

Understand Consumer Trends to Innovate

Symposium for Food Innovation
Food Development Centre
Manitoba Agriculture

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**The biggest reason why a new
company or a new
product/service succeed????**

Timing

Alberta

Market Information



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Consumer Trends

“A *consumer trend* is a new manifestation among people – in behavior, attitude or expectation – of a fundamental human need, want or desire.”

Source: Trendwatching

Consumer Trends



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What will my customer/ consumer want next? *Ask consumers*



What will my customer/ consumer want next? *Watch/observe consumers*



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What will my customer/ consumer want next? *Using big data*



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What will my customer/ consumer want next? *Using big data*

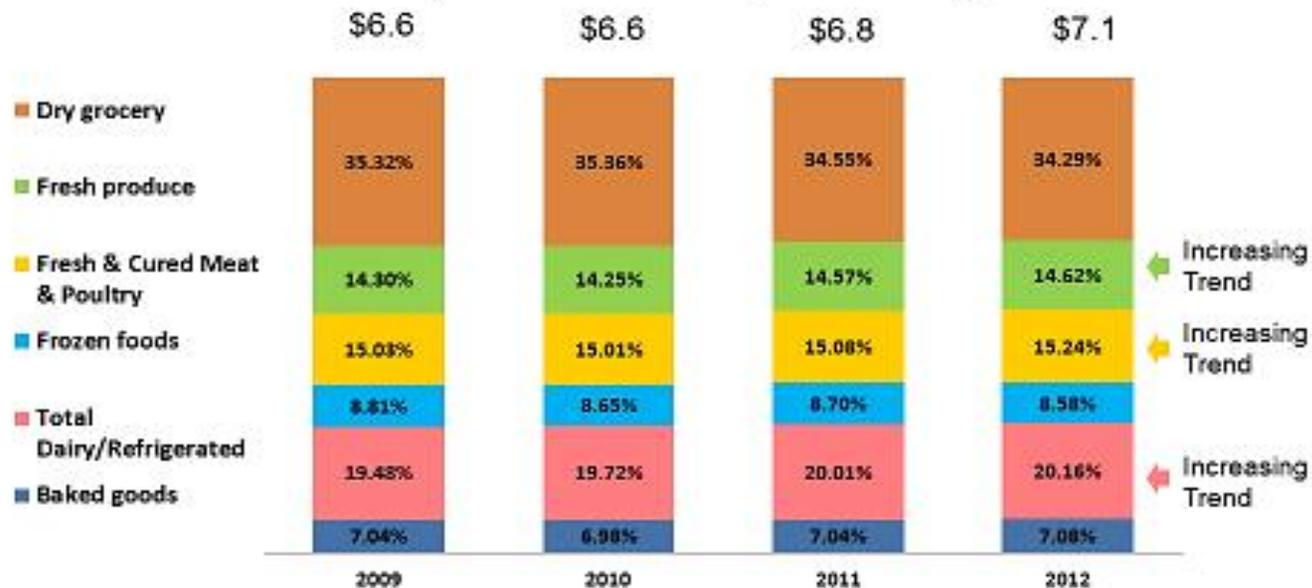
Consumer

Food Purchasing Behavior

8

Sales Trends - A Good Indication of Consumer Food Purchasing Behavior

Alberta Grocery Retail Sales Value (Billion Dollars), 2009-2012



Source: Nielsen Market Track Data, Alberta All Channels, 52 weeks Ending December each year 2009-2012

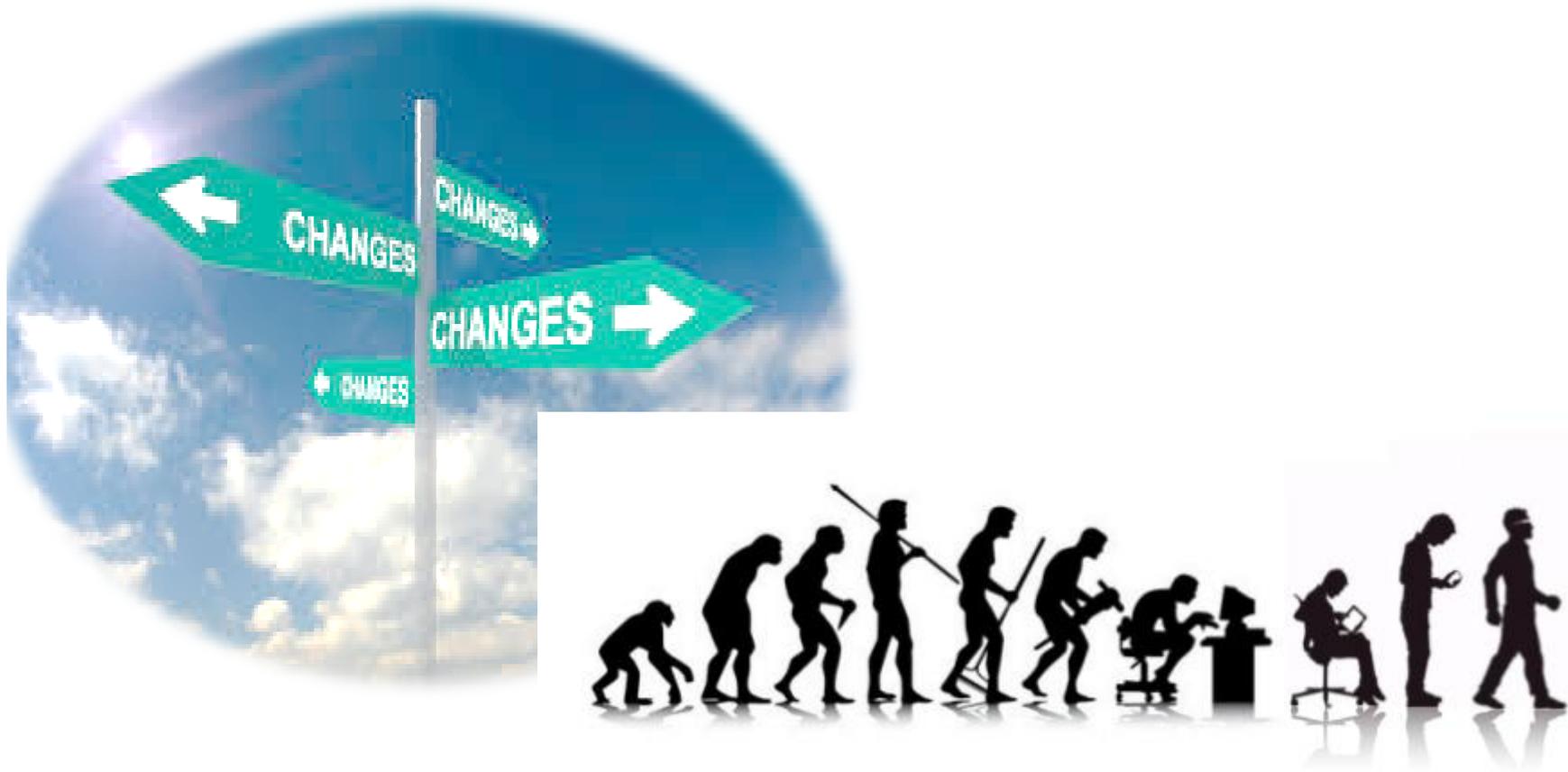
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What will my customer/ consumer want next? *Watch Innovation?*



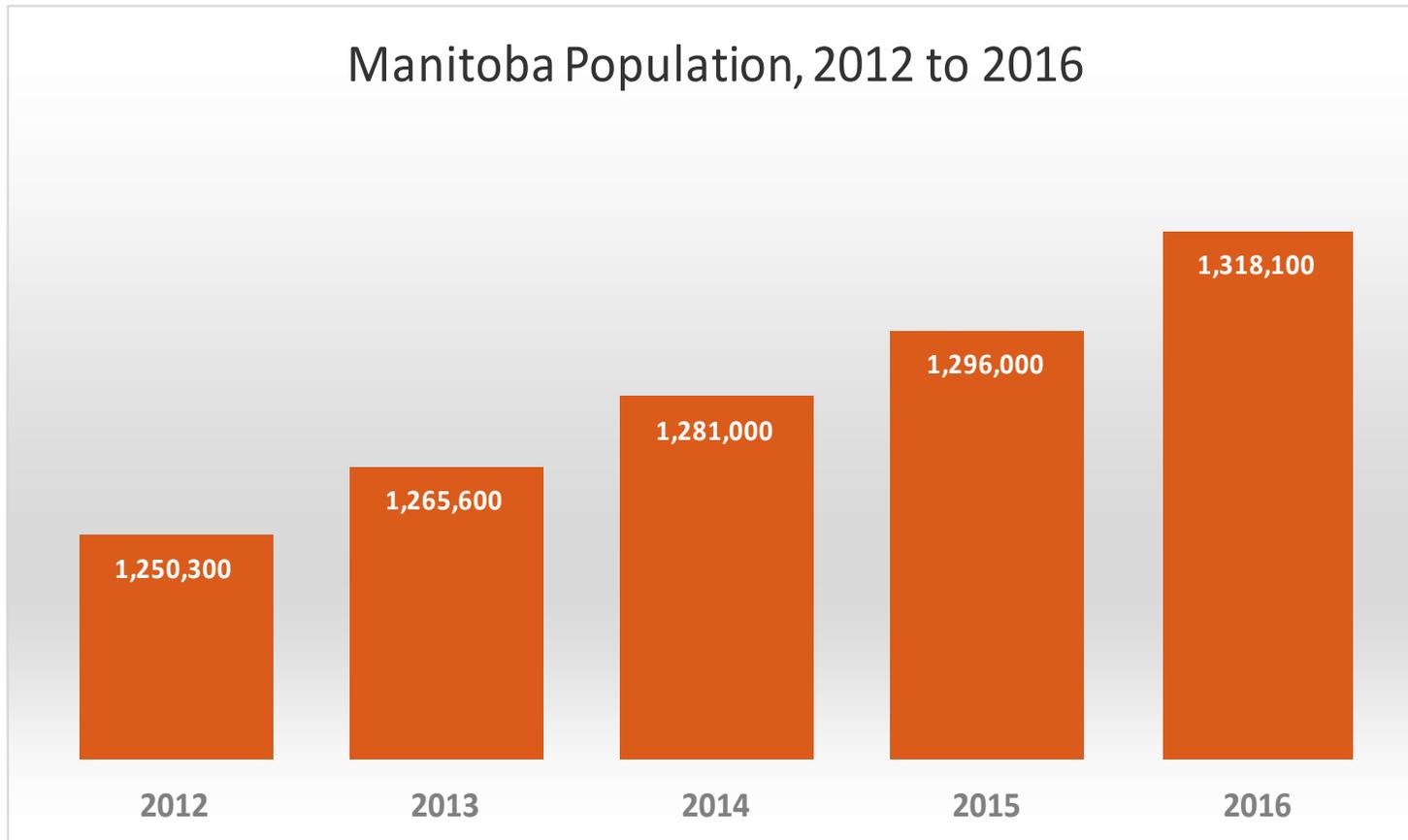
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What will my customer/ consumer want next? *Watch Innovation?*



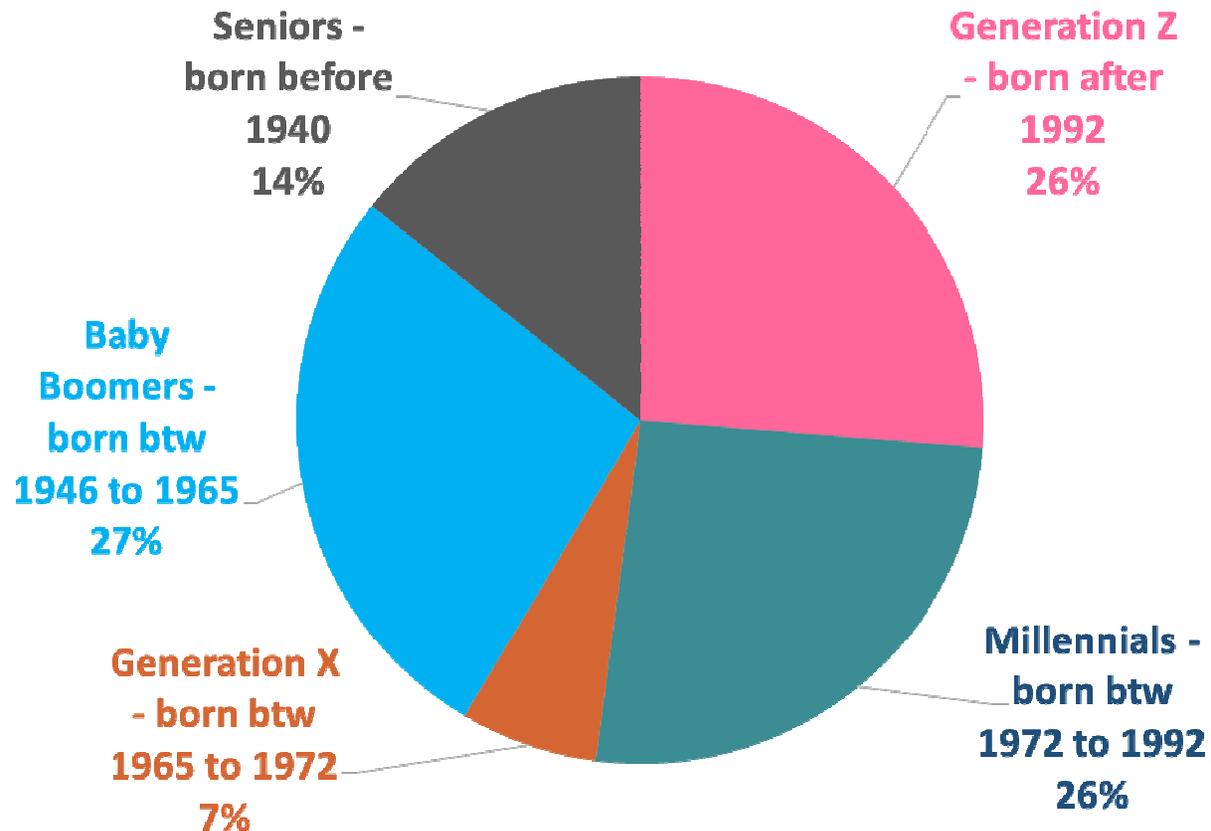
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Changing Demographic



Changing Demographic

Profile of generations in Manitoba, 2011 Census



Health and Wellness



- Fresh/ Natural/Organic
- Free From
- Functional Food
- Plant Base
- Breakfast
- Gut Health
- Weight Loss
- Personalized diets
- Customized Food

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Sustainability



- Carbon Footprint
- Water Footprint
- **GMO**
- Organic
- Macro and Micro Alge
- Insect Protein
- Waste Reduction

Technology



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Changing Life styles



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