

Macro-trend 2

Healthy and delicious alchemies



Trend 1

New minimalisms

The quest for clean, i.e. a healthy formulation without any risk to health, from the United States, has been on the scene for five years. It concerns food and cosmetics. Today, 44% of French people consider Clean Beauty a reality and already apply it¹.

The clean movement is the foundation of these new 'minimalisms', with ever shorter ingredient lists, synonymous with products that undergo less processing and are therefore better for our health. "x-free" products offer many surprises: from spirits without sugar or alcohol to skincare serum with only four ingredients.



- 1 Vegan and gluten-free dark chocolate filled with hazelnut, with just two ingredients, 100% from fair trade, by Go Nuts, stand K111.
- 2 Djin Nature Immunité, alcohol-free, sugar-free and calorie-free spirit, with the highest number of rewards received in the world, by Djin Spirits, stand J'154.
- 3 Crousti'pois oignons, an organic puffed snack made from peas & onions, Clean Label and a reduced list of ingredients, by Airchips Nutrition, stand K118.
- 4 Pat'à'tartiner - Honey, Pollen, Hazelnut and Cocoa, with four organic farming ingredients and nothing else, by Propolia, stand H11.

¹ Article Sensofwellness.mag, 2021



Trend 2

Plant disruptions and fusions

Diets that restrict meat are more popular than ever: half of French people would like to reduce their meat consumption in 2022.

This food transition is gaining in strength with 17% of vegetarians saying they are interested in veganism, and just 14% of French people now saying they like animal products too much to consider going without them¹.

The vegan trend seems unstoppable... because it surprises more than it substitutes. It makes people want to eat, rather than enforcing restrictions. In fact, vegan gastronomy is becoming a wonderful culinary playground.

In terms of plants, whether new discoveries, unthinkable combinations or reinterpretations of gastronomic classics, ecological motivation and the desire for tasty food are finding common ground. Plant-based disruptions are making veganism a new kind of hedonism, rather than a diet.



- 1 Taharama, a staggering alternative to tarama, based on smoked white beans and dulse (seaweed), from Brittany, by Atelier V, stand M130.
- 2 Classic, plant-based and natural mayonnaise, gastronomic upcycling from the water used to cook chickpeas: aquafaba by Yum & Wild, stand G132.
- 3 Vanilla spread, made from red lentil purée, by Grillon d'Or, stand H81.
- 4 Mango / pineapple drink, the first natural soda without added sugar and resulting from a new fruit fermentation process, by Good Vie, stand N149.
- 5 Tandoori-coconut jackfruit, a cooked dish as an alternative to meat, by Senfas, stands H54 - I130.
- 6 Purple corn powder, a traditional food from the Peruvian Andes, with thickening properties, used as a gluten-free colouring, by Guayapi, stand G21.
- 7 Vegetable-ginger gyoza, the first organic and French gyoza, in the fresh food department, by Coquelicot Evasion, stand C118.
- 8 Green hummus with fresh spirulina, by Ammi, stand M'155.
- 9 Végé-Tranches Milanese, vegan Italian charcuterie based on seitan, by Topas GMBH, stand L128.
- 10 Chaï Maca, Ayurvedic infusion associated with Maca, Peruvian ginseng, by Yogi Tea, stand G89.



¹ IFOP and Just Eat survey, September 2021