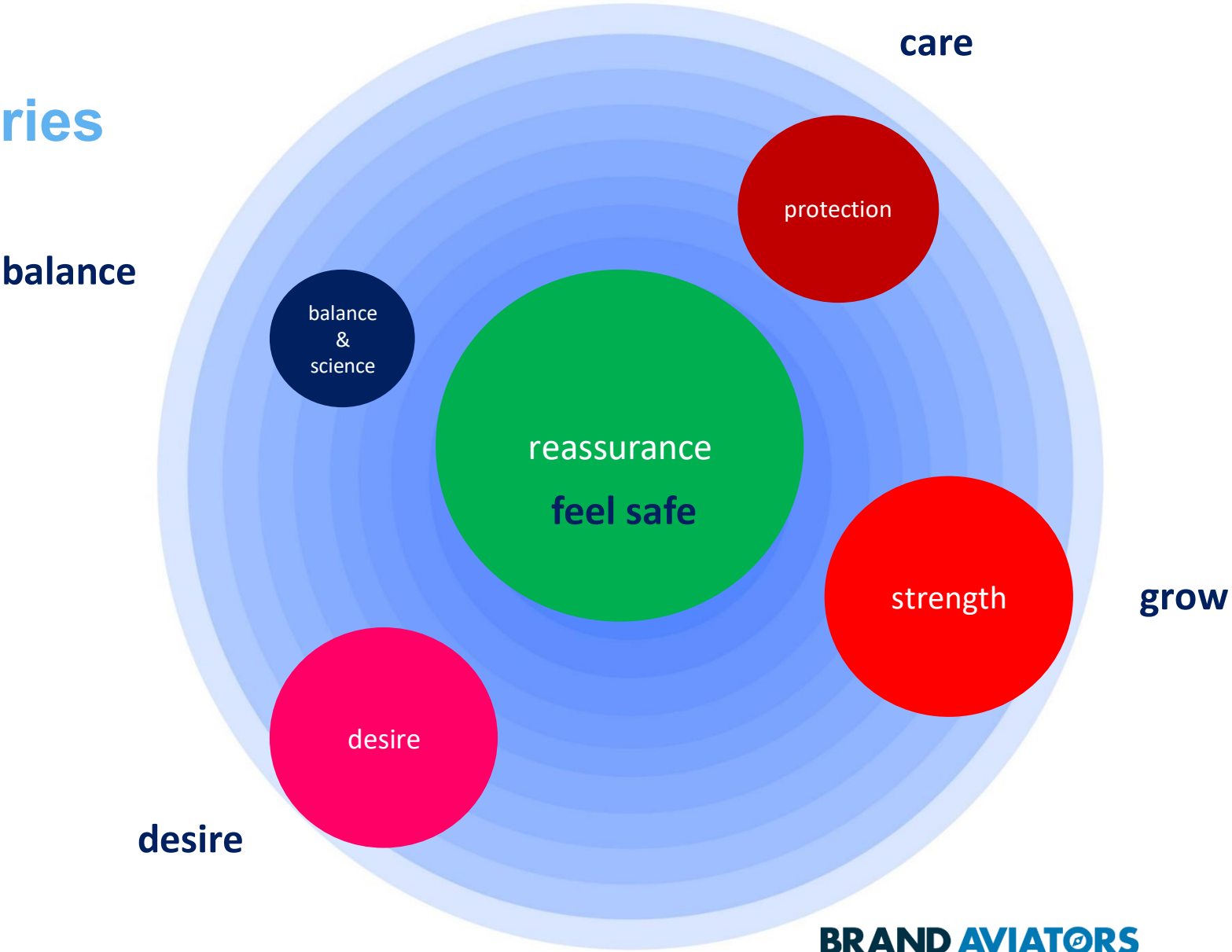
1. MORE REASSURANCE 50%

1. F&B products that are simple, easy, neat, convenient, light
2. Natural, fresh, less processed and even using raw materials like fruits, vegetables, nuts, seeds
3. Plant-based
4. Low / no sugar, alcohol
5. Less meat
6. Transparency
7. Local production

* Numbers show relative importance of each concept



Post Covid F&B emerging territories



BRAND AVIATORS



Dr. Constantinos Pantidos

Constantinos runs BRAND AVIATORS.com, the brand consultancy which helps clients around the world discover unprecedented new concepts and products and renew existing ones using the lens of neurobiology.

For the first time, every ingredient, material, color, sound, font, pattern etc. feels alive as it is intrinsically connected with each other and directly leads to the point the brand story makes linked to a universal aspect of human nature.

Clients: Coca-Cola, Unilever, Nestlé-Starbucks, Heineken, Owens-Illinois, Mövenpick Fine Foods and the Hero group.

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Thank You

