

# MACRO-TREND N°3

## FOR SUSTAINABLE, RADIANT AND HAPPY CONSUMPTION!

### Trend #1

Art de vivre  
with healthy,  
attractive products  
and ancestral  
ingredients

The quest for good health is now combined with a natural, dynamic and aesthetic diet, which aims to reinvent our habits while satisfying our taste buds and our needs.

Recipes are becoming treasures of reinvention (vegan, gluten-free, raw, etc.) and dishes real works of art. To achieve this, chefs and brands draw on ancestral pharmacopoeia, star or new ingredients, traditional

recipes, etc. to mix, season and thus make new, healthier and always surprising recipes.

The aim is to have dishes, drinks and even cosmetics that are increasingly powerful, in every sense of the word.

Reinvent our  
habits while  
satisfying our  
taste buds and  
our needs

## PROOF IN PRODUCTS



### FOOD

- 1 **Organic honey** and turmeric preparation, by Abeille Royale (Culture Miel)
- 2 **Black garlic honey** from the south-west of France, an excellent terroir for garlic, by L'Etuverie
- 3 **Arjuna Ginger Bites** with Turmeric, an organic sweet made of fresh turmeric, ground ginger and coconut sugar, by The Ginger People
- 4 **Shot of ginger and Demeter-certified turmeric**, by Voelkel
- 5 **Puffed crisps** with seaweed & coral lentils, an innovative recipe replacing flavours with seaweed flakes, by Bord à Bord

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## FOOD (NEXT)

- 6 **Delicate Mango-Curry sauce** with 77% fruits and 0% additives, by Le Coq Noir
- 7 **Red lentil, Mango and Curry Spread**, by Bonneterre & Cie
- 8 **Unaju**, sparkling mandarin & orange drink with low glycaemic index by Unaju

- 9 **Morning Latte** with cocoa and maca (energising) and coconut blossom sugar (low glycaemic index), an alternative to coffee with sugar, suitable for children and even mothers-to-be, by Nümorning
- 10 **Jam** made entirely from red berries and pomegranate (low glycaemic index), by Confit de France
- 11 **Sausage** made from roasted buckwheat from Brittany, exclusive recipe by Kervern

## COSMETICS AND HYGIENE

- 12 **Najel**, Aleppo soap with organic charcoal, made from olive oil and bay laurel oil, by Laboratoire Najjar
- 13 **Lip treatment**, ayurvedic stick with sacred basil and green mandarin, by Le Secret Naturel

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### Tendance #2

The art of  
fermentation  
& infusion

Fermenting food is trendy and extremely healthy: it multiplies the properties and potential of any fermented ingredient, in addition to its interesting powers of conservation.

Trendy in the West for two years now, influenced by Asia (and in particular kimchi), it is now taking on new forms. Fermented foods were first presented as healthy food by star restaurants, such as Noma in Copenhagen, four times voted best restaurant in the world (and which has even published a book on the subject). It then became more widespread with kombucha (sparkling fermented drinks with different flavours), which is now inspiring numerous drinks in bars and on supermarket shelves. Flavoured teas have even become part of the trend.

Fermentation is now booming in France and the United States, adjusting to the codes and rituals of generations Y and Z, via:

- Dedicated shops, like Fermentation Générale in the 11th district in Paris.
- Ferment-it-yourself workshops, from Los Angeles to Lyon, as seen with In Cuisine (Place Bellecour) in May
- And even festivals with the Austin Fermentation Festival

The art of fermentation is set to experience new horizons: after kombucha, hops and lactofermented vegetables, the “fermentation teacher” Jessica Wang is exploring the fermentation of flowers in the United States.

Fermentation  
is now  
booming in  
France and the  
United States

## PROOF IN PRODUCTS



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### FOOD

- 1 **Kombucha**, ginger and yuzu, by So Kombucha
- 1 **Karma Kombucha Limited Edition** combining the benefits of kombucha, the strength of ginger, the virtues of turmeric and the acidity of yuzu, by Biogroupe
- 1 **Les Infusés - Yaourt fraise / Hydrolat basilic X2**, by La Lémance

### COSMETICS AND HYGIENE

- 4 **Infusion Divine**, Dry Oil, with the highest percentage of organic product on the market: 83%, by Florame

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## FOR SUSTAINABLE, RADIANT AND HAPPY CONSUMPTION!

### Trend #3

Responsible,  
design-led  
packaging

Packaging is being completely overhauled.

We have seen that it is becoming increasingly ecological and ethical... But organic packaging is now increasingly aesthetic too.

The brown paper & cardboard sector is becoming more refined and different approaches are emerging:

Communication  
on packaging is  
also developing

- Enhanced naturalness, giving precedence to illustration rather than photography, to stylise the ingredient and raise the content to the status of a work of art.

- Organic geometry, which gives the product a very modern and graphic look.

Communication on packaging is also developing, adding a welcome touch of humour.

## PROOF IN PRODUCTS



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### FOOD

- 1 Vivani superior dark chocolate 100%+ cocoa chunks, by EcoFinia GmbH
- 2 Honduras Bio Max Havelaar detox coffee, by Kafé Naka
- 3 Sunny, circular innovation crackers and biscuits by Heisenberg
- 4 Medi Hemp, Bio Latcha Latte, by Deep Nature

### DIETARY SUPPLEMENTS

- 7 Bédouze Pomme Bio, vitamin B12 with eco-responsible packaging: plastic-free, refillable and even reusable with its removable label, by SAS Les Bio Frères



Pascale Brousse is decoding for you the major trends of 2020. Green, clean and sustainable lifestyle expert for the past 20 years, Pascale Brousse founded Trend Sourcing in 2000.