



American International Foods, Inc.



## AIFI Winter Newsletter

Where we strive to provide you with top-notch industry news and updates from around the Globe with a focus on how they affect you and your company.

### **Plant Based Planet: Global Trends for 2022**

The experts at American International Foods, Inc. have released their annual predictions for the top food and beverage trends to keep an eye on in 2022. The team at AIFI has analyzed the top global trends and trends in key geographical markets including the United States, Europe/UK, and Japan/APAC.

*About American International Foods, Inc. (AIFI). AIFI has over 20 years of experience in helping its clients effectively predict and respond to trends in the food & beverage sector. AIFI provides its customers with unparalleled industry knowledge, personalized supply chain solutions, and a complete product line; comprised of more than 2500+ food and beverage ingredients.*

AIFI has identified two overarching global trends for 2022 that will impact the food and beverage industry around the world. These inclusive trends encompass several smaller, more niche trends happening in food and beverage across the globe.

#### **Global Food & Beverage Trends 2022**

1. *Plant Based Foods*
2. *Global Flavors*



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**Plant Based Foods:** In the year 2022, plant based foods are posed to be in the spotlight around the world. The global plant based food market was valued at \$29.4 billion in 2020 and is expected to grow at a compound annual growth rate (CAGR) of 11.9% through 2027 to reach a value of \$74.2 billion. Plant based foods and alternatives are expected to continue to gain mainstream popularity in Europe and the United States and begin picking up momentum in APAC countries where significant investments are being made.

**Travel Through Food:** A persisting trending going on in the food and beverage industry is the demand from consumers for bold and adventurous flavors. Consumers are seeking adventurous cuisine and flavors from around the globe. With many still affected by lockdown measures or travel restrictions it is expected that consumers will continue to seek new worldly flavors. Included in the trend are spicy flavors, ethnic cuisines, bold flavor combinations, and botanical & citrus flavors; namely hibiscus .

According to google search data from 2021. We can see that the top global food related searches include global flavors from traditional Hispanic and Asian cuisines; particularly Japanese and Taiwanese. The growth of Hispanic foods popularity in the United States is eminent. Based on recent US Census data, 20% of the US market will be of Hispanic ethnicity within the next 3 years.

### ***The top trends from across the pond:***

#### ***Europe/UK***

The trends taking shape in Europe can be indicative of trends coming down the pipeline in the United States. Plant based foods are expected to see growth due to the category's alignment with other food and beverage trends with established traction in Europe. These trends include sustainability, health & wellness, functional food, animal wellness, among others.

One of the major trends sweeping across Europe is the consumer driven demand for foods made with healthier ingredients. While not a new trend, European consumers are increasingly paying attention to the



ingredients that go into the food they eat and how those foods impact their health. According to Mintel research published in March 2021, over one third (38.5%) of European consumers are consuming more food and beverages that support immune health. The claim for the consumer demand for healthy ingredients is further supported in the German market, where 38% of consumers view natural ingredients as a top factor when purchasing their food.

Looking again to Google's 2021 search data, two of the top 10 search queries are related to oats. Oats are a gluten free & whole grain ingredient that are seeing prominent use in better-for-you foods. When analyzing the geographical search data of this trend, we can determine search interest for oats is strongest in Ireland, Sweden and the UK. Trailing behind slightly is Canada, the United States, and then Australia.

The healthy ingredients trend is largely being pushed by consumers, but in the UK, government regulation will also accelerate the process. In 2022, the UK will introduce restrictions on marketing foods high in fat, sugar, and salt (HFSS). These restrictions are still being finalized and are expected to be implemented in March 2022. It is expected that the new legislation will put restrictions on pricing, promotion, in-store & online selling locations of HFSS foods. Many manufacturers of HFSS products are eyeing reformulation as a potential solution.

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For countries in the EU, 2022 marks the phasing out period for titanium dioxide (E171). The ingredient is commonly used to create bright white shades in confections and frostings. However, in 2020 the European Food Safety Authority (EFSA) reversed its 2009 safety assessment of the ingredient. In June of 2022 a full ban on titanium dioxide will go into effect and EU manufacturers will be prohibited from using the ingredient.

The biggest challenge facing the plant based trend in Europe is taste. A significant portion of the population has indicated that they are open to consuming plant based alternatives, however, taste still remains a major decision making factor.

### ***Japan/APAC***

The driving force in Japanese food and beverage industry in 2022 will be convenience. Japanese consumers are seeking products that are ready to eat or can be prepared at a moments notice, without sacrificing taste. Due largely to Japanese culture and lifestyles the demand for convenience products, particularly food, will be strong in 2022

The plant based alternative market is also ready for a boom in Japan. Mintel research on Japanese consumers indicates that over half (57%) of Japanese consumers are interested in trying plant based yogurt and Half (50%) of Japanese consumers are interested in trying plant based meats. However, this may already be gaining steam as retail sales of meat alternatives in Asia-Pacific grew to an estimated US \$1 billion in 2020, according to Innova Market Insights. The sector is expect to grow at a CAGR of 9.1% through this year. An interesting observation in the study shows Japanese consumers tend to gravitate to plant based alternatives due to the plant based alternatives health benefits. This differs from European and American consumers who are choosing plant based alternatives not only for health and nutritional benefits, but also in support of



social and environmental causes such as animal welfare and sustainability. Additionally 1 in 4 Japanese consumers indicated high protein content was a key decision making factor when making purchasing decisions about food. This further supports the growing popularity of plant based alternatives in the Japanese market. Especially protein rich products often made from pea, soy, or rice.

### ***USA Food & Beverage Trends 2022***

According to the 2021 report published by researchandmarkets.com, the US plant-based meat market was valued at us\$ 1.06 billion in 2020, and is estimated to reach us\$ 2.63 billion by 2027, growing at a CAGR of 13.86%. This sectors growth is the result of increased purchasing power from Millennials and Gen Z consumers as well as changing consumer preferences and diets.

Helping drive the plant based trend is Flexitarianism or Reductionism; the idea of reducing or greatly limiting the consumption of animal products. In the US approximately 12% of consumers currently are following a flexitarian diet. Flexitarians follow a diet that emphasizes the consumption of whole, minimally processed plant based foods, while limiting the intake of animal derived products.

According to research from YouGov 93% of consumers

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following a flexitarian diet intend to continue eating animal products this year. This data indicates that while more consumers are incorporating plant based foods into their diet, animal derived products remain a key staple in the majority of consumer diets. The report also states that 12% of US consumers currently follow a flexitarian diet. When considering those that follow a vegan or vegetarian diet in addition to flexitarians, the figure jumps to one fifth (20%) of the US population. Manufacturers will want to consider this significant portion of the population when developing and launching new products.

### ***Growth Opportunities For Manufacturers***

Manufacturers can capitalize on the current trends facing the industry by experimenting with new flavors, formulations, ingredients. Developing products with cleaner labels, healthier ingredients, and bold and exciting flavors could attract new consumers. Increasing protein content in some products may also increase

appeal among consumers. AIFI offers the industry's most complete line of food and beverage ingredients. Our product line of over 2500+ ingredients coupled with the expertise of our team is designed to help you and your company go from concept to completed product as quickly and as efficiently as possible.

*AIFI has identified several smaller, more specific trends within the plant based market for 2022. For more detailed information regarding these trends please contact Jay Engler, Marketing Manager, AIFI.*

## **How AIFI Can Help You:**

### **Superior Document Control**

American International Foods exercises rigorous document control over all of their ingredients to ensure superior quality and purity. Our regular facility inspections and vetting of every process minimizes any chance of contamination. AIFI goes the extra mile to guarantee we are the most reliable link in your supply chain.

### **Experienced Supply Chain Management**

American International Food's staff of dedicated professionals saves their customers both time and money by maximizing their supply chain efficiencies. We offer over 2,500 ingredients, and also have the ability to bundle multiple ingredients on the same order. That means fewer phone calls to make, fewer PO's to write, fewer shipments to track, and more time to tackle your other objectives.

### **Powerful Solutions**

American International Foods takes pride in making the process of finding and ordering ingredients less stressful for our customers. With consistent communication, a motivated team, and reliable delivery operations, AIFI creates an easy solution for all of your ingredient needs. Give us a call today to see how we can show you the same benefits we are currently showing our customers.



### **AIFI Trending Plant Based Ingredients**

Almond *	Hemp *	Pumpkin Seed
Brown Rice *	Hibiscus	Rice*
Cashew Protein	Lentil Flour	Soy *
Cassava Flour	Lupin Bean Flour	Sunflower *
Chia Seed *	Mung Bean Protein	Tapioca Starch
Chick Pea Flour	Navy Bean Flour	Vital Wheat Gluten
Coconut *	Oats *	Wheat *
Fava Bean Protein	Pea *	
Flaxseed Protein	Potato *	

**\* Indicates both flour & protein options available**

[View Complete Ingredient List](#)

**All AIFI Ingredients include:**

- **Full documents vetted for quality and safety**
- **World Class Pricing**

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