



HOT HEALTH TRENDS

The background is a dark red gradient with numerous glowing yellow question marks and small white dots scattered across it. The question marks vary in size and brightness, creating a sense of mystery and inquiry.

DIETS

ALLERGENS

FUNCTIONAL

PLANT-BASED

MIND HEALTH

VALUES



EATING
HEALTHIER



Consumers have become more mindful of what they eat.

47%

of gen z carefully watch what
they eat



Protein – 26%

Grains – 23%

Vegetables – 17%

Fruits – 12%

Fats, sweets – 12%

Dairy – 11%



2021

Seafood / Shellfish

32%

Soy

23%

Tree nuts

30%

Gluten

23%

Food additives

22%

Peanuts

26%

Dairy

21%

Eggs

23%

Wheat

16%

GEN Z



Today 41% of Gen Z says they drink alternative milk daily or weekly, while about the same percentage (42%) say they rarely or never drink traditional dairy milk.



Low
interest

HIGH IN PROTEIN

HIGH FIBER

LOW CARB

High
interest

GLUTEN FREE

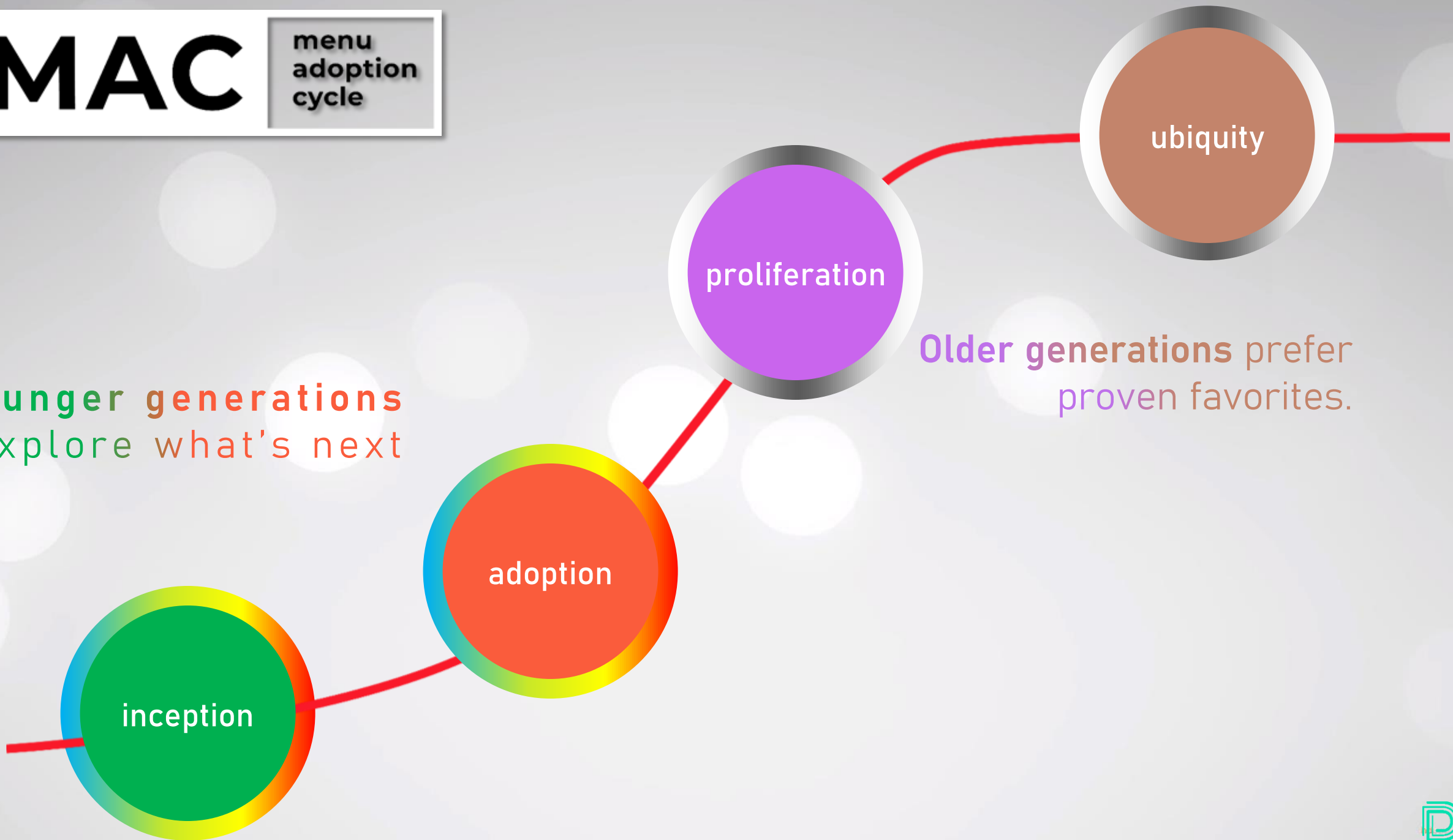
PLANT-BASED

LACTOSE FREE

MAC

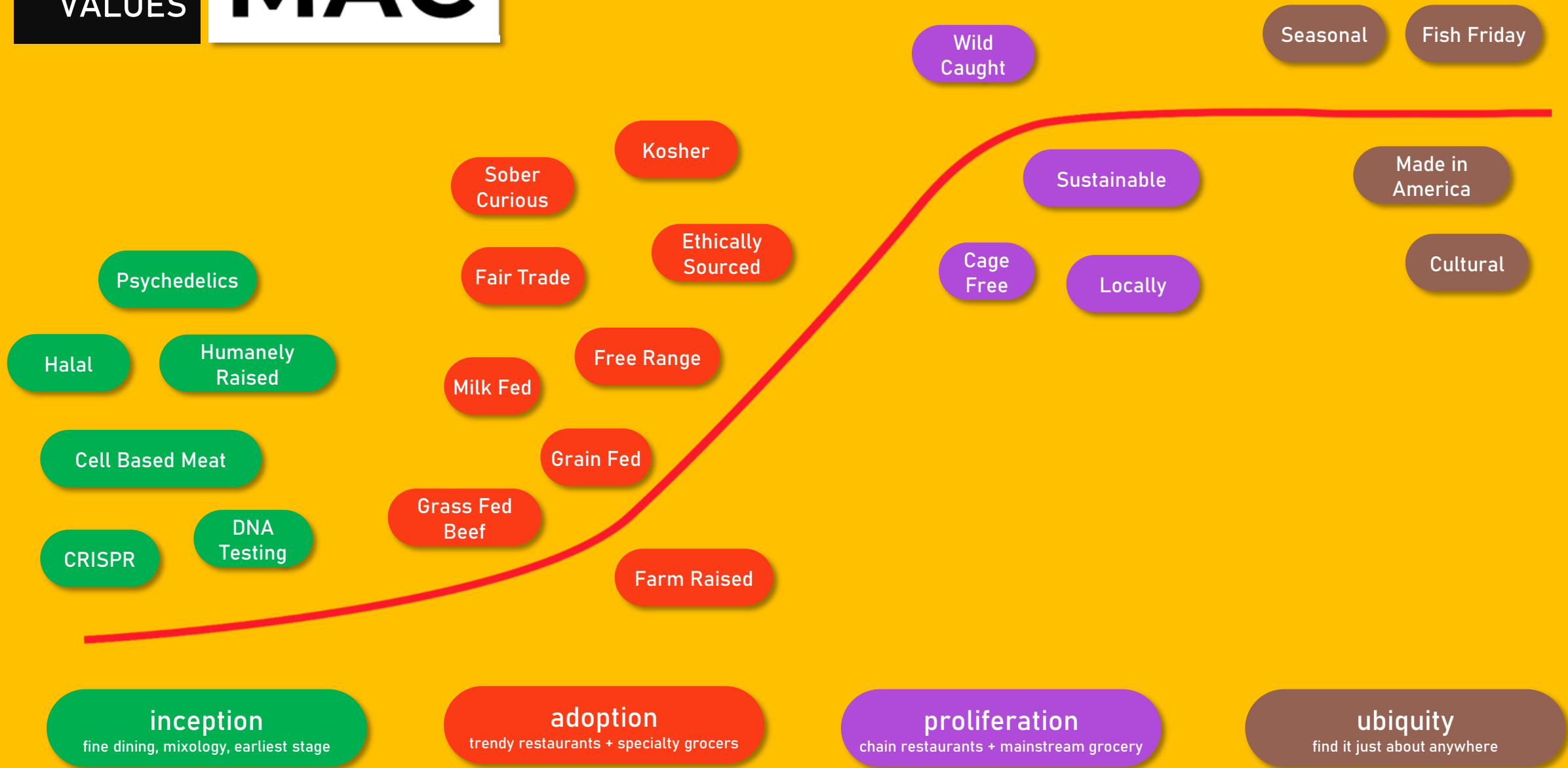
menu
adoption
cycle

Younger generations
explore what's next



FOOD VALUES

MAC



food values are generational

Personalization and lab grown meat will grow as Gen Z matures.

Gen Z

Halal 200

Cell Based Meat 150

CRISPR 125

Humanely Raised 114

Millennials are looking after themselves, animals and the globe.

Gen Y

Grass Fed 124

Kosher 122

Free Range 121

Fair Trade 118

Ethically Sourced 118

Milk Fed 117

Broad messages around sustainability have higher appeal for GenX.

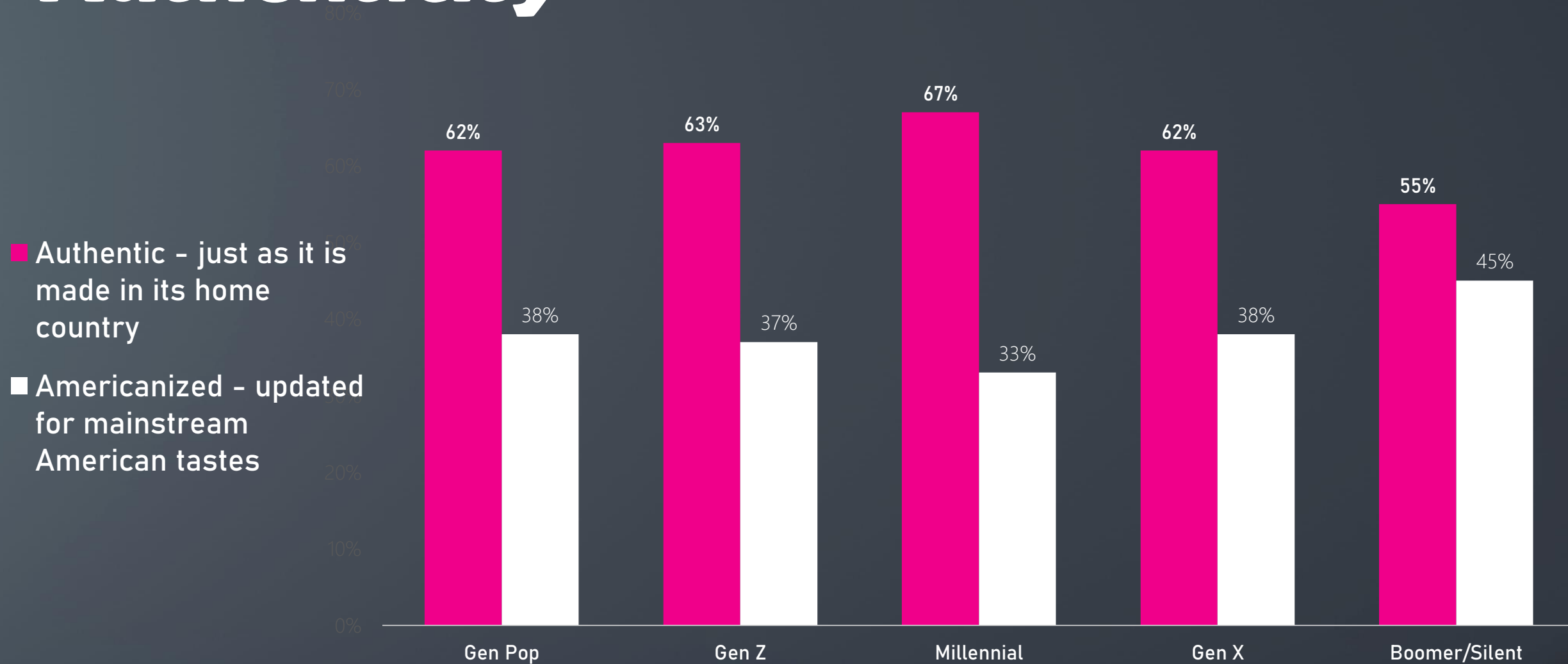
Gen X

Wild Caught 116

Sustainable 106



Authenticity



What's the fastest growing **healthy term** on menus?

Ketogenic

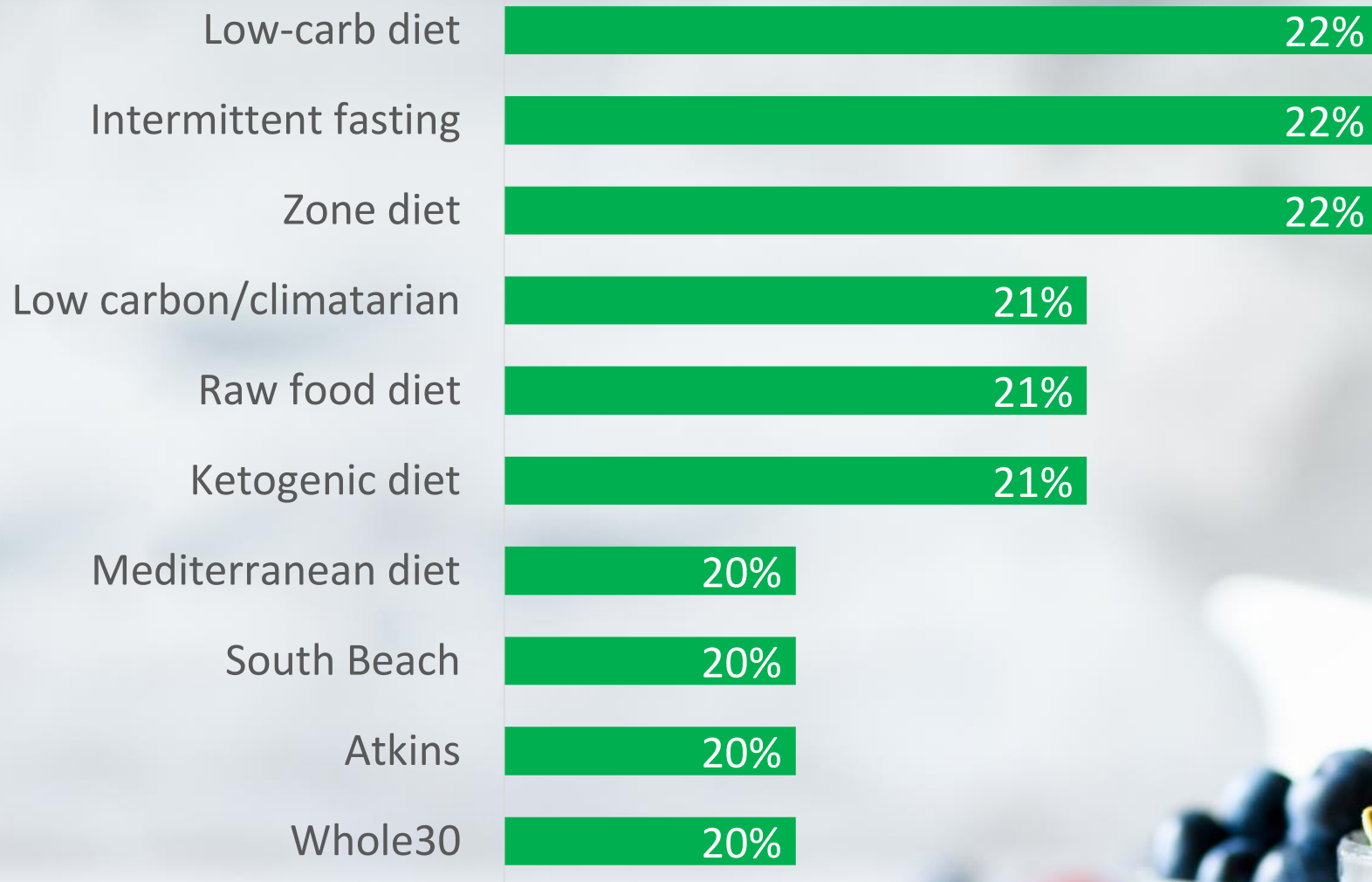
2020 penetration: 0.95%

2021 penetration: 1.54%

+ 63% growth



GEN Z



SUPERFRUITS

Calamansi	+133%	Blood Orange	+55%
Pitaya	+130%	Lychee	+54%
Yuzu	+105%	Watermelon	+45%
Huckleberry	+80%	Guava	+42%
Kumquat	+75%	Lime	+35%
Dates	+71%	Passion Fruit	+26%
Black Cherry	+67%	Acai	+24%
Prickly Pear	+55%	Tamarind	+20%

4-year penetration
% change



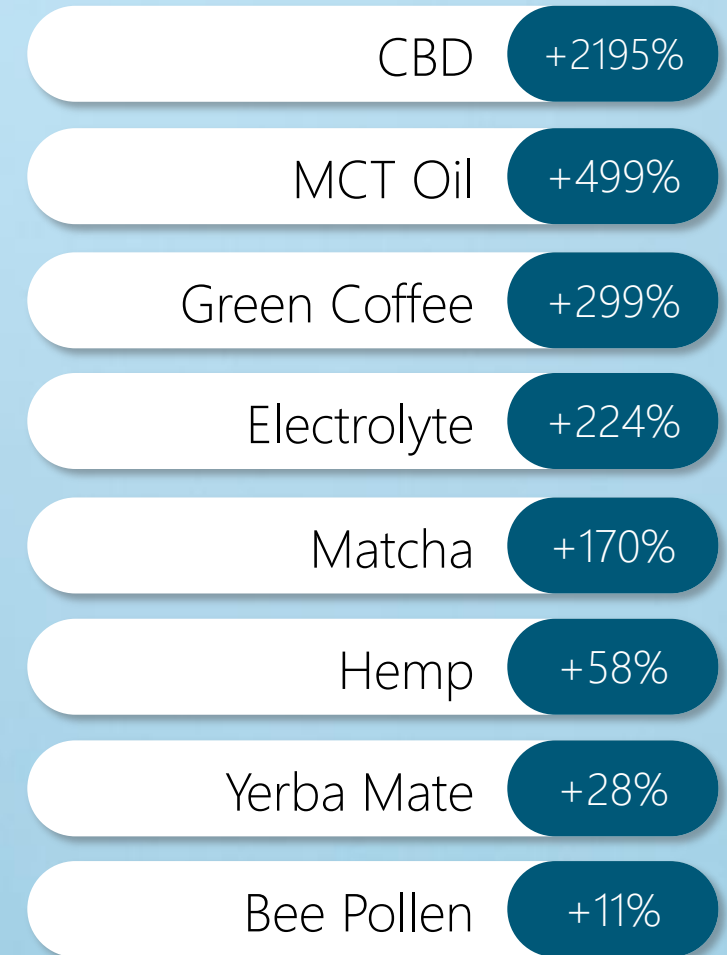
ANTI-INFLAMMATORY



4-year penetration
% change



COGNITIVE / ENERGY



4-year penetration
% change

2022 MACRO TREND
MIND HEALTH



Weariness sets in as pandemic enters third year with no end in sight

HEALTH AND SCIENCE

Pandemic stress weighs heavily on Gen Z, according to a new poll

PUBLISHED MON, DEC 6 2021-10:34 AM EST

As global temperatures continue to rise, climate anxiety will be a growing issue for young people, therapists warn

Medicine's great resignation? 1 in 5 doctors plan exit in 2 years

Anxiety among restaurant workers increases as COVID cases rise

Stressed-out parents divided over going back to school amid surge

Pandemic stress drives some Colorado teachers from classroom



PHYSICAL HEALTH

92%

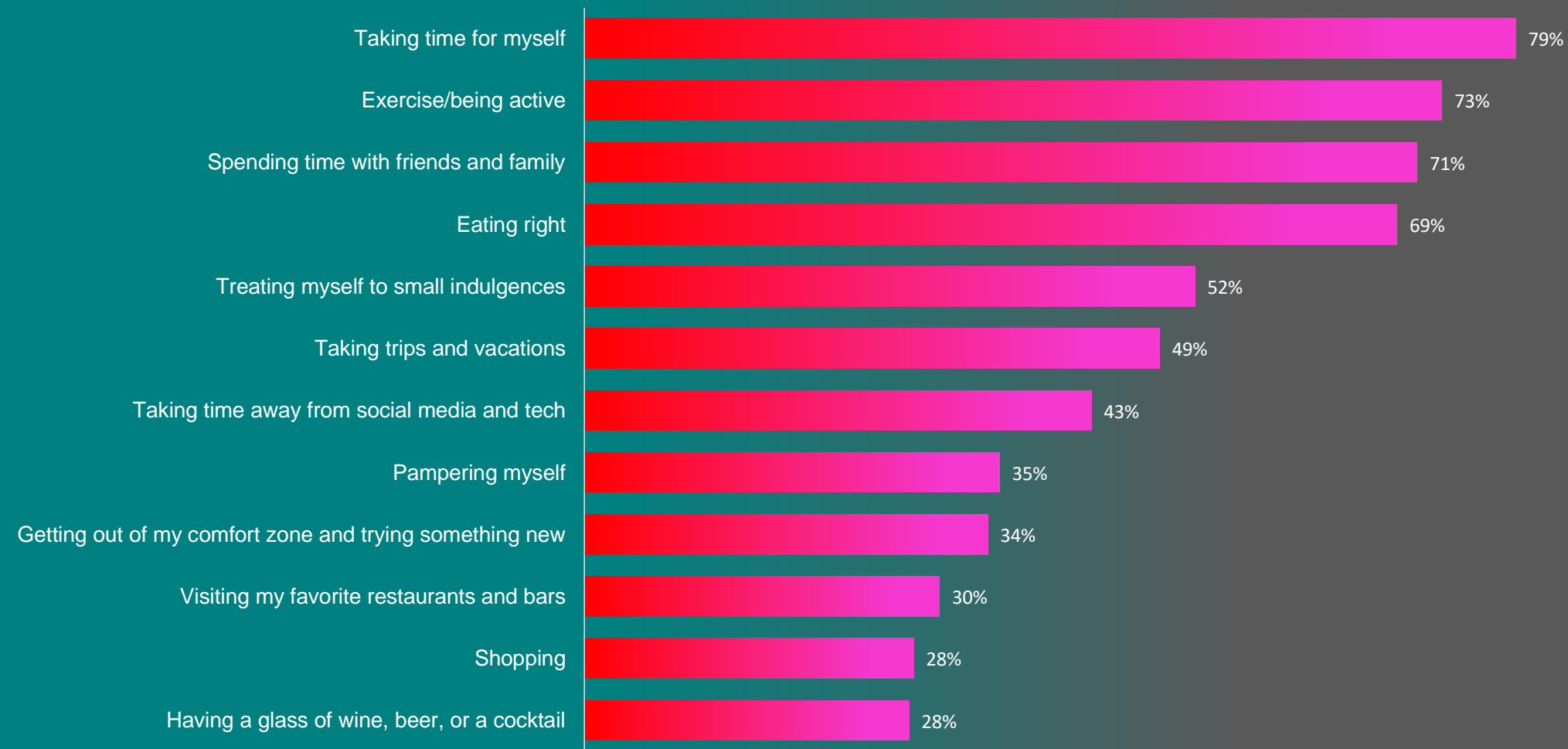
EMOTIONAL HEALTH

92%



SELF CARE

Self-care really is about the self – nearly 80% of consumers say “taking time for myself” is a key aspect.





5%



The background of the website is a photograph of a Lush store. On the left, a chalkboard has the words "FIGHTING ANIMAL TESTING" written on it. In the center, another chalkboard says "SINK IT UP". To the right, a display of various Lush products is visible, including white and green bath bombs and yellow bath bombs in a wooden tray. The Lush logo is in the top left corner of the website header.

LUSH

 I am looking for...



Welcome

[Sign in](#) | [Register](#)



[Our Impact](#)

[New](#)

[Bath and Shower](#)

[Hair](#)

[Face](#)

[Body](#)

[Gifts](#)

[Scent](#)

[Discover](#)

[Valentine's Day](#)

Free ground shipping is back for all orders over \$60!

WE'RE LOGGING OFF UNTIL SOCIAL MEDIA IS SAFE FOR ALL

As of November 26th, 2021, we're saying goodbye to Facebook, Instagram, Snapchat and TikTok until these platforms can provide a safer environment for their users. The serious effects of social media on mental health are being ignored by these platforms. **It's time to stop scrolling and be somewhere else.**



FUNCTIONAL FOOD & SELF CARE

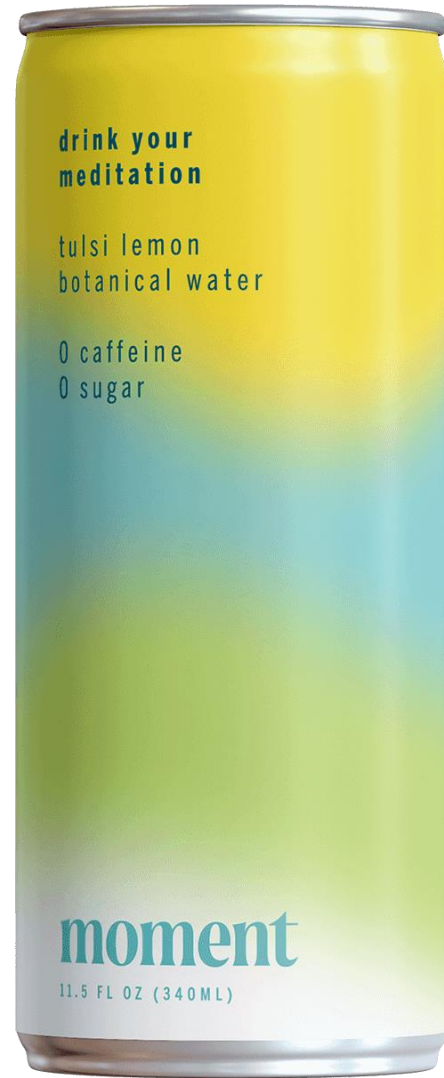
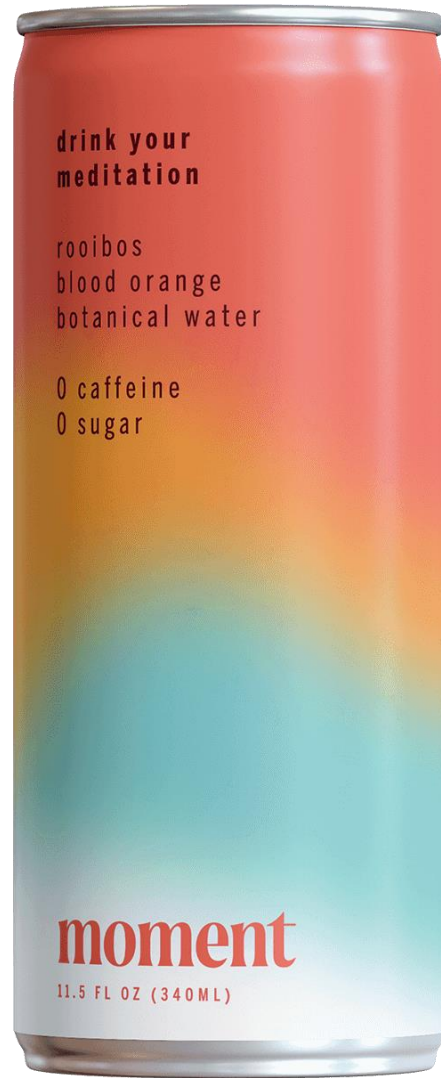
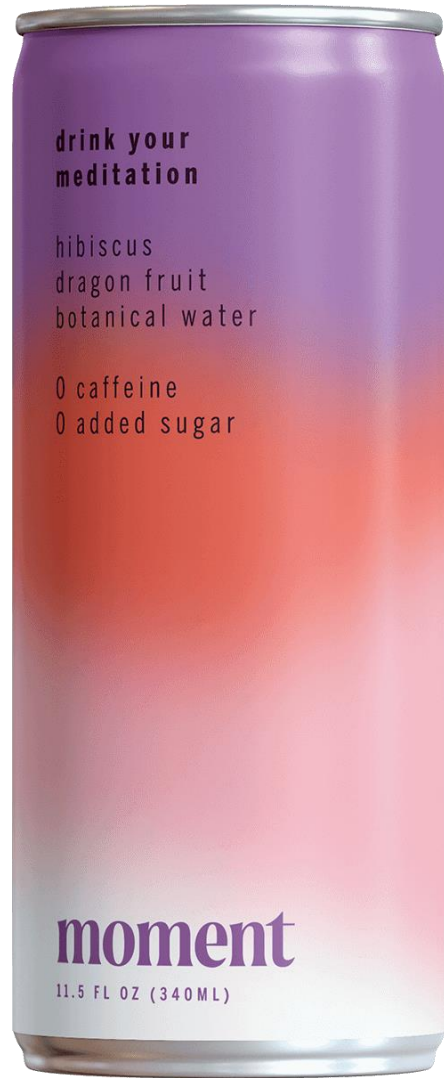


83%

of consumers either strongly or
somewhat agree that "food can
be medicine"









frankieandjos • Following

Frankie & Jo's



frankieandjos Welcome, February. 🌟 A kaleidoscope of giving and receiving love. However you embrace this month, we want to give you three seasonal flavors that offer indulgence, blissfulness, and nourishment. 🍷 We can't wait for you to enjoy them!

SPIRITUAL STRAWBERRY: A collaboration with our friends, @moonjuice. 🌟 This luscious and silky strawberry ice cream sweetened with dates, maple syrup, and coconut sugar is our version of a beloved smoothie served in their shop. Perfectly crisp freeze-dried strawberries enrobed in a silky smooth dark chocolate and mood-boosting Moon Juice Spirit Dust® are swirled throughout our creamy coconut and oat milk base. Pure bliss. 🙌

DREAM STATE: Enhance the vividness and recall of your dreams with this ultra-creamy pistachio ice cream. Known for their vitamin-rich and melatonin properties, pistachios are the star of this nourishing coconut-oat ice cream. 🥥 To finish, we sprinkle in pieces of salty pistachio-almond fudge throughout. Truly a dream come true. 🌈

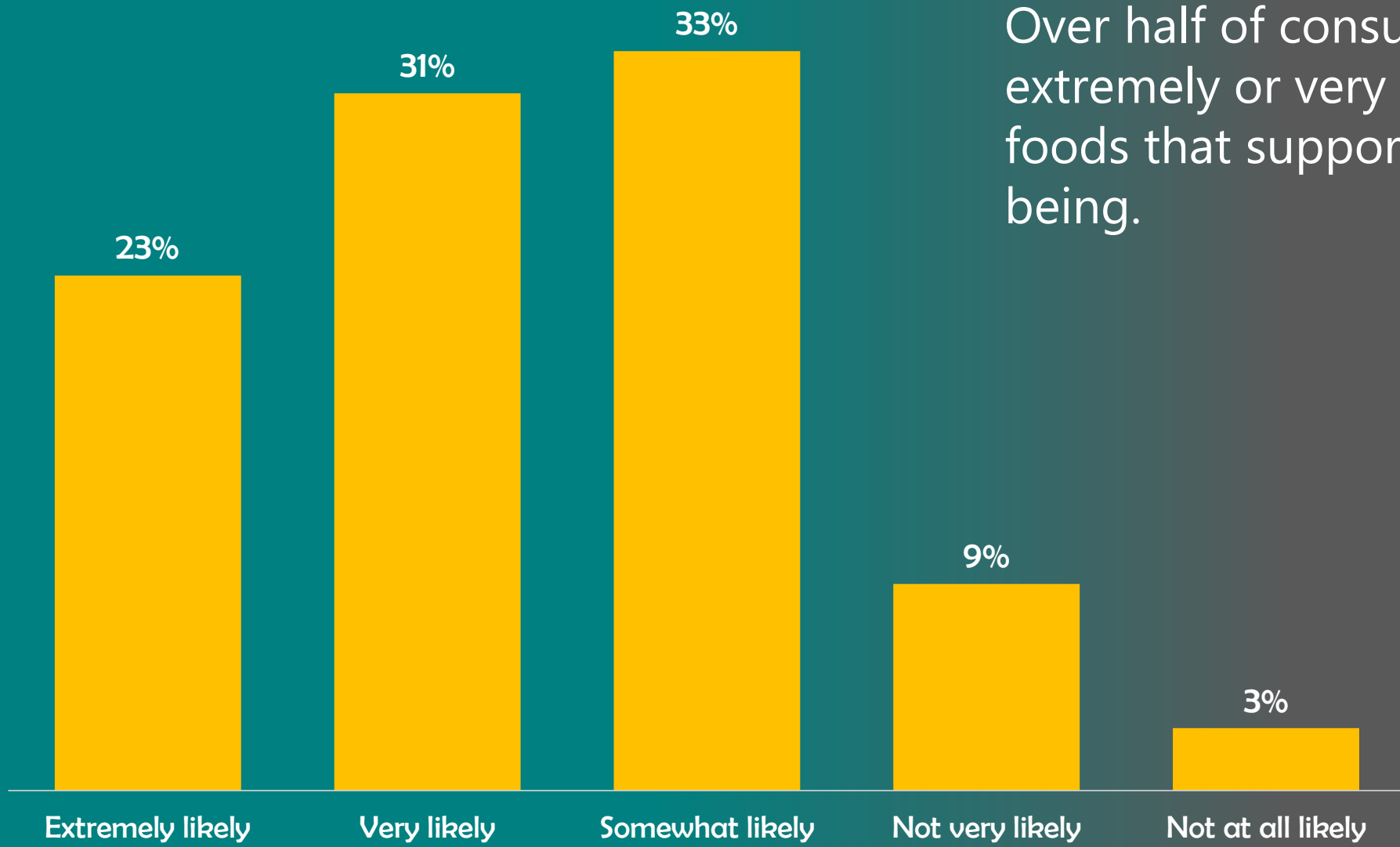
MOLTEN CHOCOLATE CAKE: This rich, salty chocolate ice cream is an all-time customer favorite and our version of the indulgent molten chocolate cake dessert. 🍰 Layered with ribbons of crunchy magic shell, rose chocolate sauce, and gooey molten cake pieces. 🍫

Available today through March 1st in our scoop shops and on our



Liked by autumnlexilee and 988 others

FEBRUARY 2



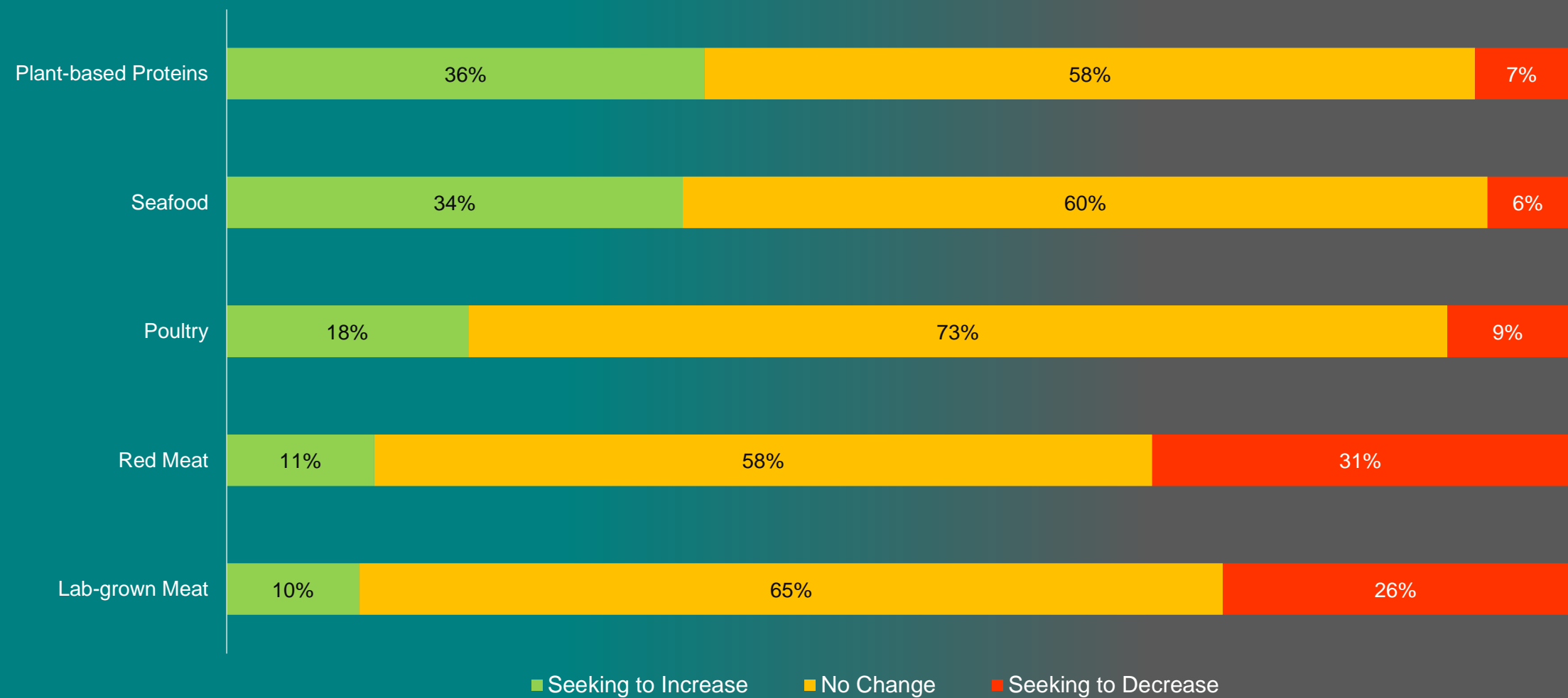
Over half of consumers are extremely or very likely to purchase foods that support mental well-being.

2022 PLANT-BASED
TREND TO WATCH

PLANT HEROES



Over a third of consumers are seeking to increase their consumption of plant-based proteins.



When it comes to plant-based foods,
it's time to get back to our roots

**Whole Foods CEO says plant-based
'meat' is unhealthy**

It may be good for the environment, he told CNBC, but maybe not for
our bodies.

**Plant-based meat alternatives, like
new nuggets from KFC, sound
healthier. But are they?**

Those fake-meat hamburgers might not be a planet-
saver after all

There's a growing backlash against the rise of
fake meat – here's why



“

I don't need my peas to pretend to be
a cheeseburger.

”

”

A close-up photograph of fresh spinach leaves, covered in water droplets, filling the left half of the image.

60%

of consumers say they prefer
plant-based foods that
showcase the fruit or
vegetable instead of
mimicking another food

A close-up photograph of several strips of cooked bacon, showing the characteristic marbled pattern of fat and meat, filling the right half of the image.

40%

of consumers prefer plant-based
foods that taste like traditional
counterparts, like plant-based
beef or milk

Q: Choose "I prefer plant-based foods that taste like traditional counterparts, like plant-based beef or milks," or "I prefer plant-based foods that showcase the fruit or vegetable instead of mimicking another food." | Fielded **November 2021** (n = **1000**)







BERRIES
FRUTOS DEL BOSQUE
FRAMBUESA → 3,95 €
MORA → 3,50 €
ARANDANO → 3 €
FRESITA → 6 €
MIX BERRIES CUBO 6,50 €
ARANDANO RUDO 5 €
GROSSELLA 7,50 €

TARRINAS
MIXTAS
2,90 €

FRESA
ORIG. ESPAÑA
6 €
CAJA

DRAGON FRUIT
MIXTAS
6 €
CAJA

Health is the key factor.

38%

of consumers say the most important factor in plant-based foods and diets is the environment and animal welfare

62%

of consumers say the most important factor for plant-based foods is that they are healthy


Q: Choose "The most important factor for plant-based foods and diets is that they are good for the environment/animals." or "The most important factor for plant-based foods and diets is that they are healthy." | Fielded **November 2021** (n = 1000)



A man with dark skin and curly hair, wearing a red V-neck sweater over a light blue collared shirt, is holding a silver fork in his right hand and a silver knife in his left hand. He has a wide-eyed, open-mouthed expression of surprise or excitement. The background is a solid light blue.

CRAVEABILITY MATTERS





SHOUK,
WASHINGTON D.C.
4 units



One particular issue will explode over the coming years.



Eating sustainably is one of the easiest ways to combat climate change, experts say

Simple switches on a collective level could move the needle on climate goals.

Sustainable Business

McDonald's targets net zero emissions by 2050, from meat to energy

“We could mitigate climate change by eating differently.”



65%

OF CONSUMERS AGREE

“Agricultural companies and restaurants bear more responsibility for addressing climate change than individual consumers do.”



67%

OF CONSUMERS AGREE

Panera

BREAD[®]

Low Carbon Cool Food Meals

At Panera we believe you don't have to choose between absolutely delicious food and food that is good for the planet. We can have a positive impact on the climate simply by what we put on our plate. To help, Panera is labeling Cool Food Meals—meals with a lower carbon footprint.

Reduce your carbon footprint with Cool Food Meals.

Our planet is getting warmer and this is having a lasting negative impact on our communities and the world. Climate change is caused by the production of harmful greenhouse gases that trap heat and warm the planet. Approximately 25% of these gases result from agriculture and related food production, or simply, what it takes to grow, make and transport the food on your plate.¹



11:36

REAL FOODPRINT

Your order makes a difference. See how Chipotle's real ingredients reduce the impact on the planet compared to conventional ingredients.

Less Carbon in
the Atmosphere

182.6 :
GRAMS

Gallons of Water
Saved

0.4 :
GALLONS

Antibiotics
Avoided

149.4 :
MILLIGRAMS

Improved Soil
Health

13.3 :
SQ. FEET

Supported
Organic Land

0.9 :
SQ. FEET



CHIPOTLE

Real FOODPRINT



Right now, 26% of greenhouse gas
emissions are created by the food system.
YOUR FOOD CHOICES CAN CHANGE THAT.

From reusable bowls to a climate-
conscious menu, we're making everyday
ENVIRONMENTAL CHOICES a little easier.
Not to mention you'll get the best fresh,
healthy meal in town.

For the planet, every meal counts.
EAT WITH PURPOSE.



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FOOD CHOICES = CLIMATE CHOICES

And you just made
a good one

proud partner of



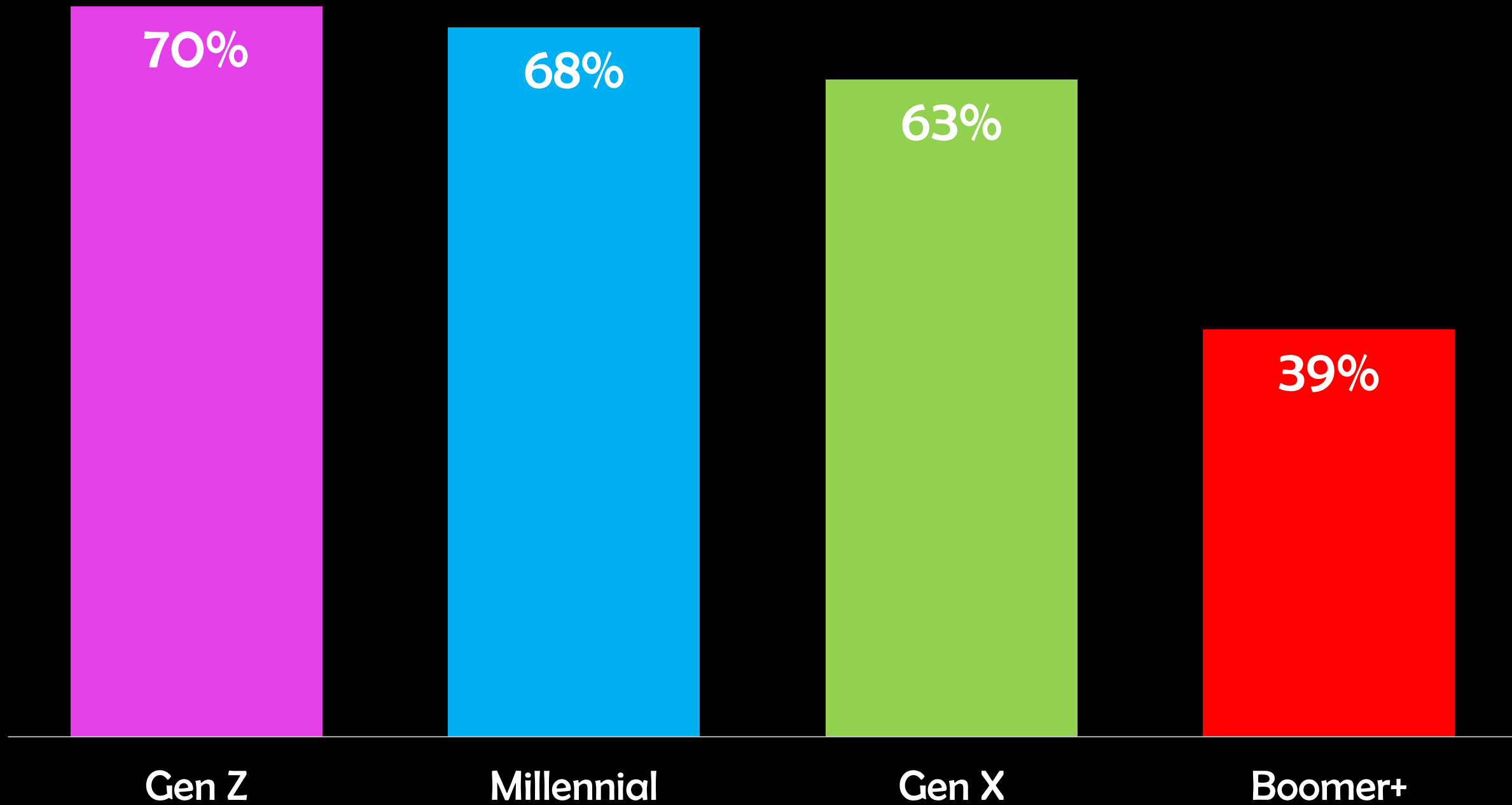
FOOD FOR
CLIMATE
LEAGUE

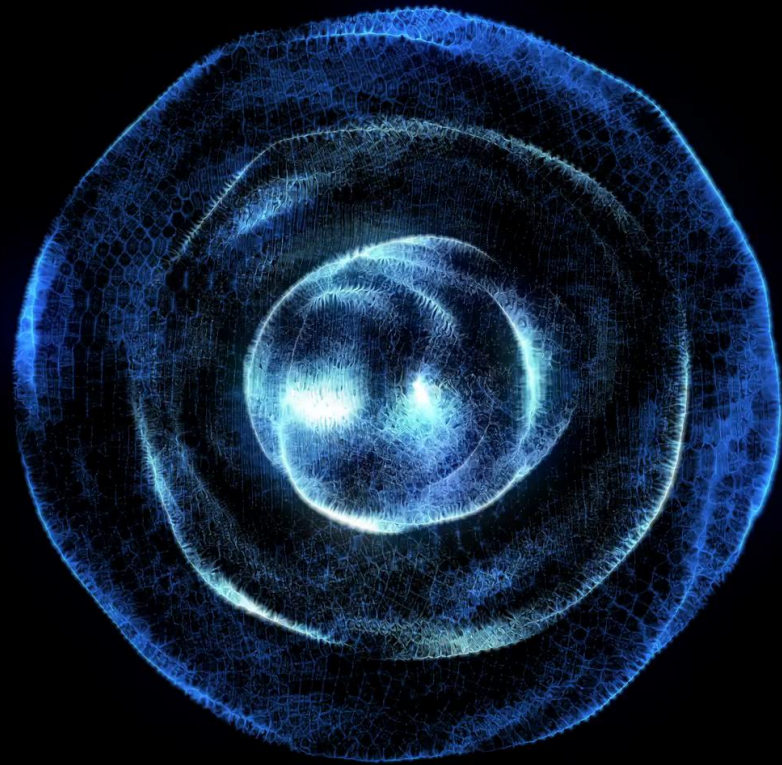


You are what you eat.

You eat what you are.

“Food brands and restaurants should take a stand on public issues.”





FUNCTIONAL

MINDFUL

PERSONAL VALUES

hello@datassential.com

