



schouten specialist in
plant-based protein

The latest plant-based
market insights for you

January – February 2023

In this update:

- Each November, Innova Market Insights publishes their top 10 expected food trends for the following year.
- They recently released the 10 trends for 2023.
- In this update, we will briefly highlight the most important trends for our category.



Overview



**Affordable
Nutrition**



**Plant-Based:
Unlocking a New
Narrative**



Quick quality



**Redefining
value**

**Generational
Push**

Farming the Future

Devouring Digital

Unpuzzle Health

Revenge spending

**Positively
Imperfect**



Redefining Value

Consumers are re-evaluating their priorities. It is important to understand what they value most.

1





Redefining Value

Consumers are re-evaluating their priorities. It is important to understand what they value most.

1

Sustainable consumption is given a new place among these priorities. People want to eat plant-based, but are they still willing to try it out now?

1

2

Affordable Nutrition

Innovation is crucial to meet the demand for high nutritional value at an affordable price.



We must also aim to achieve the right balance between nutritional value & consumer price in the realm of plant-based products. The modified Nutri-Score plays an important role in this.

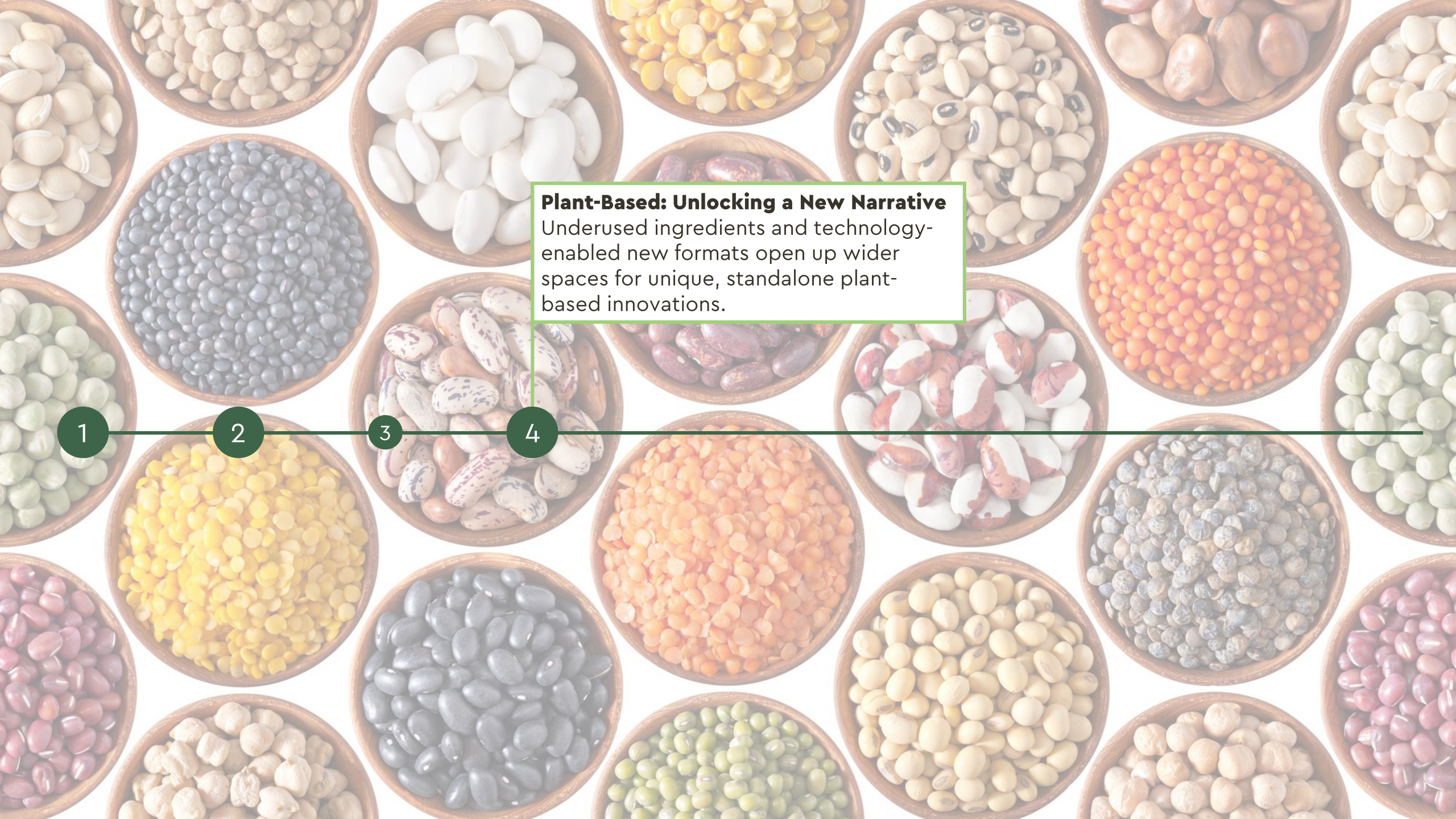
1

2

Affordable Nutrition

Innovation is crucial to meet the demand for high nutritional value at an affordable price.





Plant-Based: Unlocking a New Narrative

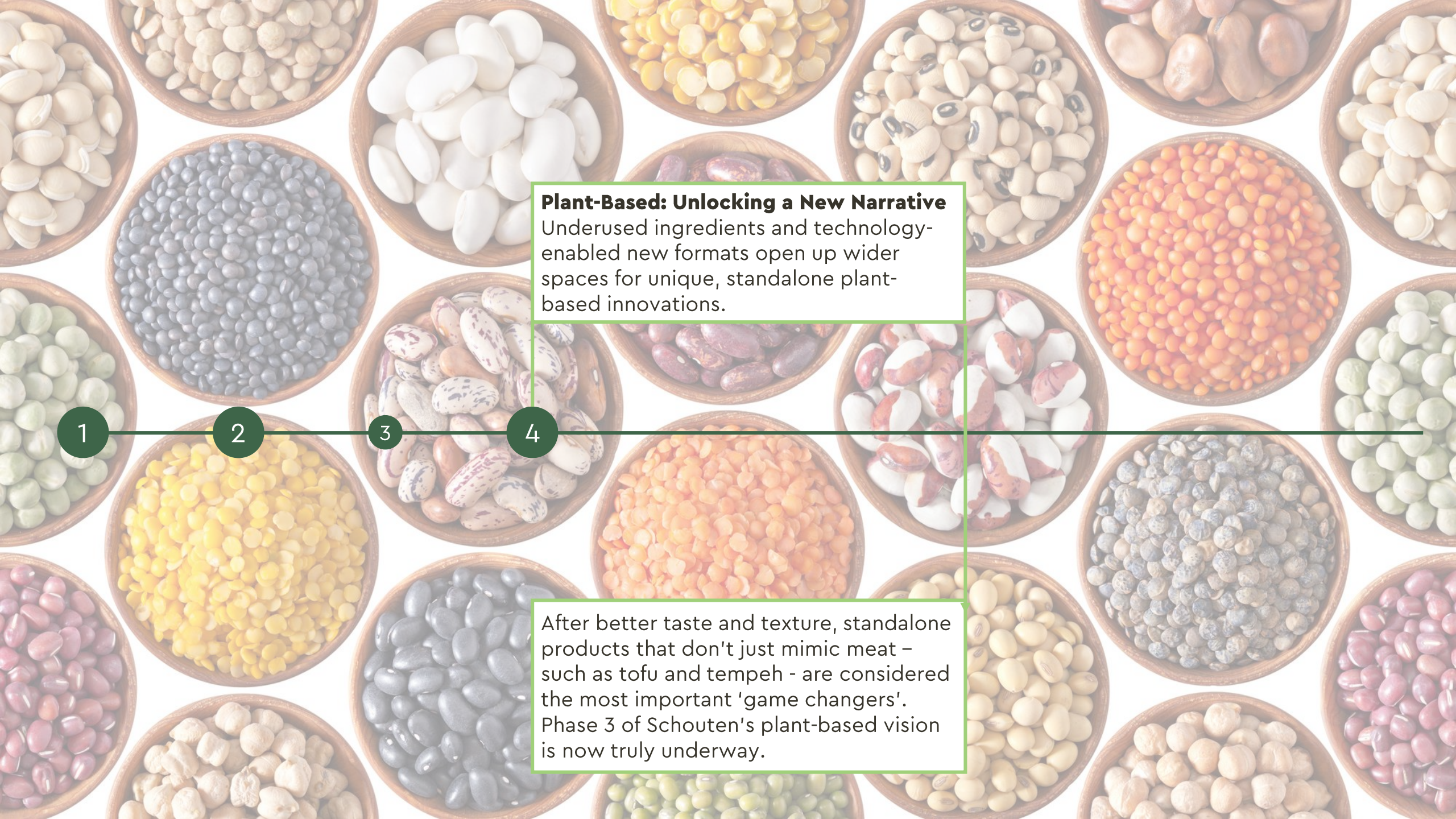
Underused ingredients and technology-enabled new formats open up wider spaces for unique, standalone plant-based innovations.

1

2

3

4



Plant-Based: Unlocking a New Narrative

Underused ingredients and technology-enabled new formats open up wider spaces for unique, standalone plant-based innovations.

1

2

3

4

After better taste and texture, standalone products that don't just mimic meat – such as tofu and tempeh – are considered the most important 'game changers'. Phase 3 of Schouten's plant-based vision is now truly underway.



1

2

3

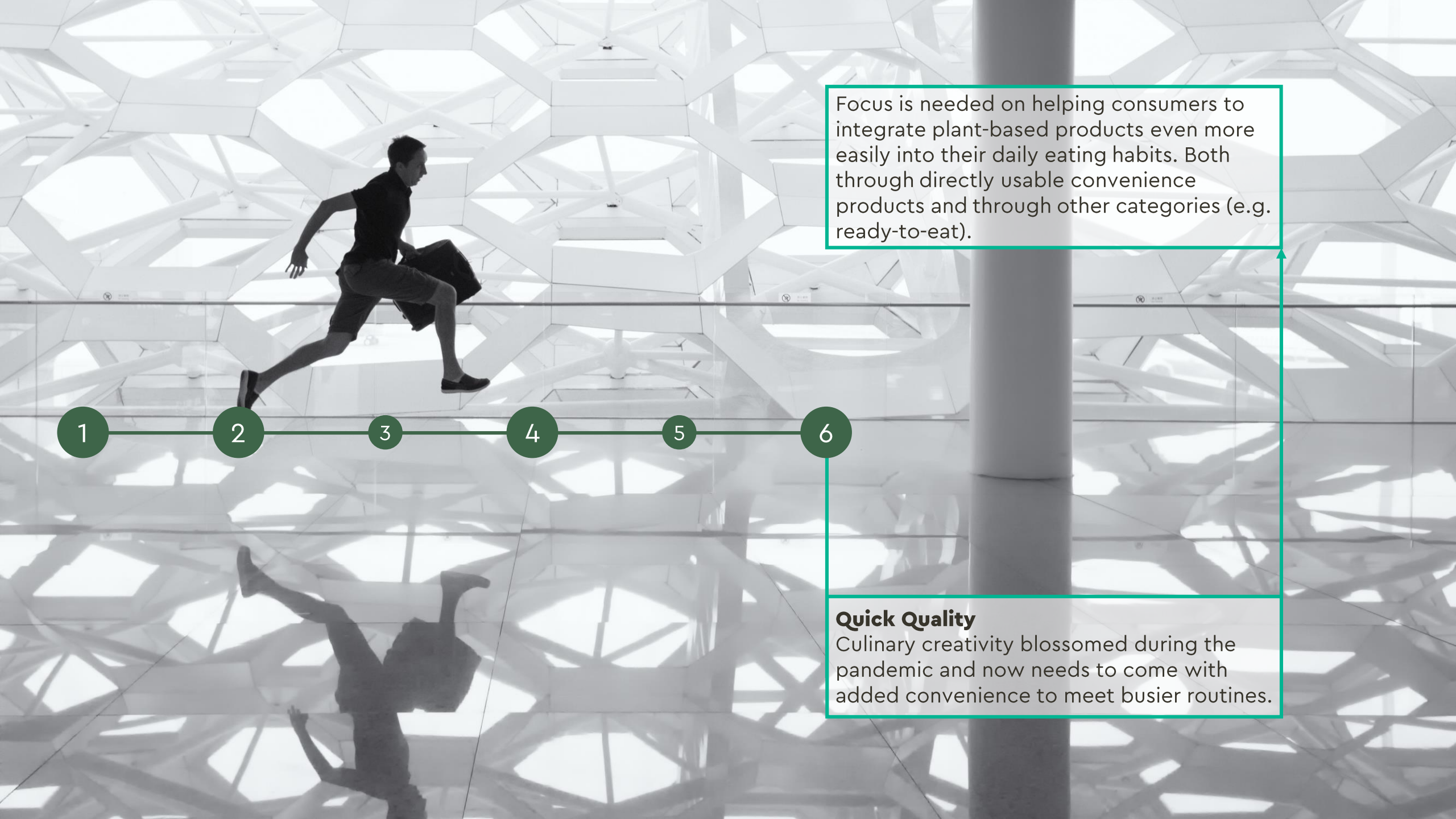
4

5

6

Quick Quality

Culinary creativity blossomed during the pandemic and now needs to come with added convenience to meet busier routines.

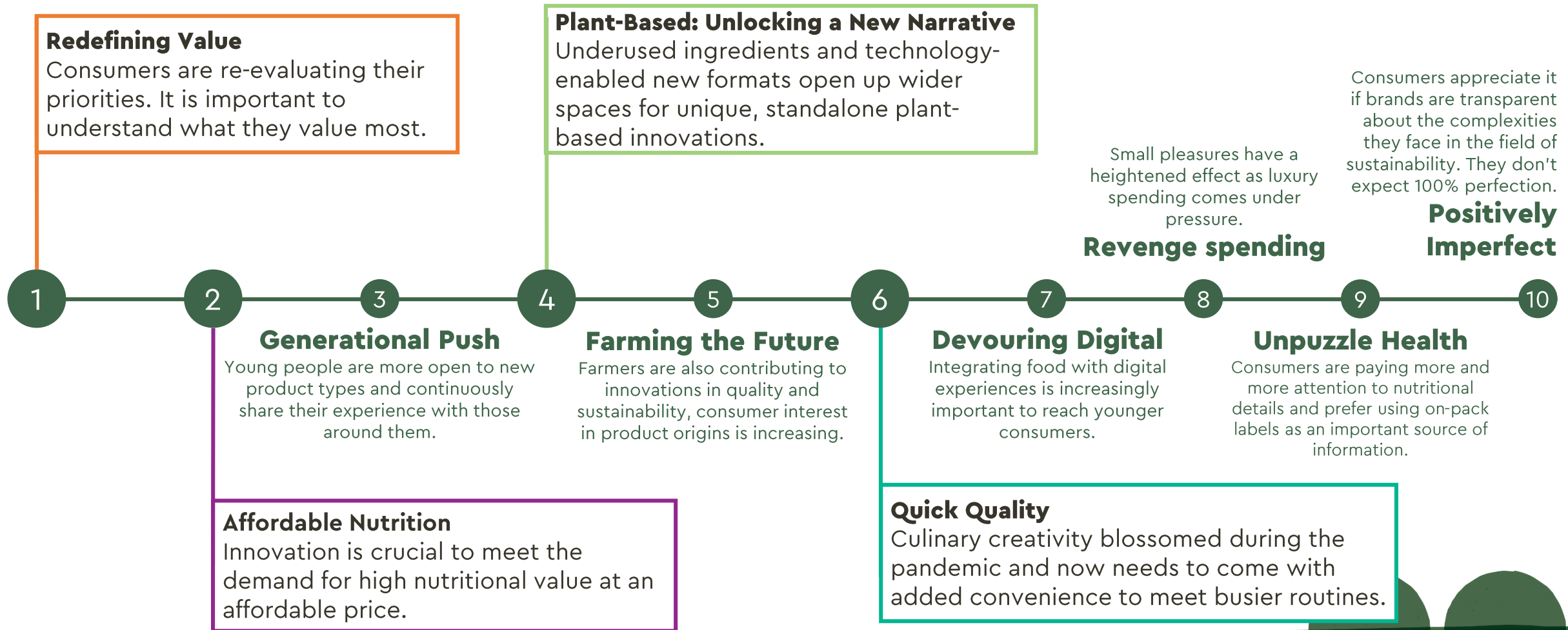


Focus is needed on helping consumers to integrate plant-based products even more easily into their daily eating habits. Both through directly usable convenience products and through other categories (e.g. ready-to-eat).



Quick Quality
Culinary creativity blossomed during the pandemic and now needs to come with added convenience to meet busier routines.

All top 10 trends for 2023



Summary

1. The plant-based trend has dropped a bit within the top 10 food trends (from 2 to 4).
2. Despite this, trends still indicate plenty of opportunities for the plant-based category.
3. More than ever there is a key role for innovation
 1. Price/quality ratio
 2. New experiences
 3. Convenience

Need help? Let us know!



schouten

specialist in
plant-based protein

Questions? Please feel free to contact me.

Kees van den Heuvel

T: +31 (0) 183 44 64 63
kvdheuvel@schoutenfood.com

