



INDEPENDENCE
TREND REPORT

FOOD INDUSTRY

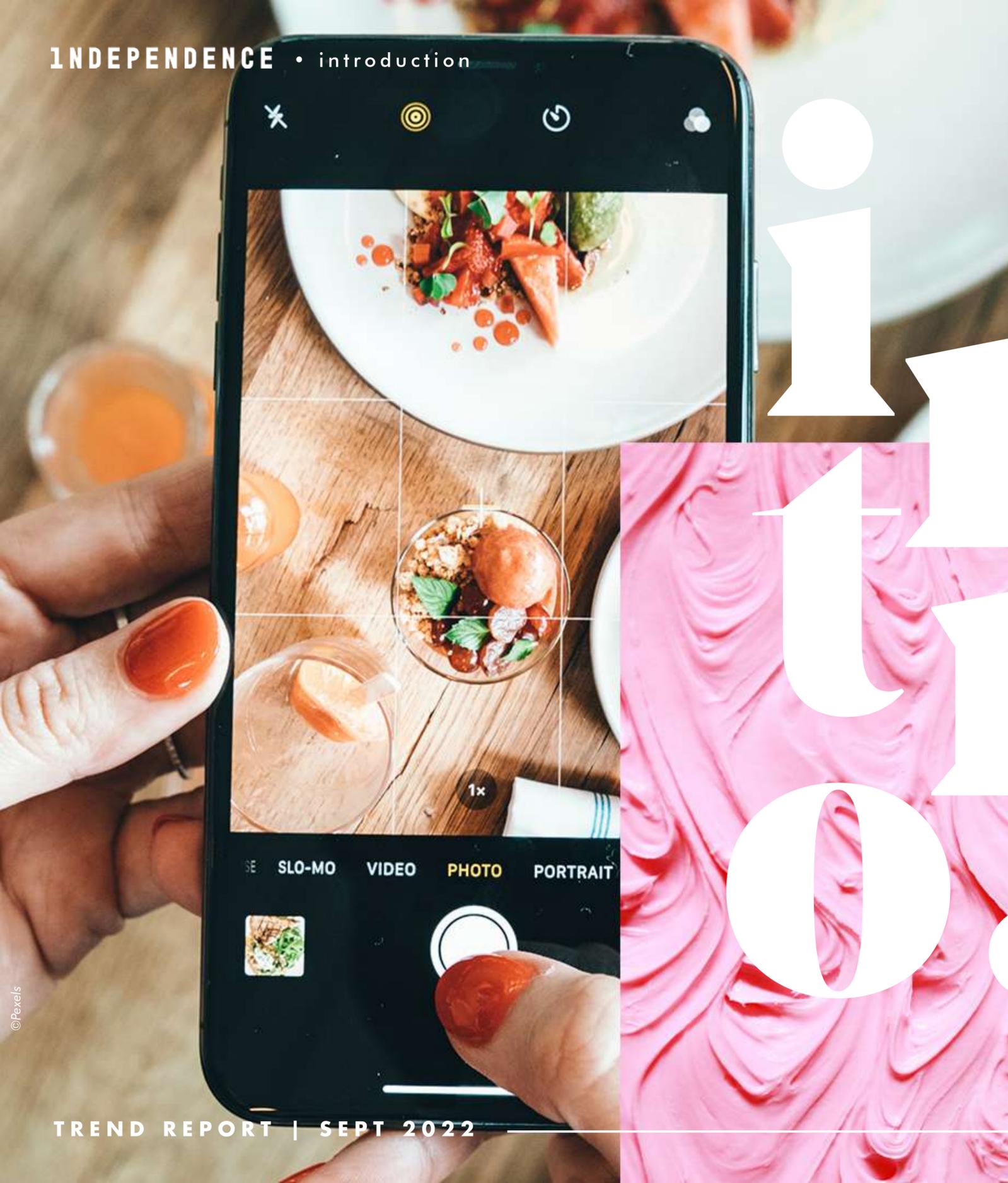
Signs, patterns and mindsets.

**At Independence,
we believe that
information
inspires and
strategy creates
future-proof
brands.**

Independence is a strategy agency whose mission is to understand society, human behaviour and sociocultural trends — or mindsets — in order to find opportunities for brands that wish to be in line with our times.

It is because we believe that a market with more access to quality information is a stronger and more innovative market for everyone that we make this report available in open source.

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introduction

Food is one of the central elements of people's lives, either in a vital sense or in a cultural context. Eating can be a merely mechanical act to nourish the body, an act of socialization, a political or resistance act. It can represent the preservation of a culture and the values associated with it. For this reason, food is one of the industries most affected by changes in the economy and also in people's way of life.

We took upon this work with the mission and challenge of understanding the mindsets that currently guide people's choices globally and, in particular, the Portuguese when they have to make decisions regarding food. More than identify which are the most consumed products, we wanted to understand what these choices mean from an emotional point of view and what are the meanings associated with behaviours.

Based on a consultation of market reports, together with a digital coolhunting — with eyes on the world — and a coolhunting around Lisbon, we analyzed the information found under the prism of Trend Studies. As a result, we present six sociocultural trends organized on a map, 11 behaviour patterns and more than 80 signs that can be discovered throughout this report, along with actionable opportunities and key questions that allow brands to generate insights specific to their businesses.

Unless otherwise noted, photos in this report were produced at coolhunting sessions, July 26-31, 2022.

Methodology

Mindsets

Emotional relations

Rituals

Practices and behaviour patterns

Symbolic objects

Invisible
+ density
of meanings

+ visible
- density
of meanings



Our approach starts from the visible layers of culture, where the symbolic objects, practices and behaviours are located, and reaches the invisible layers, that is, the mindsets. Each layer has a greater density of meanings, which we seek to understand and bring to light during the research process.

It is important to recognize that, in this report, we are dealing with just a section of the world population and, in particular, the Portuguese population. Our focus was on urban and middle- and upper-middle class communities, which have the privilege of food security, living in regions that do not constitute food deserts or swamps*.

* See DOS SANTOS, M. L.; FONTÃO, P. A. B. (2022)



@creativechefnl

Global overview

Power.

Is the keyword when we think about the current trends within the food industry

Since 2020, the perception that we are living in a volatile world of rapid changes has intensified. With regard to food, the confinements brought about by Covid-19 forced us to make various types of adaptations, from cooking more at home, developing new culinary techniques and skills and even greater adherence to delivery services. Nowadays, almost two and a half years later, we are ready for a new change, as the world is moving quickly towards the post-pandemic period (a moment of high inflation, a consequence of the war in Ukraine, among other factors).

We face a context of energy rationing in European countries, supply difficulties and the ever-present climate crisis, which imposes an imminent scarcity of resources upon the world. All these factors impact the food production, distribution and marketing sectors, giving rise to new consumption trends.

In this context, food needs to be more efficient — from a nutritional point of view, from a production point of view, but also in terms of taste and experience.



GLOBAL OVERVIEW

DIFFUSION OF A FOOD TREND

In his book *The Tastemakers*, David Sax analyzes the 4 diffusion vectors of a consumption trend in the food sector:



Farmers and
food producers



Chefs



Health
related topics



Cultural
values



Source: Prozis

Source: Lidl

Source: Aldi

Source: Aldi

Source: Lidl

GLOBAL OVERVIEW

A sign of the point when a food consumption trend has gone mainstream is when large multinational corporations start producing a certain product, driven by growing public interest.

Another sign is viralisation, that is, a particular food or compound multiplies into various products and by-products.

Driven by the concept of wellness, the search for the perfect body and better performance in gyms and sports (health vector), low carb diets have transformed carbohydrates into food "villains", whereas proteins became the big protagonists in diets all over the world. Currently, it is possible to easily find food from major brands enriched with proteins in the main supermarkets in Portugal and worldwide. In addition, the presence of protein in products is reinforced in communication as a product value.



Fonte: Pingo Doce



Fonte: Three Dads

Portuguese overview

Portugal is a country with a strong food culture. Meals are a time for socialization, especially within the family. This culture has undergone changes over the decades, mainly after the end of the dictatorship in the 1970s. In recent years, with the arrival of immigrants from other European countries and also from other nationalities, the transformations in the food ecosystem of large cities, such as Lisbon and Porto, become quite obvious to anyone who spends time in these regions.

BEFORE 1970

The base of the Portuguese diet was vegetable, from what it was possible to cultivate. Soup was the quintessential symbol of Portuguese food.

A part of the tradition was lost with the entry of women into the labour market, since they were the holders of the recipes, passed down through oral tradition.

1996 to the 2020s

There is a qualitative change in food, much caused by the financial crisis. Pork and beef are replaced by poultry, white brands are in demand and milk consumption is reduced — this time, not for economic reasons, but for environmental, health or animal rights reasons.



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FUTURE 1970 to 1996 forecast

There is an increase in the consumption of food of animal origin, industrialised products (margarine, alcoholic beverages), vegetable oils other than olive oil. Increased caloric intake and shift to intake of more energy sources such as fats and meats. There is a dietary pattern that is similar to that of Western Europe, which is more industrialised.

Inequalities related to access to good quality food should increase, as well as the worsening of the phenomenon of obese and malnourished people, explained by access to poor nutritional quality and cheap food. Some characteristics should be maintained, such as the taste for sweet, salty and for foods that give a feeling of satiety.

Fast Culture

IT IS OBVIOUS, SEDUCTIVE, FRIVOLOUS, IT FOLLOWS FASHIONS, CONSUMPTION WAVES, THE HYPE OF THE COOL PLACES OF THE MOMENT

Slow Culture

IT'S EVERYTHING THAT'S UNDER THE SURFACE, IT SMELLS OF TRADITION AND HABITS INGRAINED IN THE CULTURAL DNA OF A PEOPLE, IT IS ABOUT HISTORY, VALUES AND MINDSETS

Despite belonging to the European Union and receiving more and more immigrants, Portugal is still a country with strong traditional roots. Thus, in the streets of Lisbon and other big cities, slow culture meets fast culture, and both live side by side and have a well-defined audience.

In cafes and traditional “tascas”, we see many Portuguese, mainly from the X and Boomer generations. In the most modern businesses with an international profile, younger Portuguese people tend to be present, as well as foreigners — tourists and immigrants who now live in Portugal.

Fast Culture

Slow Culture





Some businesses merge the two types of culture, such as the Maria Granel grocery store and the Vegan Nata pastry shop, specializing in vegan custard tarts.



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Trends: concept and rationale

Sociocultural trend = mindset that guides decision making

HOW DO WE GET TO SOCIOCULTURAL TRENDS?

01

Primary and
secondary data
collection

02

Systematisation
and
categorisation

03

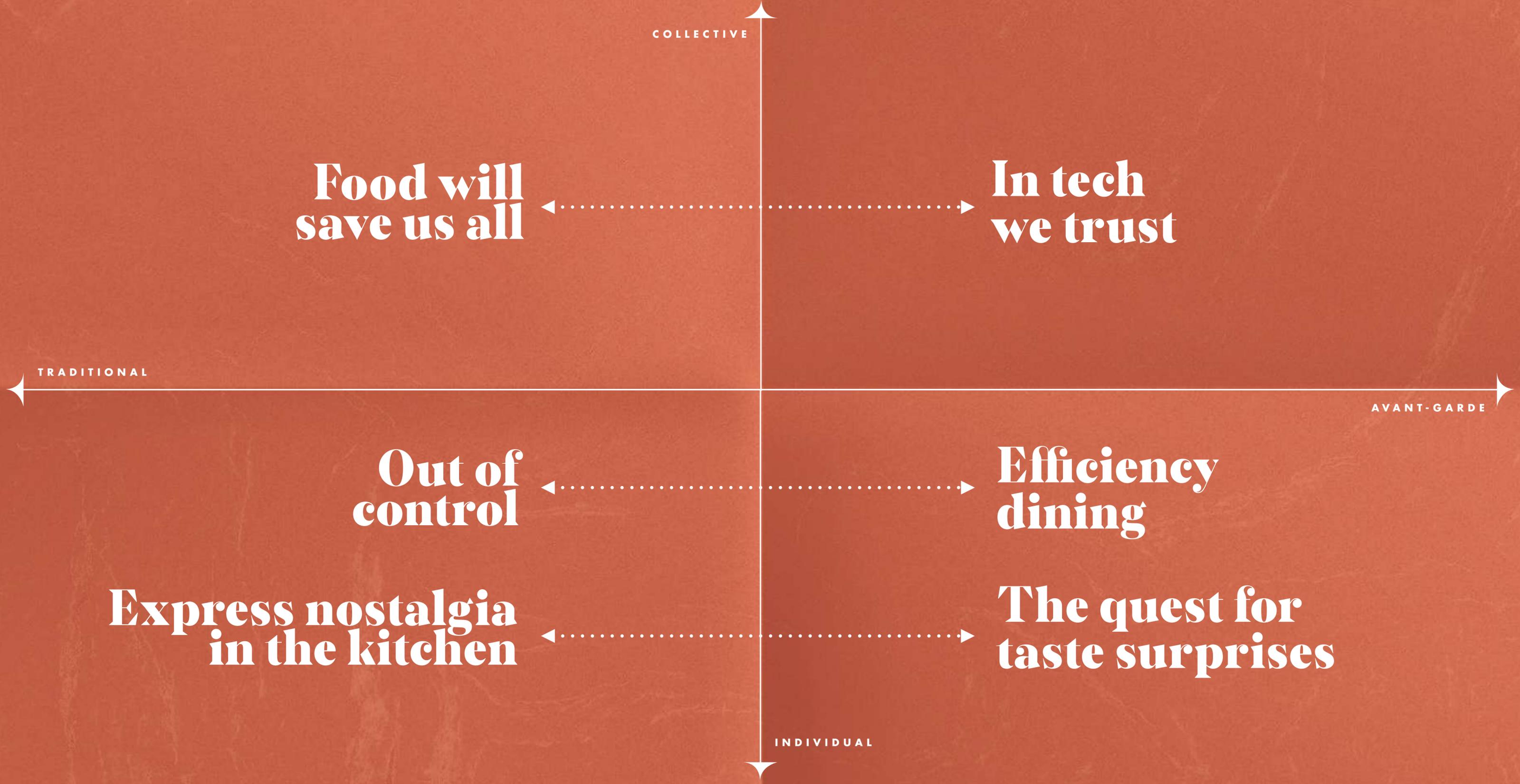
Identification
of behaviour
patterns

04

Patterns
triangulation

05

Description
of mindsets



Food will save us all

As if a global pandemic were not enough, a war ensued in Europe, bringing with it insecurity, inflation and the possibility of a new financial and economic crisis — all of this accompanied by the shadow of the resource crisis and climate change that threaten crops all over the world. In response to this emotionally tiring context, people retreat into symbols of safety and acceptance, such as the flavors and dishes of the past. Said past may be of the person's own culture, or an idealised ancestral wisdom, such as the philosophies and alternative medicines of Asia. There is an attempt to preserve the memory of the gastronomic tradition of the place, in addition to valuing what is local. From an environmental point of view, saving what's left of the planet and starting the path of restoring our ecosystem involves making more sustainable choices and adopting good substitutes for foods that have a high environmental cost.

TRENDS' PATTERNS

Preserving the food culture +
Oriental touch + Choose sustainable
+ Alternatives + Reconnecting with
the roots

OPPORTUNITIES:

Businesses that bring the gastronomic tradition of the place or other places with a strong cultural relationship with food into everyday life are a way of taking advantage of what this sociocultural trend brings us. They can have the patina of how it was done in other times or be revisited and adapted for today. Sustainability must be a transversal value, which guides all business decisions and their communication. Thus, restaurants that buy from local producers and serve a menu that respects the local tradition is an example of a business that will benefit from this mindset.

KEY QUESTION:

How does my business ease the consumer's anxiety?



In tech we trust

Nowadays, there seems to be a disillusionment with the future. We perceive in people the feeling that the Earth has already given us everything it could give and is worn out in its possibilities. Thus, our faith lies in technology as the only thing that could save us in terms of food supply. There is a belief that technological advances will allow us to develop substitutes for the sources of nutrients we currently consume, as well as reducing the environmental impact that our food has on the planet. It will also be technology that will allow the development of optimised foods, which will deliver more nutrients in smaller portions, using fewer resources. It is important to emphasise that people still value what is natural, therefore, technology's role, in such cases, is to be a mean to improve what nature produces.

TREND'S PATTERNS:

High tech food + Organic hack + Alternatives

OPPORTUNITIES:

Technology is perceived here as providing solutions to our current problems. Thus, production methods with minimal environmental impact (even better if they regenerate), products that use the most modern techniques to achieve positive results in terms of flavours and nutrients, and news from the food sector are opportunities that are in line with this trend. It should also be noted that the technological processes involved in the manufacture of products can be an added value for brand communication.

KEY QUESTION:

How does my business make tangible the improvement that technology brings to my consumer?



Out of control

The need for control is a sociocultural trend already identified by our research department on several occasions and is echoed in the analysis of other agencies, such as Mintel. Combine this mindset to the tense and unpredictable context in which we live, and as a result you will have a pressure cooker very close to its limit. To relax, people need an outlet that is often found in food. The necessary hyperbole for this moment of escape from reality is not necessarily in the quantity, but in the explosion of flavours, mainly in complex desserts full of elements. Although one can't actually escape from reality, it is very possible to find moments of total surrender to pleasure, without rationalizing what is behind it — an almost erotic experience, but with food as the protagonist.

TREND'S PATTERNS

Food micromanagement +
Taste hedonism + Synaesthetic
experiences

OPPORTUNITIES:

When we expect to lose control, the experience counts as much as the taste. Places that offer tasty dishes (be it mains, amuse-bouches, snacks or desserts) in environments that provide an escape from real life are good bets to tap into this mindset. It's a good idea to play with all the senses when encouraging this escapism.

KEY QUESTION:

How does my business offer my consumer an opportunity to escape?



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Efficiency dining

In a society of stimuli, information overload, tiredness and anxiety, time is the scarcest asset and everything needs to be optimised for greater power and efficiency. Food becomes a tool to achieve more disposition, greater well-being, more beauty, more mental health. Hence the search for ingredients with a higher concentration of components of interest, such as antioxidants and calming active ingredients. Thus, there is also interest in the development of technological foods, which deliver a more effective performance than the foods that nature alone produces. However, this does not mean more time dedicated to preparing food, on the contrary. People want practical, quick solutions that involve little effort in both execution and planning. If we are talking about a gastronomic experience, the more surprising the better — even if, for that, it is necessary to alter the individual's state of consciousness.

TREND'S PATTERNS

Convenience in the kitchen + High tech food + Food micromanagement + Organic hack + Synaesthetic experiences

OPPORTUNITIES:

The consumer wants to have the impression that they have discovered the great secret to a super diet that will allow them to be more — strong, healthy, beautiful, balanced etc. Brands that deliver convenience together with values such as modernity, food technology and solutions for the most different specific diets can benefit from this sociocultural trend.

KEY QUESTION:

How does my business facilitate my consumer to achieve better performance?



Nostalgia in the kitchen, express version

Nostalgia has been a sociocultural macrotrend that has already been verified transversally in different sectors. As such, it also affects the gastronomy and food sector, with a return to traditional diets such as the Mediterranean and the rescue of flavors and recipes from grandmothers and flavours of one's childhood. However, in 2022, this return to tradition comes with a twist: people are interested in practical recipes that make life easier, already so full of obligations and tasks. Everyone wants to enjoy a Portuguese stew, but who can spend 3 hours by the stove waiting for the ingredients to cook?

TREND'S PATTERNS:

Reconnecting with the roots + Convenience in the kitchen + Preserving the food culture

OPPORTUNITIES:

The consumer wants the comfort of homemade food, the security of the familiar taste, the predictability of the usual menu. This trend presents an opportunity for brands that offer the convenience together with the flavours of the past, whether these are traditional or bring back the "taste of childhood". Subscription services, hampers, quick meal preparation kits are some examples of market offers that are in line with this trend.

KEY QUESTION:

How does my business bring affection and make life easier for my consumer?



The quest for taste surprises

What we are observing is not a new trend, but a new manifestation of an already consolidated trend in the food sector. People are constantly looking to be surprised in their gastronomic experiences. After leaving behind the era of highly technological preparation methods of molecular cuisine and the MasterChef era, in which the protagonism was in the ability of chefs to highlight ingredients of the highest quality, it seems that we have reached the era of a broader experience, in which the whole surrounding environment is part of this moment of tasting the dishes. The surprise may also lie in the rediscovery of flavors enhanced by umami, or even in the possibility of exploring completely new flavors, obtained from substitutes for regularly consumed foods.

TREND'S PATTERNS:

Alternatives + Taste hedonism + Oriental touch + Synaesthetic experiences

OPPORTUNITIES:

Experience is the central aspect of this trend. The consumer wants to be swept off their feet, have feelings they never felt, be taken to a different state of consciousness. The focus is on innovative techniques, new utensils that can be used to eat, on the unconventional fusion of different gastronomic traditions, on the unorthodox use of ingredients (and exotic ones), and also on the whole narrative of the venue, together with the setting.

KEY QUESTION:

How does my business offer an unforgettable experience to my consumer?

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Patterns

CONVENIENCE
IN THE KITCHEN

FOOD
MICROMANAGEMENT

PRESERVING THE
FOOD CULTURE

CHOOSE
SUSTAINABLE

HIGH
TECH FOOD

TASTE
HEDONISM

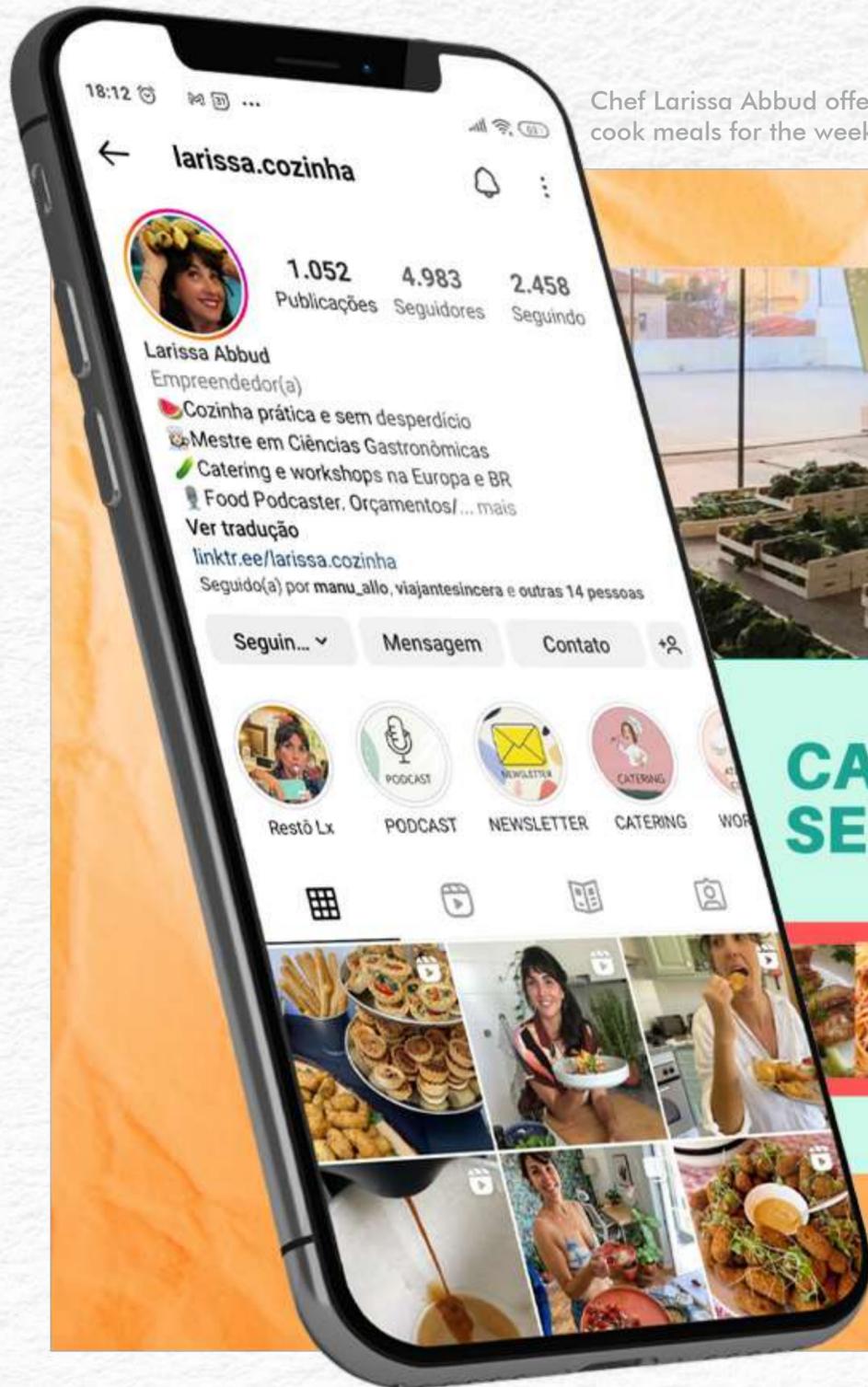
ORIENTAL
TOUCH

ORGANIC
HACK

ALTERNATIVES

SYNAESTHETIC
EXPERIENCES

RECONNECTING
WITH THE ROOTS



Chef Larissa Abbud offers a service in which she goes to people's homes to cook meals for the week. Source: [Instagram Larissa Abbud](#)



CABAZ SEMANAL
Com Sopa

The "Fruta Feia" Portuguese project delivers weekly baskets of nationally produced fruits and vegetables that have an aesthetic problem (color, shape, size etc.) Source: [Fruta Feia](#)

Fresh2Go provides weekly baskets with the ingredients to make the week's meals, with soup option, fruit or recipes to prepare in the food processor. On their website, the consumer can find the recipes for the week. Fonte: [Fresh2Go](#)

Convenience in the kitchen

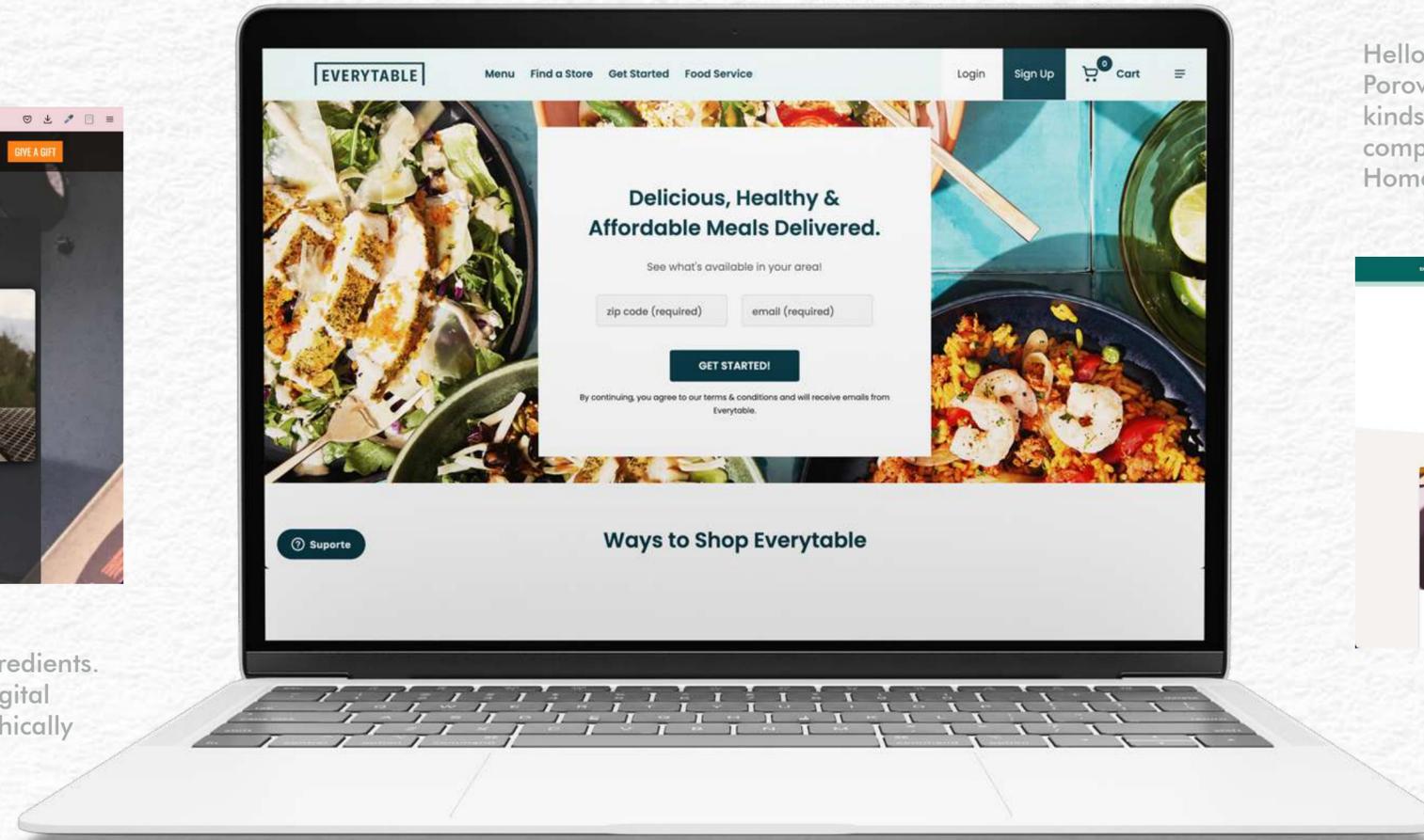
After the Covid-19 pandemic, while many people were practically forced to cook more at home due to the confinements, the habit of making your own food seems to have remained. However, unlike the MasterChef era, people now want practical meals that are easy to make, but that do not jeopardize food balance and taste.

Convenience in the kitchen

SIGNS IN THE WORLD



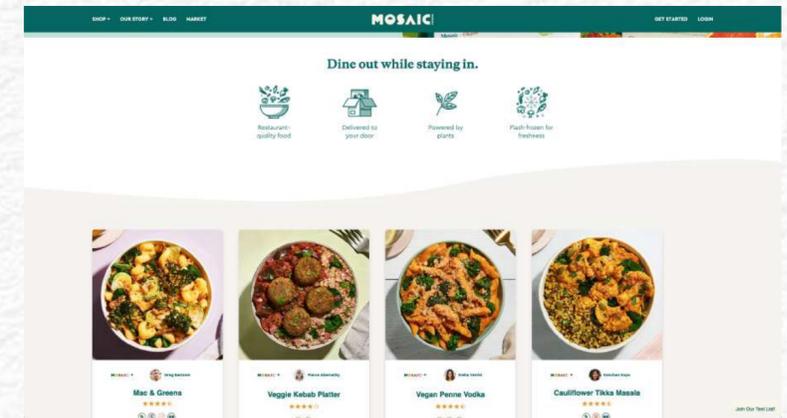
Grill Master sells a subscription basket with barbecue ingredients. Other interesting subscription services we found in our digital coolhunting offered different kinds of cheese, olive oil, ethically sourced coffee, among others. Source: [Grill Masters](#)



Everytable has different kinds of services for the purchase of healthy food — from brick and mortar to meal subscription plans. Source: [Everytable](#)



HelloFresh, a company founded by chef and TV presenter Antoni Porowski, has weekly kits with ingredients for meals of different kinds of diet. The kit comes with suggested recipes. The main competitors for HelloFresh in the US market are Blue Apron, Home Chef, Sunbasket, among others. Source: [Hello Fresh](#)



Mosaic, a New York based company, sells healthy frozen meals, prepared by renowned chefs. Source: [Mosaic](#)



Food micromanagement

Having a balanced diet rich in greens, vegetables and fruits is not enough. It is necessary to control in detail not only what is eaten, but the combinations, the origin of the food, the technology involved in its manufacture, the amount of micronutrients — hence the preference for superfoods — the consumption of probiotics, nutraceuticals, supplements and other small ways to control eating that ceases to be for pleasure and becomes functional.

Gummy vitamins shaped as unicorns with raspberry flavour. This product is aimed at stronger hair. Fonte: Celeiro's website. Source: [Celeiro's website](#).



Different kinds of shots that suggest specific functions to enhance health and wellbeing, such as to strengthen the immune system and give more energy in the morning.



Protein lemonade with no sugar, no carbohydrates and fats, from the brand Prozis. The product is marketed as a beverage that will help muscular recovery after workout.



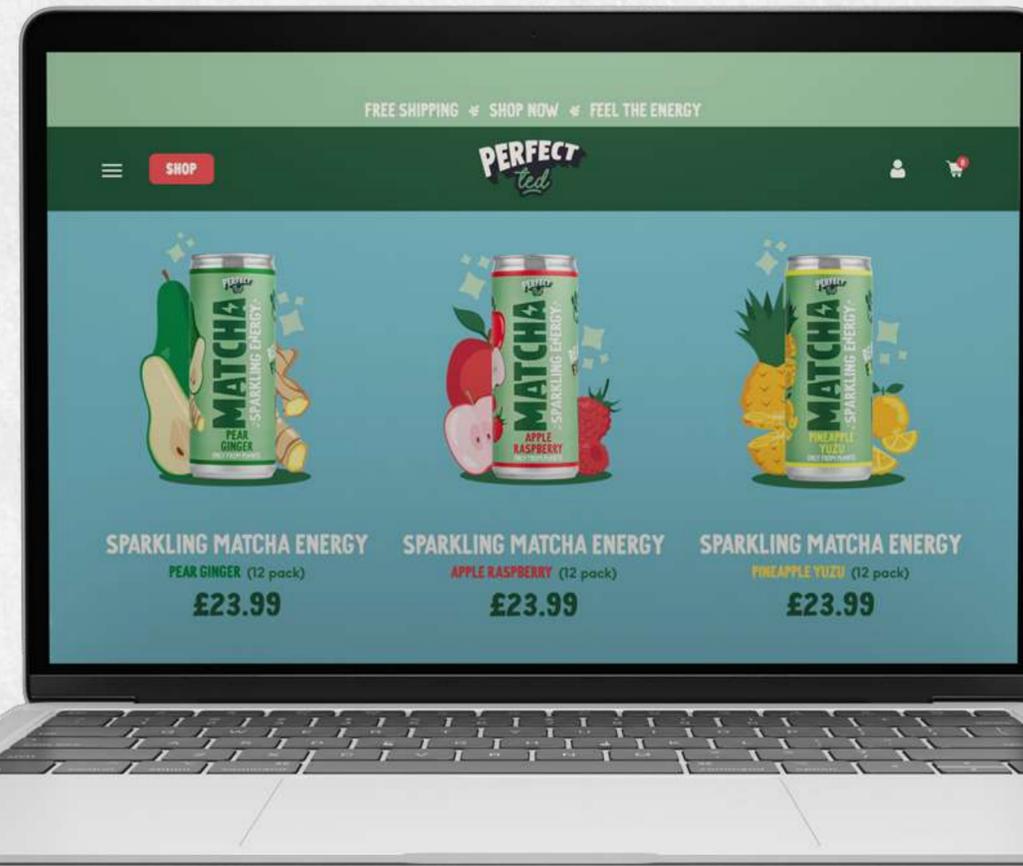
Salty water from the Atlantic Ocean, purified and bottled, sold at Celeiro store. Allegedly, drinking sea water helps to restore mineral levels, as well as fight chronic diseases.

Food micromanagement

SIGNS IN THE WORLD



Canadian brand Gldn Hour sells sparkling water enriched with collagen and aloe vera. The product is said to smooth fine lines, increase the skin's elasticity, strengthen the hair and the nail. Source: [Gldn Hour](https://www.drinkgldnhour.com/pages/the-story)



On the other hand, the British brand Perfect Ted has natural energy drinks, made with matcha produced in Japan. The drink is said to reduce anxiety and increase focus, without causing jitters. Source: [Perfect Ted](#)



Skin Shot is a brand of supplements that "defy age". With collagen, hyaluronic acid, vitamins and minerals, the brand attests that the product can generate maximum results within 30 days, increasing skin's elasticity and reducing wrinkles. Source: [Skin Shot](#)

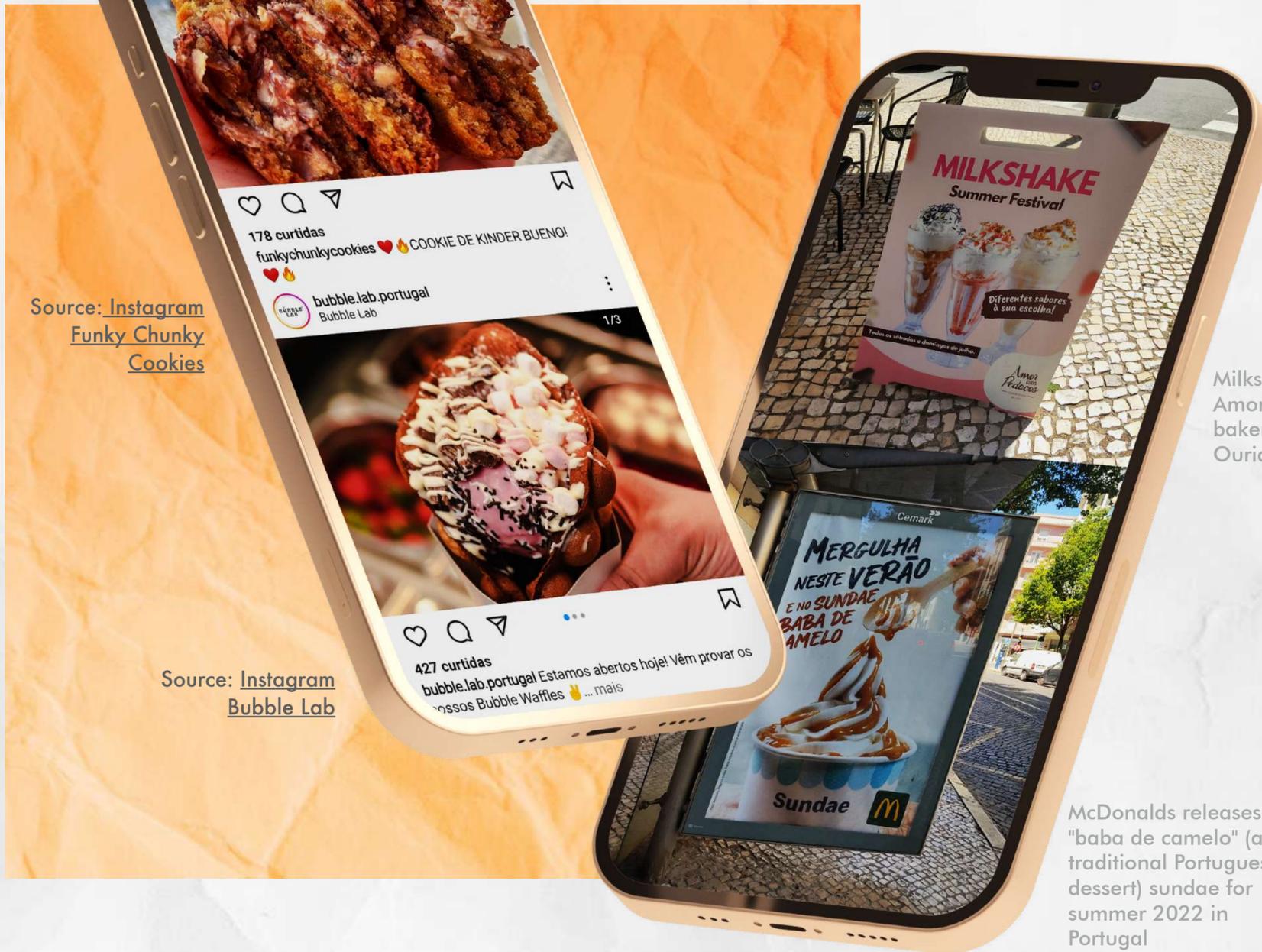


The French brand Naka has sparkling beverages with natural fruits and flowers flavours and CBD extract. According to the company, the beverage promotes a "mind reset", that is, moments of relaxation. Recess is a similar beverage, containing hemp extract. Source: [Naka](#)



Taste hedonism

Confinement, crisis, instability, inflation, general fatigue. In the face of so many stress-causing factors, food can be an escape, representing a simple and accessible moment of joy. Thus, people resort to hyperbolic desserts, allow themselves indulgences that are small everyday luxuries, feel freer to choose indulgent products when they shop online, away from the judgmental eyes of other supermarket customers.



Milkshake festival at Amor aos Pedacos bakery in Campo de Ourique

McDonalds releases "baba de camelo" (a traditional Portuguese dessert) sundae for summer 2022 in Portugal

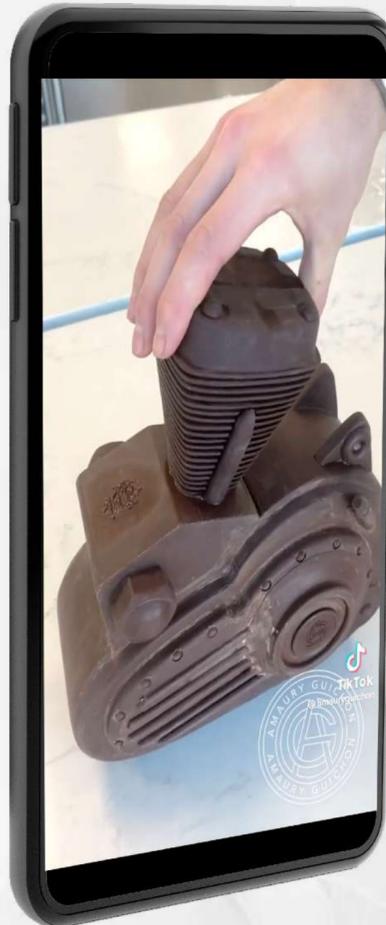
Source: [Instagram Funky Chunky Cookies](#)

Source: [Instagram Bubble Lab](#)

Taste hedonism

SIGNS IN THE WORLD

"Splashing" is a kind of fetish in which people feel excited when they watch others get messy with food, either eating or manipulating it with their hands. On TikTok, the hashtag #splashing has over 6,4 million views. Source: [TikTok @bananalovesyoutoo](#)

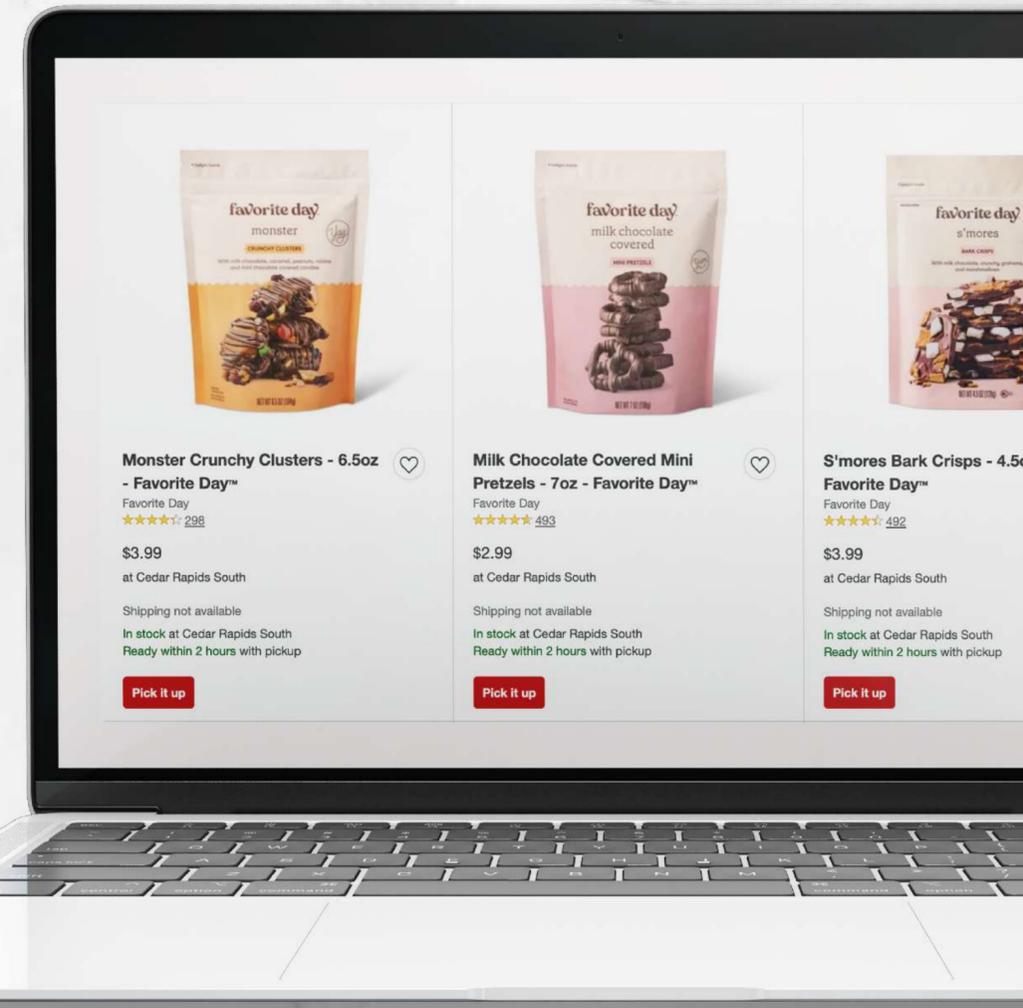


On TikTok, the hashtag #dessert has 21,4 billion views, while the variation #desserts has another 2,7 billion. Bakery chef Amaury Guichon's account (video) has over 13,2 million followers and on Instagram he has another 9,1 million. Source: [Amaury Guichon](#)

69%

of consumers in the United Kingdom feel more comfortable purchasing indulgent products online, away from the judging look from other consumers. Source: [Ocado](#)

Target's new brand of desserts has packages that remind their consumers of pleasurable moments, associating the desserts' flavour to a visual appeal that evokes similar feelings. Source: [Target](#)





Preserving the food culture

Just as some customs are dying, some ingredients are also on the verge of extinction. In this scenario, it is important to preserve the food memory of a people or community, whether through a project that records the manufacturing techniques of certain foods, recipes, the cultivation and protection of endangered plant and animal species, or even a big bet in the Metaverse as a database to store the food memory of an entire people, as pointed out in a report by the consultancy Bompas and Paar (2022).

Bompas and Paar. *Imminent Future of Food 2022.*

The municipality of Cascais (PT) inaugurated in July the Cascais Food Lab, a space dedicated to rescuing the gastronomic memory of the Cascais area through workshops, tasting events, disclosure of recipes, content on ingredients and techniques used in the city etc. Source: [Cascais Food Lab](#)



A canned food store located inside Campo de Ourique Market sells artisanal preserves in gift packaging.



Bis Bis beverage brand sells traditional Madeira "ponchas" (a Madeiran variation of the Indian punch) and has a partnership with the pop-up cafe Kitchenette, in Campo de Ourique.



Gleba bakery sells breads made with 100% Portuguese cereals and has stone milling, a traditional method of processing the grains.



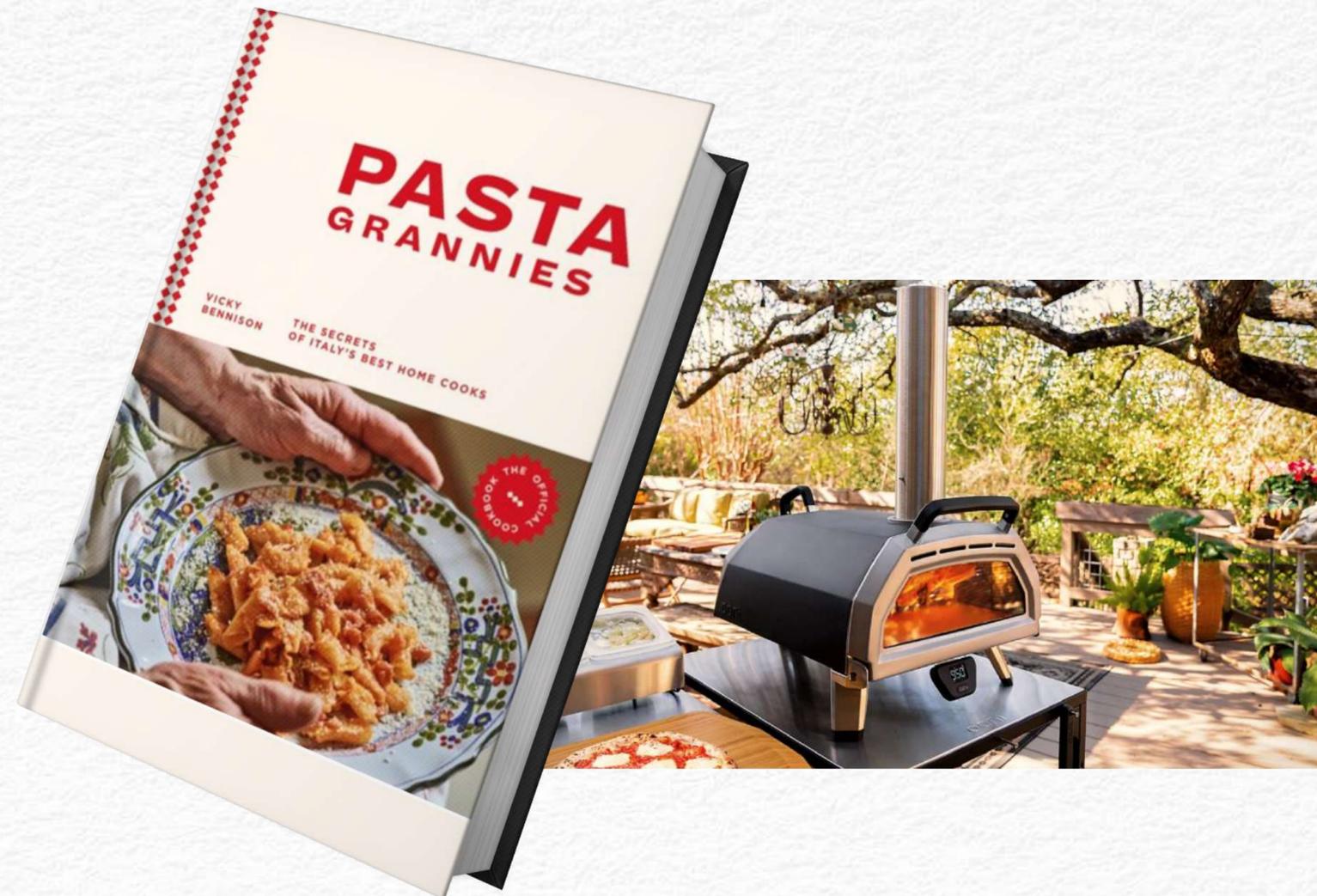
Vegan Nata pastry shop, in Campo de Ourique, sells traditional Portuguese — but vegan — custard tarts.



Preserving the food culture

SIGNS IN THE WORLD

The Pasta Grannies project started in 2017, with videos of Italian old ladies teaching traditional techniques for making different types of pasta in order to preserve the country's gastronomic culture. In 2020, the project released a book with some recipes. Source: [Pasta Grannies](#)



In an interview with Fast Company, the Scottish pizza oven brand Ooni revealed a 300% growth in product sales in 2020. The pizza oven seems to be the kitchen accessory of the moment, rescuing the traditional method of making pizza at home. Source: Ooni via [Fast Company](#)

Grocery store sells products in bulk in Campo de Ourique.



Gleba bakery chain sells artisanal breads, with 100% national cereals and ground in stone millstones.



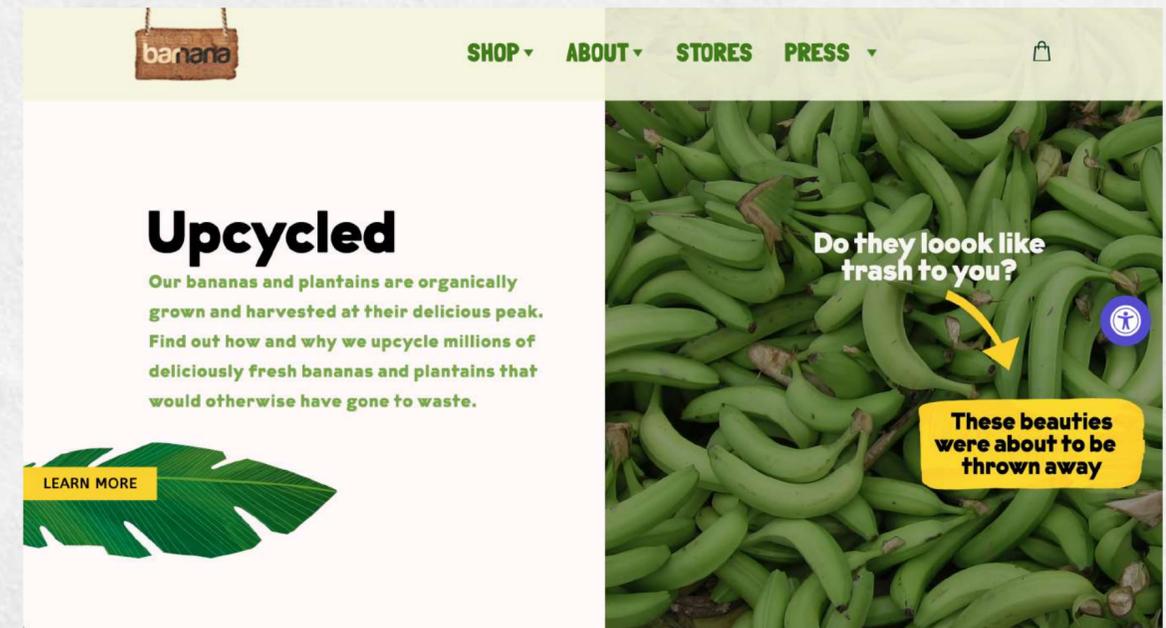
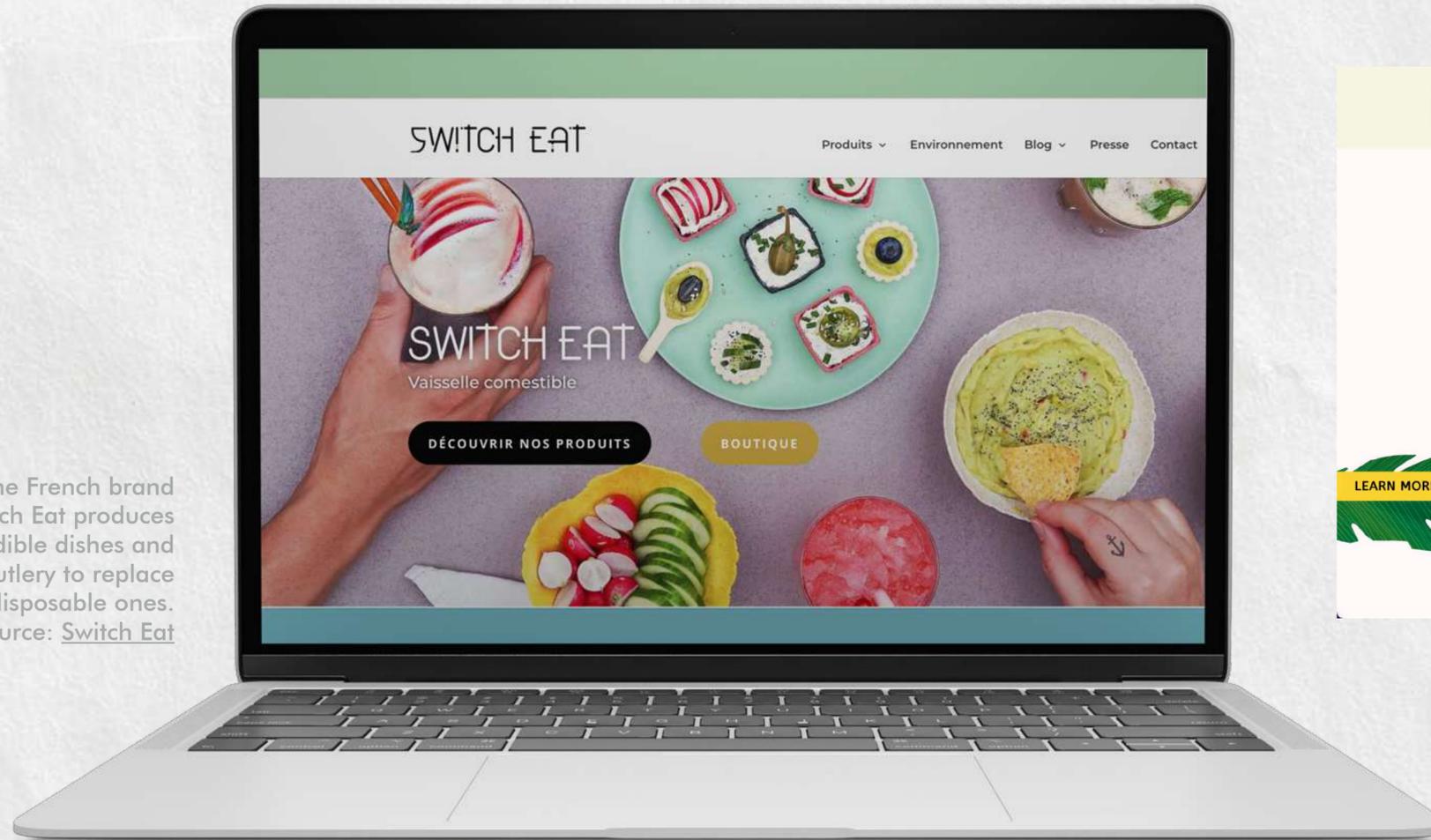
Choose sustainable

Climate change and the imminent saturation of natural resources are already starting to have an impact on food crops around the world and the outlook is not the most optimistic. In this sense, it is imperative to make more sustainable choices not only in order to preserve what we still have of natural resources, but also to restore what is possible. This is the origin of services such as Too Good To Go (which aims to reduce food waste in restaurants, cafes, bars, supermarkets, etc.), of a bigger interest for local purchases that reduce the carbon footprint of food, among other possible individual actions.

Choose sustainable

SIGNS IN THE WORLD

The French brand Switch Eat produces edible dishes and cutlery to replace disposable ones. Source: [Switch Eat](#)



Barnana is a brand of banana chips that partners with producers and uses of bananas that do not pass the quality test for sale and would be discarded. Source: [Barnana](#)



High tech food

Less than 10 years ago the European Union established regulations that banned GM foods in member countries. However, nowadays, genetic modifications in food seem to be the big bet, both to obtain more efficient foods and as more sustainable solutions. Some examples are nutraceuticals made from foods genetically modified to have a higher concentration of nutrients and animal meat made from stem cells. Further away from the forefront, but still within the scope of technology in the food sector, what is seen in the Portuguese market with wide availability are isolated proteins as an element to enrich drinks and food supplements and the use of new processing methods, which allow more satisfactory results in terms of taste and quality of food.

Vegan proteins with guarana and beetroot flavours, salted caramel and ginseng, and peanuts and Peruvian maca. The latter takes DigiZyme, a catalyst for metabolic processes, including digestion. All for sale at the Celeiro store.



que é a tecnologia HPP, High Pressure Processing.

Juice brand Compal introduces HPP technology to its juices, which are processed at high pressure. The method preserves the flavor of the fruit. Source: [Imagens de Marca](#)

Prozis zero sugar, carbs and fat free protein lemonade, sold at Auchan supermarket.

High tech food

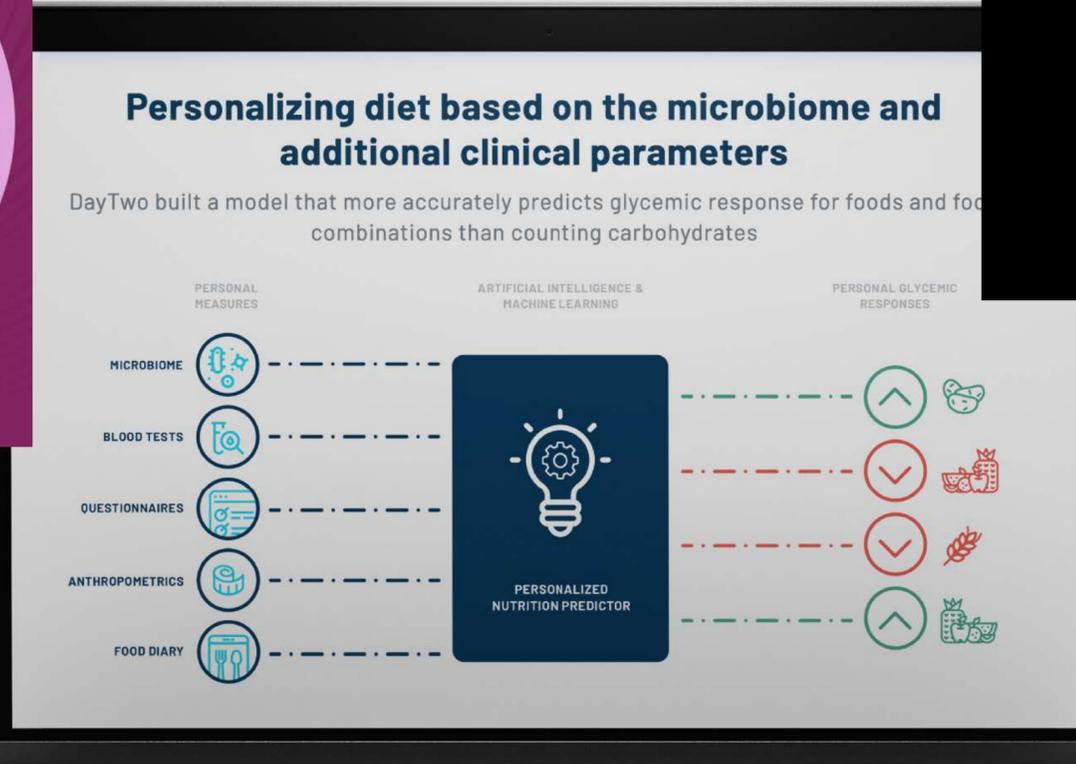
SIGNS IN THE WORLD



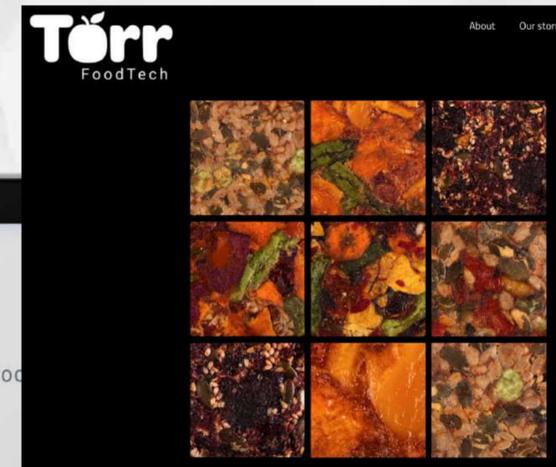
Primeval Foods is growing wild mammals' meat, such as lions and zebras, from stem cells. Currently, the company has a pre-sales list for those interested in the products, with a future release. Source: [Lifestyleasia](#)



Sound Foods has developed a new way of preparing food that does not use heat, but sound waves that stir the particles and combine the ingredients. As a result, the snacks don't take binders and added sugars in the recipe. Source: [Sound](#)



DayTwo offers personalised diets, based on each person's microbiota. The brand promises to be efficient in the treatment of diseases such as type 2 diabetes, pre-diabetes, obesity and non-alcoholic fatty liver disease. Source: [DayTwo](#)



Israeli startup Torr FoodTech has developed a preparation method that uses ultrasonic energy, which allows the combination of ingredients without binders or added sugars. The technology is said to conserve most nutrients and maintain flavor and texture. Source: [Torr FoodTech](#)



Brightseed is a company that uses Artificial Intelligence to analyse plant compounds and identify those that have greater biocompatibility and could be used in food, cosmetics, medicines etc. So far, according to the company, the robot has identified 1.2 million new active principles — against 100,000 that had been identified by the scientific method until the start of operations. Source: [Brightseed](#)

Wide variety of kimchis and misos being sold at the Celeiro store.



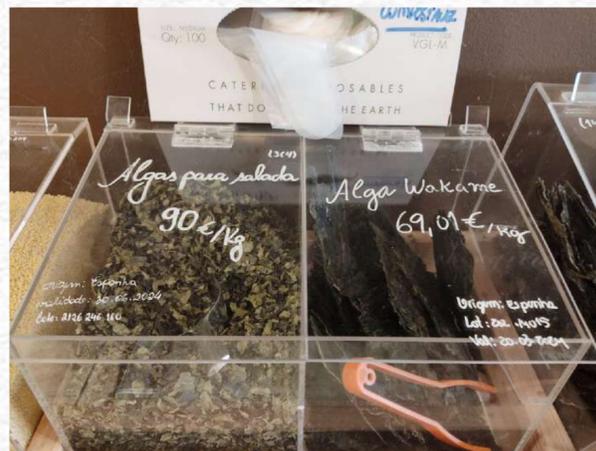
Japanese products vending machine at the entrance of the UBBO mall, in Lisbon.



Oriental touch

No, it's not ramen we're talking about — despite the dish being one of the recent global consumption trends in comfort food. We are referring to the discovery of flavors, ingredients and even a food philosophy that is based on knowledge coming from the Orient. If, until recently, oriental ingredients and techniques were restricted to groups with greater identification with these cultures and practitioners of philosophies such as Ayurveda, nowadays we observe a greater porosity within the Western society, receiving Asian elements in the culture and also in the food segment. The Orient has gone mainstream, and brands offer typically Korean, Chinese, Japanese, Indian etc. products with a totally westernized look.

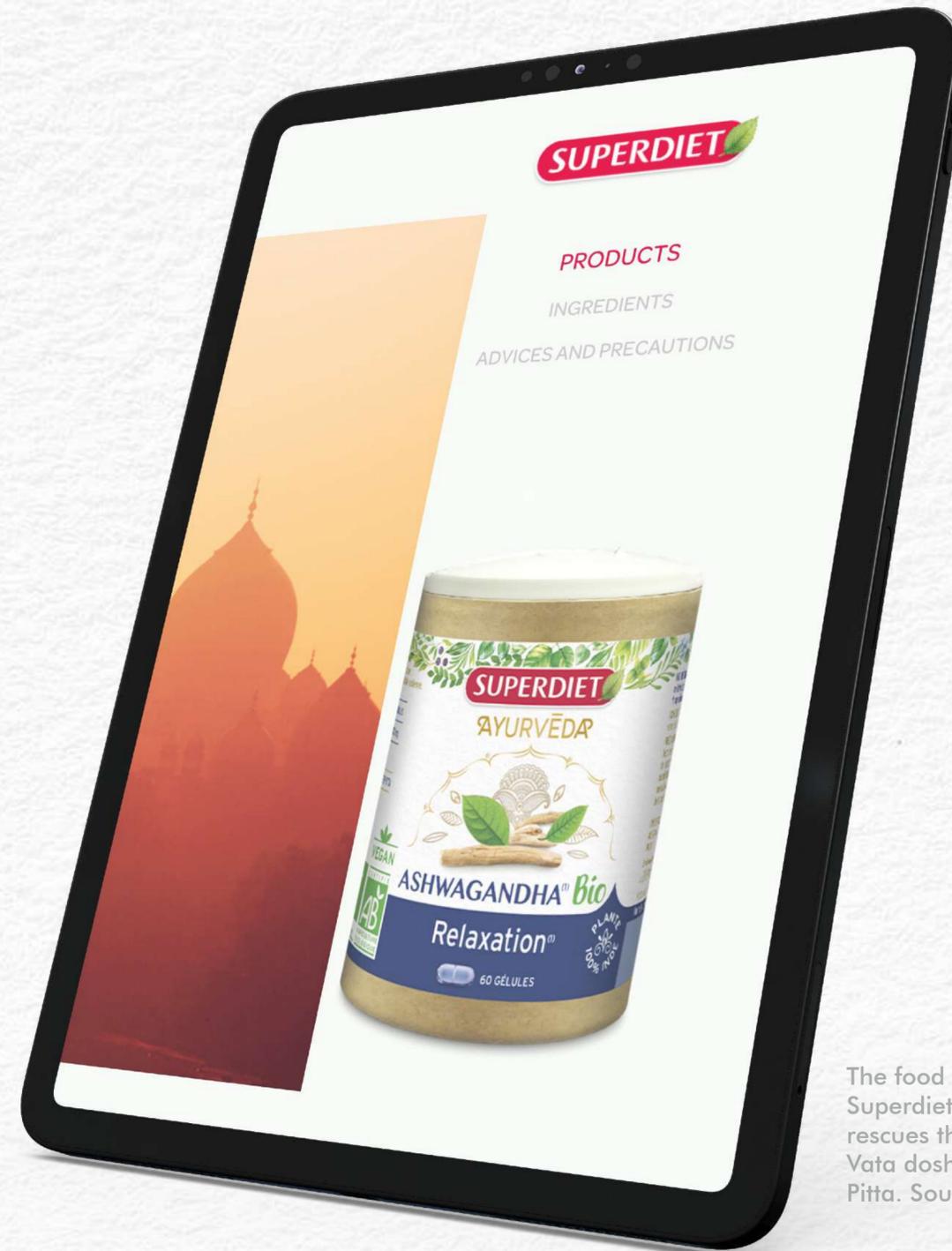
Among fermented goods, Korean kimchi is one of the products that is now on the rise, in addition to a demand for umami, whether natural or added. What is more, the interpretation of food as a treatment for different types of health conditions is already part of Ayurveda, an ancient philosophy of health care created and practiced in India, and is now seen in signs in the West, not only to guarantee the health of the body, but also mental health.



Seaweed, originally widely used in Asian cuisine, produced in Spain and sold at the Maria Granel grocery store, in Lisbon.



The vegan protein uses ginseng, a medicinal plant of Asian origin that has already been incorporated into Western parapharmacy and now appears under another name, "ashwagandha".



Oriental touch

SIGN IN THE WORLD

The food supplement Organic Ashwagandha, by Superdiet brand, is made from Indian ginseng and rescues the Ayurvedic tradition, promising to relieve Vata dosha, balance Kapha and can also awaken Pitta. Source: [Superdiet](#)



Organic hack

Food is no longer just about nutrition, it also serves as a hack to achieve more efficient performance, both physically and emotionally. In this sense, we can verify a boom in drinks that promise to regulate mood, whether through relaxing natural ingredients, such as CBD, or energy drinks, such as matcha; as well as the aforementioned foods with a focus on beauty, known as beauty drinks, and products focused on increasing immunity, two markets in that see a steep ascending curve of growth.

“Super vegan” plant protein to be used after training. It is said to act in muscle regeneration.



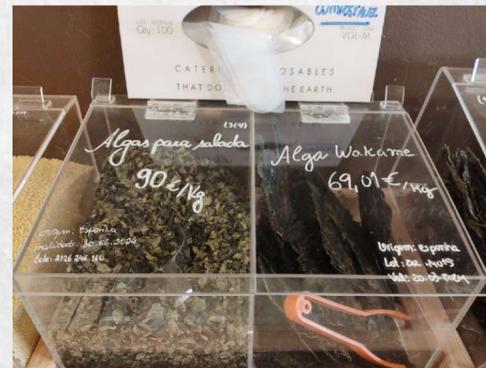
Alkaline mineral water. Allegedly, one should not drink water with a pH lower than 7 so as not to acidify the blood.



Wide variety of kombucha, a probiotic, sold at one of the many Celeiro stores in Lisbon.



Aloe vera water sold at Aldi supermarket. In consumption guidelines, it is recommended to have a glass before meals.



Algae for sale at Maria Granel. They are sources of iron and Omega-3, as well as helping to control weight.



Pingo Doce's own brand spirulina shots



Prozis protein lemonade sold at Aldi supermarket.

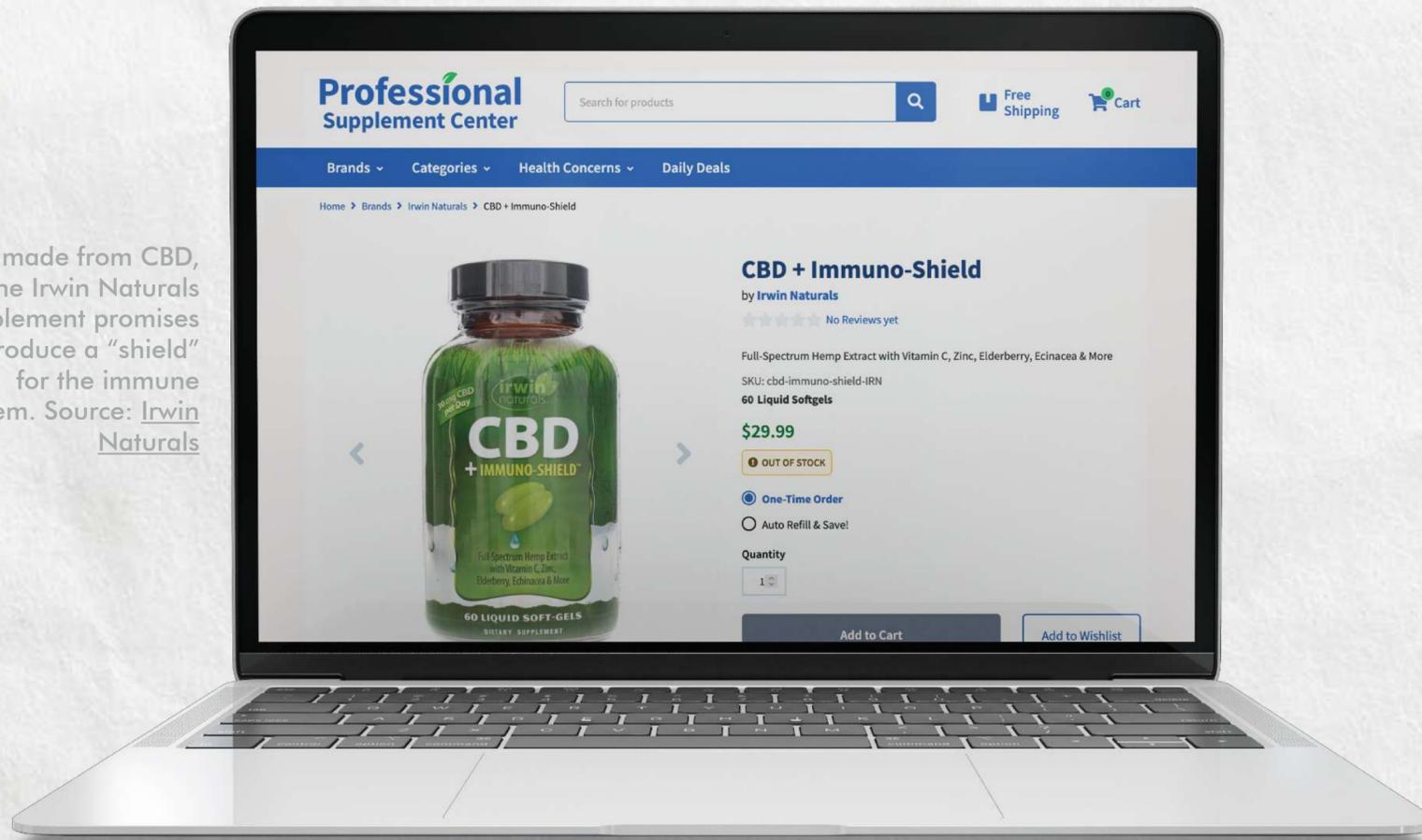


Organic shots with different functions: improve energy in the morning, increase immunity, among others.

Organic hack

SINAIS NO MUNDO

Also made from CBD, the Irwin Naturals supplement promises to produce a “shield” for the immune system. Source: [Irwin Naturals](#)



Food supplement from the Dr. Formulated with cannabidiol for stress relief. Source: [Dr. Formulated](#)



Laid energy drink promises not only to increase energy levels and focus, but also to improve sexual performance. Source: [Laid Beverages](#)

International brand Twinings launches a line of teas with active ingredients that contribute to a more beautiful and healthy skin. Source: [Twinings](#)



Confidence is an adaptogenic plant-based non-alcoholic drink that promises to improve mood and give consumers more self-confidence. Source: [Confidence Drinks](#)

Vegan plant-based sausages sold in Aldi supermarkets



Alter Ego, plant-based restaurant of the Atalho group, a meat restaurant.



Vegan coconut milk yogurt sold at Aldi supermarket



Ready-to-eat plant-based burgers from Pingo Doce's own brand.



Alternatives

At the intersection between the search for a healthier and/or balanced lifestyle, for foods that are in accordance with different food intolerances and allergies and for more sustainable ingredients, there is a proliferation of substitutes. From plant proteins to stem cell meat to replace animal protein, from plant-based drinks as a substitute for animal milk — and its fermented products, which replace cheese — to coffee substitutes, including meat alternatives, common sugar and wheat flour, there are many possibilities available for those who want to follow a diet that shifts away from traditional food patterns.



Vegan, plant-based butter and spreads



Hemp, Peanut, Walnut, Avocado, Pumpkin Seed, Argan Sesame and Grape Seed Oils, all substitutes for Olive Oil/ Soybean Oil.



Vegan custard tarts from bakery Vegan Nata

Alternatives

SIGNS IN THE WORLD



Grüvi is a non-alcoholic, low-calorie sparkling wine that promises to offer the same sensation of drinking sparkling wine, but without the effects of alcohol. The brand also sells non-alcoholic beers. Source: [Amazon](#)



The French dairy multinational Bel, in a partnership with the US company Superbrewed Food, is launching its plant-based cheese made from fermented biomass. Source: Bel e Superbrewed Food, via [GreenQueen](#).

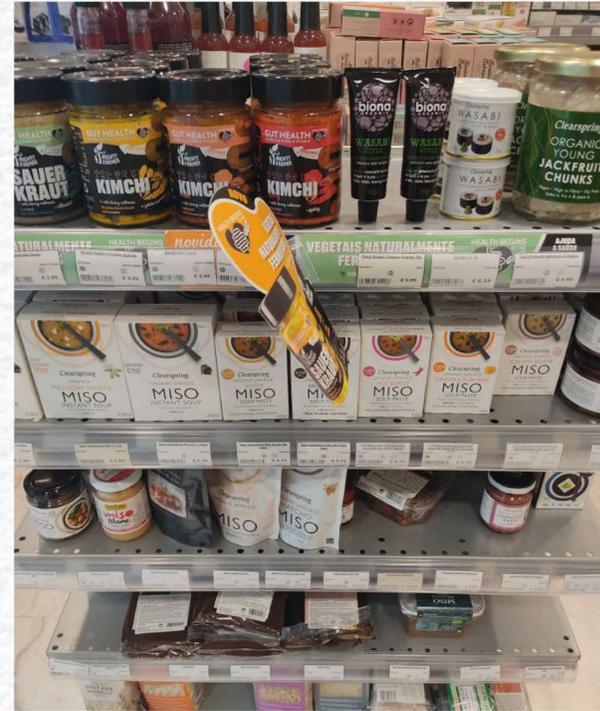


Primeval Foods' goal is to offer an alternative not to meat itself, but to the way it is grown. The company develops exotic meats from animal stem cells. Source: [Lifestyleasia](#)



Synaesthetic experiences

Human beings in general are always looking for something new in the experience that food can provide. In a world where ingredients have apparently been used to their limit, the spotlight is turned to the elements around food — from the environment to the cutlery used. Dinners eaten under hypnosis or magic mushrooms that enhance the sensibility to flavours, cutlery that stimulates the taste buds and the discovery of umami are some of the signs that are comprised by this pattern.

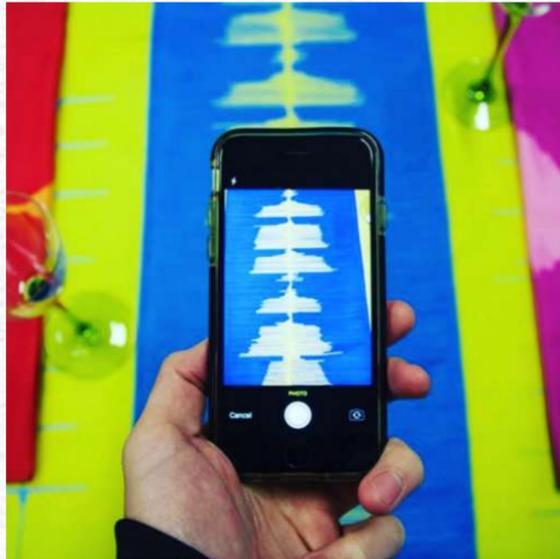


Kimchi, miso and nutritional yeast are all ingredients rich in umami, a natural food flavor enhancer. Umami-rich products are widely found in Portugal, in specialty stores such as Celeiro and the vegan grocery store Pistacio.

Synaesthetic experiences

SIGNS IN THE WORLD

Dutch chef Jasper Udink ten Cate creates works that mix art with food. In 2019, he created a tablecloth with sound waves that could be played on a mobile app. So people ate dinner with a soundtrack created especially for the occasion. Source: [Creative Chef](#)



Atmos restaurant, located in Fort Lauderdale, USA, offers an immersive dining experience. Dinner or brunch is served in an environment that looks like an augmented reality simulator. Sources: [Atmos](#)



The Stimuli brand manufactures cutlery with embossings that promise to stimulate the taste buds to intensify the flavours of food and increase the pleasure of the eating experience. Source: [Stimuli](#)



Kraft Heinz Company, producer of Philadelphia cream cheese, partnered with chefs Jeremiah Stone and Fabián Von Hauske Valtierra and opened the Feeladelphia pop-up restaurant, where customers do not order food, but feelings. Source: [The Philadelphia Cookbook](#)

New stores, modern and with a sustainability narrative, take up the traditional habit of buying grains, cereals, teas, spices etc. in bulk.



Gleba bakery rescues the traditional techniques of bread making, using stone mills to process the grains.



This reinterpretation of the custard tart (vegan) offers an option of the traditional sweet to those who do not eat products of animal origin and/or have an intolerance to milk.

Preserves, a traditional Portuguese products, when packed with modern design, become gift options.



Reconnecting with the roots

In a context of crisis and instability, people look for well-known and safe references. When it comes to food this is no different. We have seen a demand for traditional foods and dishes, ancient methods and techniques of preparation, even a predilection for more rustic ingredients, which refer to ancestry. Breads made with stone-milled flour and natural fermentation, diets that rescue the local food tradition and the predilection for the purchase of food in the local commerce are some signs that make up this pattern.

Reconnecting with the roots

SIGNS IN THE WORLD



Cheetos launched a line of popcorn flavored like classic snacks, such as cheddar Cheetos. Source: [Cheetos](#)



Camp is a food brand that specializes in reproducing classic flavors, like Mac 'n cheese, but in more nutritious versions with vegetables. Source: [Camp](#)



Eating raw cookie dough is a childhood classic, especially in the United States. With this in mind, DŌ launched the first line of truly edible raw dough products. The brand's dough can be eaten raw or baked. Source: [DŌ](#)

Efficiency dining

- Convenience in the kitchen
- High tech food
- Food micromanagement
- Organic hack
- Synaesthetic experiences

FACILITATE CONSUMER PERFORMANCE.

Hello Fresh

DayTwo

Stimuli

Food will save us all

- Preserving the food culture
- Oriental touch
- Choose sustainable
- Alternatives
- Reconnecting with the roots

ADDRESS CONSUMER ANXIETIES.

Cascais Food Lab

Barnana

Alter Ego

Nostalgia in the kitchen

- Reconnecting with the roots
- Convenience in the kitchen
- Preserving the food culture

GENERATE AFFECTION AND MAKE LIFE EASIER FOR MY CONSUMER.

Camp

Fresh 2 Go

Bis Bis

Out of control

- Food micromanagement
- Taste hedonism
- Synaesthetic experiences

PROVIDE AN OPPORTUNITY FOR THE CONSUMER TO ESCAPE.

Naka

Funky Chunky

Stimuli

The quest for taste surprises

- Alternatives
- Taste hedonism
- Oriental touch
- Synaesthetic experiences

PROVIDE AN UNFORGETTABLE CUSTOMER EXPERIENCE.

Primeval Foods

Amaury Guichon

Feeladelphia

In tech we trust

- Convenience in the kitchen
- High tech food
- Food micromanagement
- Organic hack
- Synaesthetic experiences

MAKING TANGIBLE THE IMPROVEMENT THAT TECHNOLOGY BRINGS TO THE CONSUMER.

Torr

Laid

Grüvi

Feeling hungry?

Considering the sociocultural trends mapped in this report, we curated some places where to eat in Lisbon. Enjoy!



Palácio do Grilo is a restaurant where dinner takes place between contemporary art performances. Opened in 2022, the venue is located inside Palácio dos Duques de Lafões, an 18th-century building. Source: [Instagram Palácio do Grilo](#)



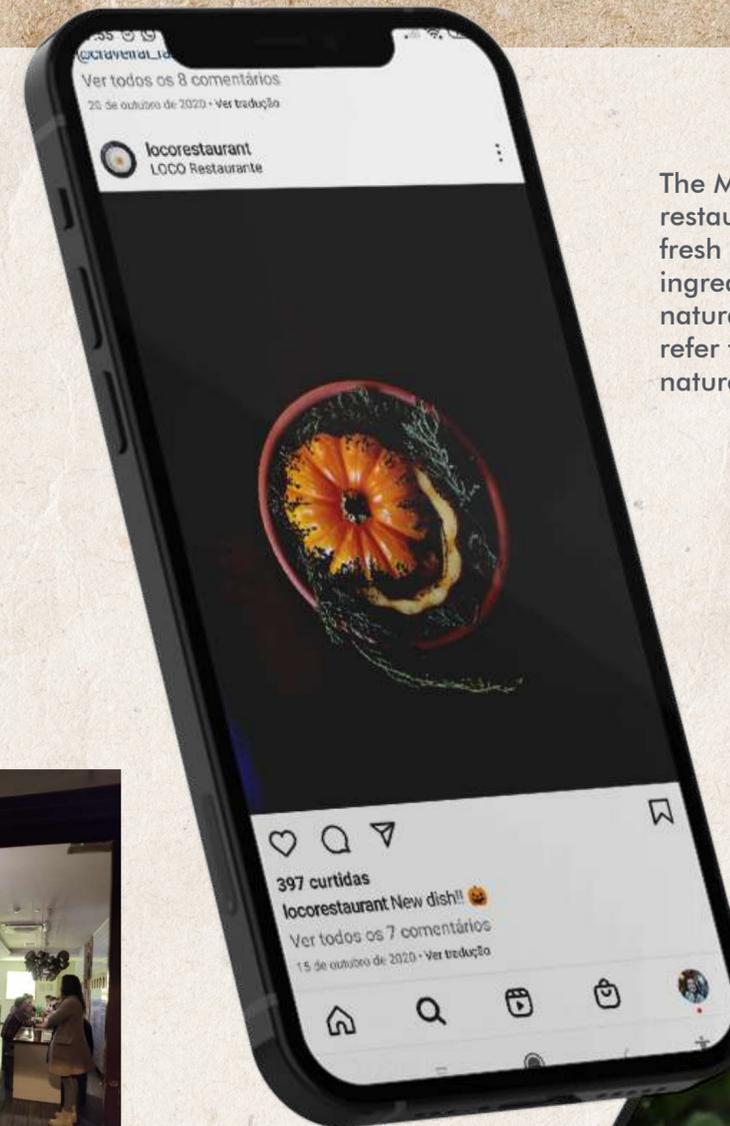
Kreatori Institute is a hybrid space that works as a bar, coworking, art gallery and space for cultural events, such as workshops, moments of discussion in the areas of the arts and music performances. Source: [Instagram Instituto Kreatori](#)



Comadre is a bar and restaurant, but also an installation and a journey through time. The environment is decorated in a style that mixes kitch, vintage and surrealist references, and the building has a secret door. Source: [Instagram Comadre](#)



Panda Cantina is a restaurant specializing in ramen and serves the original recipe, prepared over the course of hours on the fire. The traditional Chinese restaurant operates in an old Portuguese ice cream parlor. Open since 2018 on Rua da Prata, in the heart of Chiado, the restaurant has been in high demand since its opening. Photo: coolhunting done in January 2022



The Michelin-starred Loco restaurant has a menu based on fresh local produce and uses many ingredients that are practically in natura. Visually, the ingredients refer to the way they are found in nature. Source: [Instagram Loco](#)



Pastry chef Juliana Penteado makes sweets using essential oils and edible flowers. Source: [Instagram Juliana Penteado](#)

Feel like having a bite?

The research and trend analysis approach allows for an in-depth analysis of public behavior and guarantees the longevity of the studies.

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- **Sectoral reports:** allows you to understand the social dynamics that influence an area and how a particular business will have to integrate;
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- **Workshop on innovation and application of trends:** learn how to turn reports into action.

INDEPENDENCE

Shall we go for a coffee?

Now we want to hear from you! Do you have questions, comments, or aspects of the report you'd like to talk about? Send us a message:

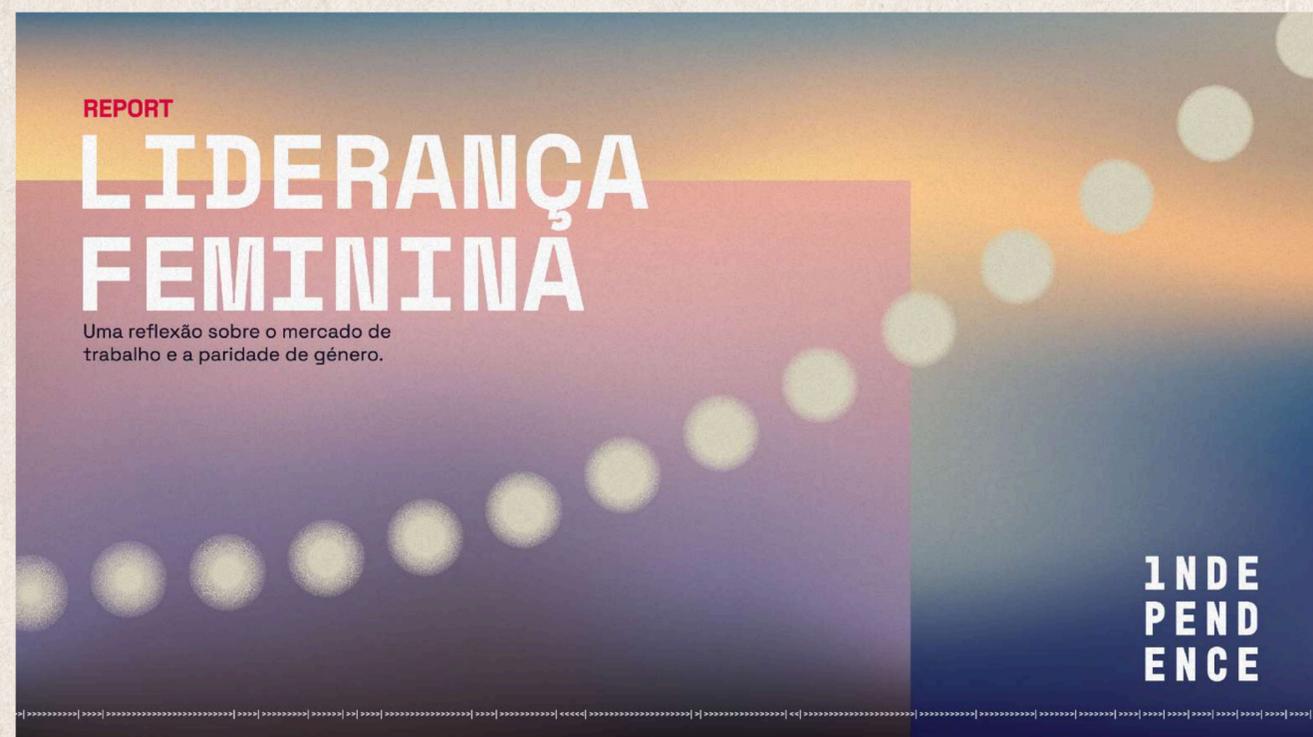
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