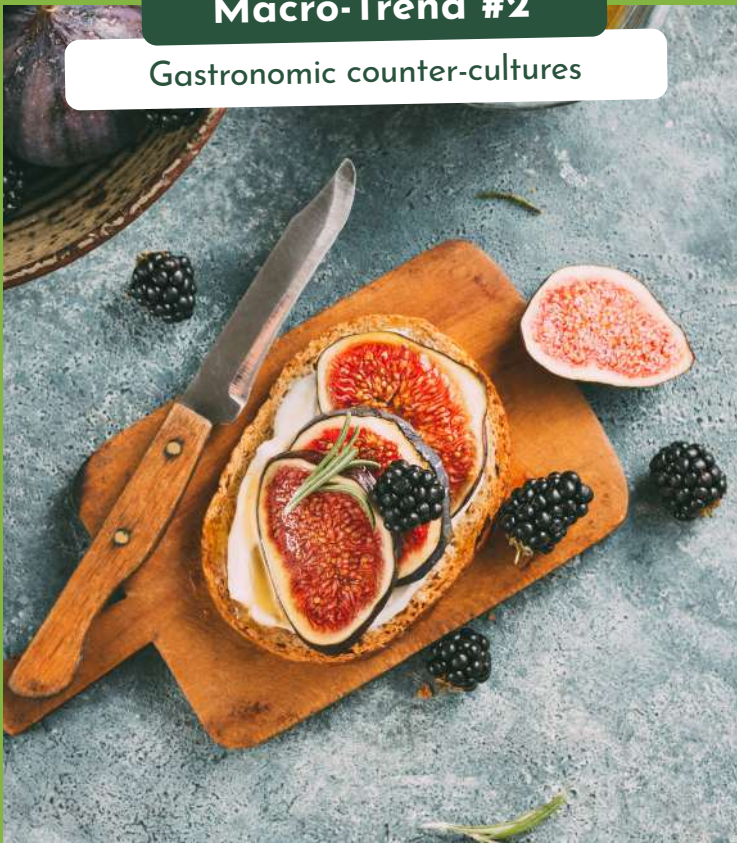


Macro-Trend #2

Gastronomic counter-cultures



Trend No. 4

The comeback of the aperitif

With bars, restaurants and terraces shut for many months, the pandemic presented the opportunity to rethink convivial moments and taste.

The aperitif became the definitive pleasurable interlude in this period of lockdown.

In 2020, savoury appetizers saw a 5.6% rise compared with 2019¹, and 'seeds' (peanuts, cashew nuts, etc.) enjoyed the best growth.

Virtual aperitifs during lockdowns/curfews and meals mixing up lunch and dinner gave rhythm to and reinvented the daily lives of families forced to cook three times a day, seven days a week. This creativity around the pre-dinner moment has given rise to new taste combinations for sauces, dips and spread, along with the reinvention of drinks to retain the fun of the celebration but without collective inebriation.

Proof in products



Vegetable and rice crisps, Sriracha flavour, by Jil Food



Split pea and tarragon spread, by Les Délices de l'Ogresse



Pepper and Paprika Skyr Apero, the first Nutriscore A spread, by Puffy's



Grape bubbles, pure grape juice with fine bubbles for a festive air, from Chardonnay grape varieties, by Vitamont Carte Nature



Spreadable cashew peanut curry, by Go Nuts



Avocado-free Ga-Ka-Mole, by SAS Intelligence Culinaire



Djin Nature Passion, by Djin Spirits



Spritz cocktail base, by Terroirs Distillers

Trend No. 5

A new form of gastronomy

As we have been deprived of journeys, going out, dining in town, etc., our plates have become unlimited horizons. This has led to an even more massive craze for cooking, which is set to last.

In 2021, nearly one household in five cooks more often with ready-prepared ingredients, and more than one in three cooks 100% home-made dishes more often. Baking is also doing well, with 40% of households stating they bake more often than before the pandemic. A large majority intends to continue, with 61% sure they will keep these same habits, and 29% wanting to cook at home more often².

Organic brands have opened up the barriers to concoct new and surprising recipes with healthy and original solutions.

It's a way of bringing refreshing surprises into a universe reduced to one's living area, and exotic new tastes without having to leave one's lounge.

Proof in products



Les Toquettes by Carreleon, 100% natural cook-ready diced vegetables



Hummus and cocoa protein-rich spread, without oils or thickeners, by Delikatesse



Jackfruit, chickpea and paprika crumble, by Bonnetterre



Granola boosted with cricket powder, plain or with paprika, by Kriket



Gluten-free green banana flour, by Relais Vert



My first spice mix, suitable for babies and supporting parents in their children's nutritional education and taste development, by Sienna & Friends



Spreadable nut-free granola made with oats and flax and sunflower seeds, by Nü Morning



Black garlic beer, by L'Étuverie



Trend No. 6

Very Vegan

In 2040, 60% of meat consumed will be artificial or plant-based¹. The plant-based food market in France rose by 10% in one year, to €497M².

Veganism, part of the food transition, is revolutionising society and perhaps even humanity because some people, such as Glenn Albrecht, a philosopher of ecology, believe that we are going to tip from “the Anthropocene” to the “Symbiocene”, an era in which humans will stop trying to dominate their environment to live in harmony with it.

In the meantime, in a world becoming increasingly aware of the need to reduce its ecological impact and cruelties, the options for transition are multiplying as newcomers join this growth paradise. The plant-based food market in France rose by 10% in one year, to reach 497 million euros³. In addition, the Plant Protein Plan is a key measure of the agricultural section of the recovery plan, with a budget of 120 million euros. Globally, the segment should reach 15 billion euros in 2025⁴.

All supermarket food categories – cheeses, gastronomy, barbecues and ready-made recipes and dishes – are being and will continue to be reinvented.



Proof in products



Vegan bacon, by Biolab



Ya Plant-based Chocolate Mousse, with YA fermented rice and Aquafaba, by Biogroupe



Tapi Dream, a plant alternative to honey, by Vegabloom



Vegan keftas, by Nutrition et Santé



Beef-flavour vegetable stock, by Ecodées



Wheaty Tex Mex Burger, with seitan, a wheat protein, by Wheaty



Minced chickpea, dried tomato, basil, thyme and rosemary and Minced red lentil, coconut, tomato and citronella, by L'Atelier V



Tempeh d'Okara, a 100% vegetable product made from fermented soya and with a unique texture and mushroom flavour, by Sojami



Complete vegetable protein, made 70% of pea and rice proteins, by Overstims

