

Marketing Matters

AN INTERACTIVE WEBINAR SERIES FOCUSED ON MARKETING FRESH

Webinar Discussion *2021 Food, Beverage & Floral Trends*

Upcoming Webinars

2021 Sneak Peak:

- Viva Fresh & Southern Exposure: What You Need to Know (February 11th)
- How 2020 Has Changed Shopper Behaviors (February 25th)

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How 2020 Shaped This Year's Food Trends

Trends come and go, but 2020 has altered the way consumers behave.

So what does this mean for marketers?

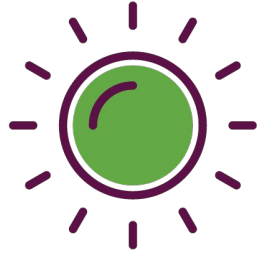


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Benefits Based Marketing



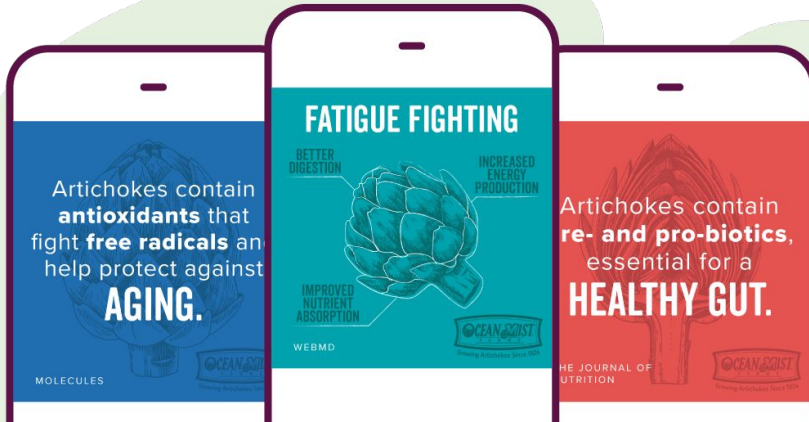
Food for Sleep



Mood Boosters



Well-Being



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Food Trends



Spices



Mushrooms



A recent survey suggests that demand has staying power.

21% of consumers plan to cook more with mushrooms “after things get back to normal.”

Source: Mushroom Council



21%

of Americans say they’ve been more adventurous with home cooking by **introducing new flavors into their cooking**, and this trend will only continue and increase.

Source: Real Simple

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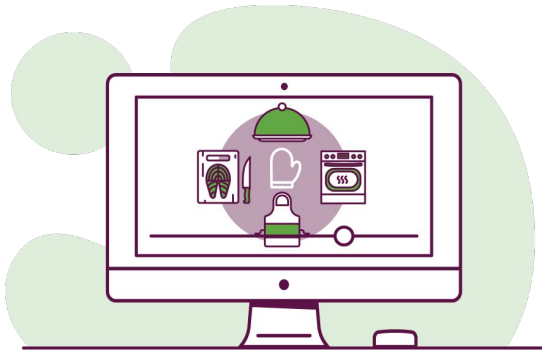
Consumer Trends



More Virtual Cooking Classes



Goodbye Michelin, Hello Kitchen!



On YouTube, **“Cook with Me” videos more than doubled in popularity** starting in March and maintained that growth through October.

[Source: The Verge](#)

Beverage Trends



Mocktails



Coffee ALL Day



Real Simple notes that sales for mocktails have **increased by 195% year over year** as consumers are looking for healthier ways to unwind during the pandemic.





Grocery Trends



Online Grocery Shopping



More Purchases in Ethnic Food Aisle



While over **80% of Americans** eat **'ethnic' food**, by 2045 the minority of the current population will become the majority consumer and this has big implications for food.

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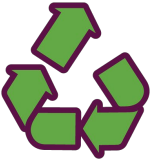
Sustainability Trends



Investing in a Sustainable Society



Transparency



Upcycle Foods



A Greater Effort to Go Waste-Free



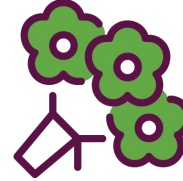
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Floral Trends



*Foliage &
Greenery*



*Micro Weddings
as Necessity*



*Floral &
Wellness*



Highlights from other Trend Spotters



Food Service

More West African cuisine
Less processed plant-based foods

Eat This, Not That!



Retailers

Wellness is being served | Basics on Fire



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Highlights from other Trend Spotters



Fresh Produce

Bubbles Up | Polychromatic Plates

frieda's
inspire. taste. love.



Floral

Sustainability | Biophilic design

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So to summarize...



Food



Beverage



Floral



*We are now going live.
You are invited to engage with
us for Q&A and Discussion.*



We've got your back.

If you need support developing a unique and effective marketing plan for 2021 contact us at:

info@dma-solutions.com

Sources

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