

Daymon

INNOVATION REPORT JOYment Special Edition

October 2022



Delivering Joy, Fun and Escapism to Consumers

The world is changing, with geopolitical events giving way to unexpected climate disasters, pandemics, and social revolutions. These events have a direct impact on the retail environment, affecting not only commodity prices and product availability but also consumer purchasing power and confidence. Coupled with the current inflationary climate, these bring changes to the everyday lives of consumers all over the world, causing distress and worry.

One of the key learnings from previous recessions is that, while consumers avoided spending money on non-essential items for their daily lives, they still purchased and consumed "premium" items that could provide new and exciting experiences. During the 2008/2009 recession, some premium Private Brands thrived because they provided a way for consumers to treat themselves. When this is combined with the fact that history demonstrates the power of Private Brands not only during but also after a recession, there is a clear opportunity for brands and retailers to experiment with a variety of approaches based on the five senses in order to provide sensorial solutions to their customers that include flavours, textures, and colours as key product elements to consider as well as differentiated experiences.

Our JOYment trend reflects this. JOYment is one of the six Mega Trends that we identified and will investigate in this new edition of the Innovation Report. This edition follows on from the JOYment report 17 part 1, which focused on Seeking Comfort, Little Luxuries, and Aficionado micro trends. Part 2 delves into the three remaining micro trends on the JOYment spectrum: Play, Sensorial, and Surprise Me.

The Global TrendWheel is Daymon's proprietary forecasting tool that identifies, defines, and tracks the evolution of global consumer behavior to help our partners navigate the changing retail landscape. Our Global TrendWheel encompasses the variety of forces driving global retail shifts and events, from demographic to economic to political, that have impacted our culture. This tool is pivotal in analyzing the values and factors that are influencing purchasing in the short and long term and establishing a framework to be strategic in continued brand devolvement. Our 2021-2022 Global TrendWheel comprises six Mega Trends that assess long-term broad movements and 42 Micro Trends that center on updated consumer lifestyles and behaviors.

The Role of JOYment within Innovation

5

-
- *JOYment | Spectrum*
 - *JOYment | Why Today?*
 - *JOYment in the current economy*
 - *How are Private Brands Responding to JOYment?*

Selection of JOYment Concepts

14

Focusing on food, drink, near food, shopper experience & POS organized per micro trend

- *Play*
- *Sensorial*
- *Surprise Me*

From Concept to Shelf

36

Update on a selection of concepts related to JOYment presented in previous Editions

DAYMON TRENDS



Each new concept answers to one or several Daymon trends. The Daymon trends assessment provides a framework for identifying business opportunities

INTERNATIONAL REACH

The International Reach Map refers to time and reach and analyzes the number of years per country with similar concepts - the darker the color indicates similar concepts have been launched for longer periods than other countries.

NOVELTY

Novelty KPI indicates whether the concept has been tested worldwide for several years or if it is recent. Each concept is screened for the last five years.

APPEAL

Appeal KPI refers to the growth of manufacturers developing a concept over the past five years. The appeal is measured on the last two years.

FEASIBILITY

Feasibility KPI indicates the level of complexity to develop a similar concept with suppliers (either a current or new supplier).



Low Novelty – the concept has been observed for several years, but with growing reach.



Medium Novelty – the concept has been observed for a few years, with growing reach.



High Novelty – the concept is new (one year or less).

Low Appeal – the share of new manufacturers developing the concept is low.

Medium Appeal – the share of new manufacturers developing the concept is between 30% and 60%.

High Appeal – the number of manufacturers and share of new joiners is larger and growing (60% plus).

Low Feasibility - the concept is technically complex to co-develop with a supplier. It can also be patented.

Medium Feasibility– the concept requires time to co-develop with a supplier.

High Feasibility– the concept is not complex to develop as similar technologies are already used for PB with other concepts.

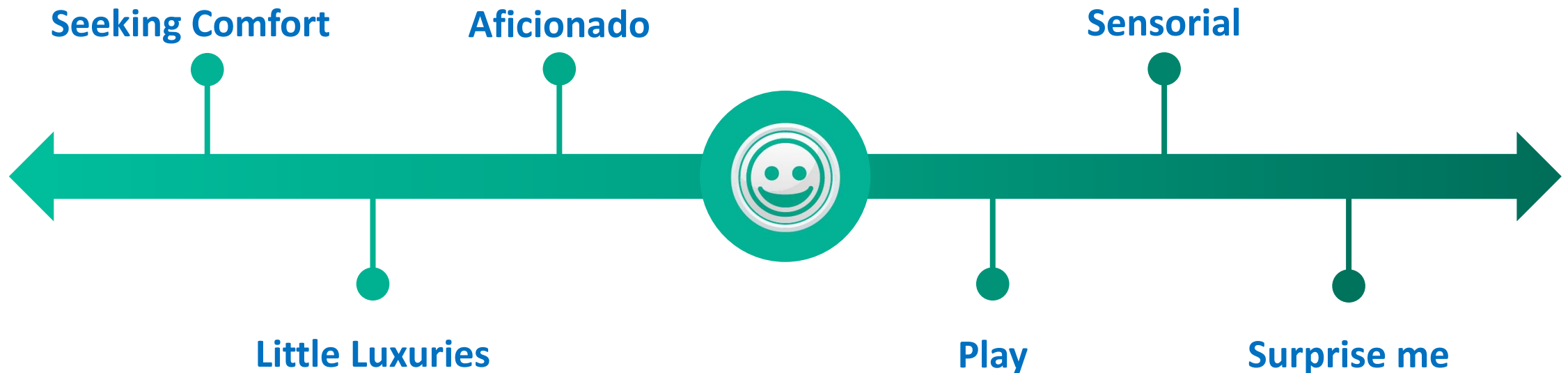
A group of five business professionals (three men and two women) are sitting around a dark table in a cafe or office setting. They are all smiling and eating pizza. There are three white coffee cups on the table. The scene is overlaid with a semi-transparent blue filter. The text "JOYment" is centered in the image in a large, white, sans-serif font, with "within innovation" below it in a smaller, white, italicized sans-serif font.

JOYment
within innovation

| JOYment Spectrum

JOYment takes consumers on different journeys - from seeking comfort to surprise elements.

What are the key elements to consider when developing solutions to provide consumers with the escapism they crave during stressful times or to help them celebrate happy times? Because joy is so personal, there are as many elements as there are consumers, however it is also linked to lifestyles and behaviors. Joy can be felt in a variety of ways, including comfort and nostalgia, when the experiences transport consumers back to their fondest memories. For example, through a particular flavor or smell or perhaps by having an "out of the box" moment – where products bring novelty and excitement to the consumer in the form of something they have never seen, tasted, or touched before, opening the door to a world of thrilling new sensations.

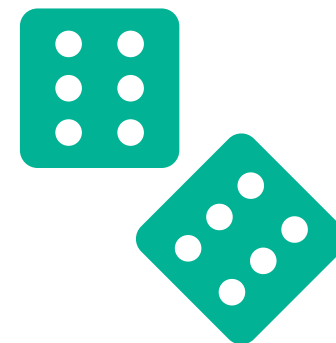




Play

To deal with the fast-paced world we live in, some consumers seek comfortable experiences. Others prefer to unwind through fun and playful activities, rediscovering the "kid" in themselves and taking breaks from real life through games, activities, and virtual escapes.

Retailers and brands can assist these consumers in achieving this goal by offering not only fun and engaging products, but also point-of-sale experiences that attract consumers with the brands and products, online games and activities, and even taking advantage of the potential offered by VR and AR technologies with truly engaging moments that will bring consumers closer to the store/brands.



85%

of consumers in Brazil admit to looking for fun in all aspects of life³



Sensorial

In a world of constant stimulation, consumers seek multisensory experiences in all aspects of life. Taste, texture, and smell allows consumers to be transported to different places and provide them with the escapism they seek.

Brands and retailers can provide consumers with exciting sensory experiences they wish they could have perhaps on the other side of the world by allowing them to travel without leaving their homes. They can also provide consumers with the opportunity to simulate premium experiences that they might not be able to afford during a recession. It's a way for consumers to get away from their normal routines and experience new sensations that they wouldn't necessarily include in their daily lives.



78%

of Canadian consumers admit that international cuisine is a good way to experience different cultures¹



Surprise Me

Customers want the unexpected to make them feel special and to provide delight on a daily basis, for themselves and their loved ones. Creating solutions to surprise shoppers with unexpected in-store experiences, promotions, or even special editions of products - such as different and innovative flavors, smells, or packaging - can lift their mood and boost their joy.

When the world appears to be an uncertain place and consumers' anxiety is high, providing them with unexpected and exciting moments can make them feel special and help them to improve their mood, especially in financially unstable times when they must cut back on special treats deemed “unnecessary.”



How enjoyable or unique the product/service is, will always or often impact product choice for

60%

of global consumers²

JOYment Spectrum

JOYment lives with other trends.

JOYment-driven concepts can go beyond the core of JOYment by incorporating key elements from the entire Trend Wheel, such as providing a high-quality experience at an affordable price, being environmentally friendly, or even as a highly personalized concept. Trends co-exist and should be investigated further when delving into the core topic of JOYment.



JOYment and...

One World

- Environmentally-friendly
- Borderless
- Cross culture
- Locally-produced
- Co-created

...

IDentity

- Fulfilling specific needs
- Age-specific
- For modern families
- Urbanization-oriented

...

B-Well

- Functional
- With clean labels
- For specific diets
- Mental health-oriented

...

Value Matters

- Good quality
- Price-conscious
- Transparent
- Personalized

...

Always On

- Hyper-connected
- Available on-demand
- Allows simplification

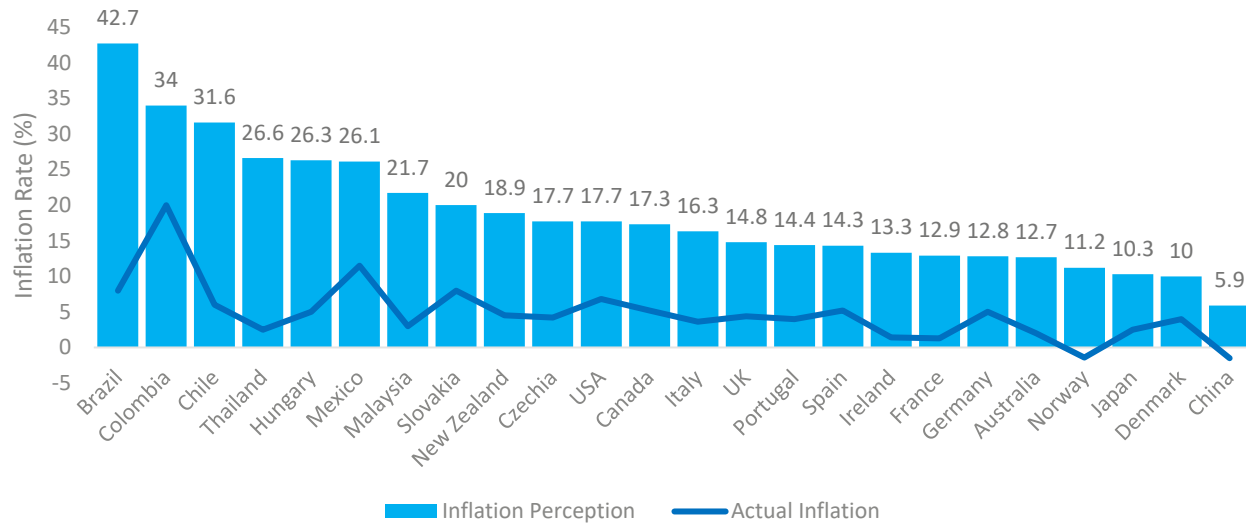
...

JOYment in the Current Economy

Current world events have created a mix of feelings amongst consumers. Inflation, a key factor, leads to cost-cutting and this sometimes results in consumers avoiding purchasing products considered non-essential.

Depending on the context, consumers around the world have become price-sensitive. Globally, 70% of consumers admitted they felt that prices for food and beverages have risen since mid-2021.

If Inflation differs from one country to another, the perception of inflation for shoppers is higher than the actual inflation, highlighting how price is impacted by perception.



Source: Dunhumby, *Food inflation: why perception may be worse than reality*, March 2022



38% of Italian consumers who describe their financial situation as 'healthy' said they will be cutting back on spending they consider to be "non-essential"¹

39% of US adult consumers indicated that they would purchase more Private Brand products to help combat inflation²

Source: ¹Mintel, COVID-19's impact on Italian consumers: 3-8 March 2022; ²Mintel, Consumers and the Economic Outlook - US - Winter 2022

JOYment in the Current Economy

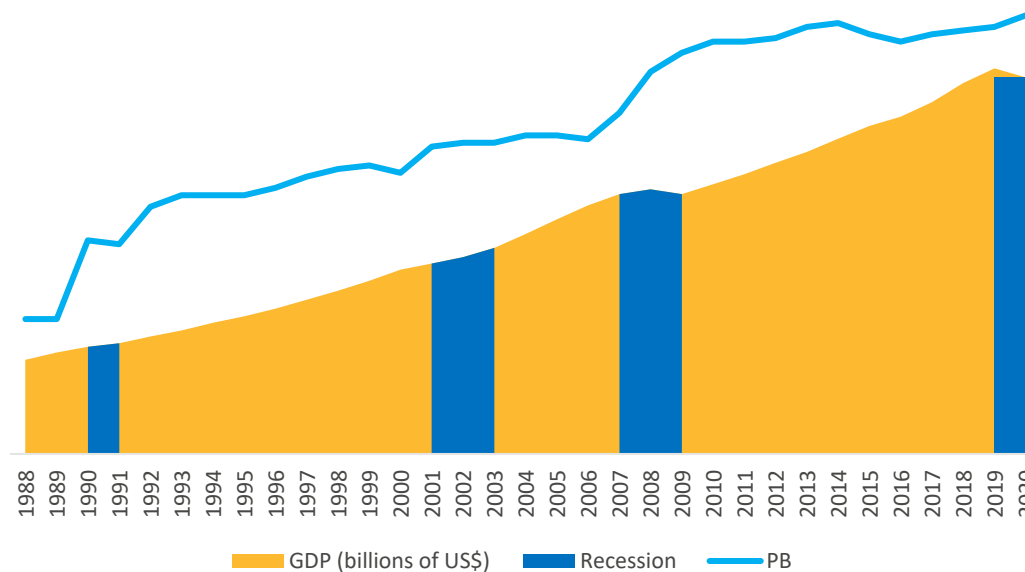
There is a need to indulge to find comfort and excitement in order to help deal with everyday difficulties and anxieties caused by economic hardships or personal circumstances.

One of the key learnings from previous recessions is that, while consumers avoided spending money on non-essential items for their daily lives, they still purchased and consumed “premium” items that could provide new and exciting experiences.

Some premium brands thrived during the 2008/2009 recession because they offered ‘a way for consumers to treat themselves’. For example, it was during this period that Lidl launched its premium Private Brand Deluxe in Europe, giving consumers the opportunity to indulge in premium-quality products at lower prices – perfectly positioned for a difficult economic time. Deluxe is one of Lidl's powerful Private Brands that paved the way for the Lidl success story.



History is proof of the power Private Brands during tough times. If Private brands grow during tough times, they most likely thrive in post-recessionary times.



How are Private Brands responding to JOYment?



Pingo Doce (Portugal)

Selected Pingo Doce Wine – Quality wine from the main wineries from Portuguese regions.



Sainsbury's (UK)
Sainsbury's – Tea infusion range



Tesco (UK)
Tesco Finest – hand crafted chocolate bars



Target (USA)
Favorite Day Gourmet – Decadent & Indulgent Treats.



Carrefour (UAE)
Tokinomo – highlighting PB products in store

CONCEPTS

FOOD – DRINKS - NEAR FOOD - SHOPPER EXPERIENCE - POS

A man with a beard is wearing a VR headset and holding a controller. The image is overlaid with a semi-transparent blue filter. The word "Play" is written in a large, white, italicized serif font in the center of the image.

Play

Consumers look for experiences in the form of games and activities that help them escape their real lives.

Montessori Method to Cookies

Featured in the 13th Edition



The Montessori method is a child-centered educational method that includes child-led activities. This teaching approach believes that children learn better when they choose what they want to learn.

Parents frequently use everyday products to teach their children colors, shapes, animals, and so on. Cookies inspired by the Montessori philosophy provides parents with a child-led activity to learn through experimentation with a variety of cookie shapes, holes, and sheets, included in the cookie box. Parents can turn a tasting experience into a learning experience.

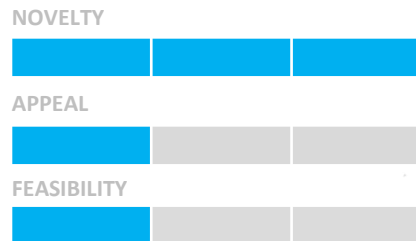
83%

of children worldwide say they learn better when they engage in playful activities.*

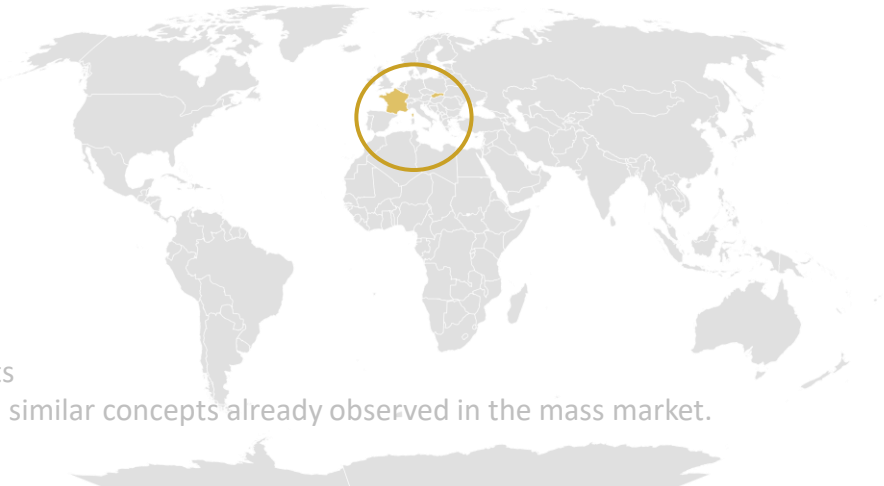
DAYMON TRENDS



KPIs **



INTERNATIONAL REACH



* Lego Foundation 2018

** KPIs score from Daymon Experts

Novelty and Appeal KPI's based on similar concepts already observed in the mass market.

Pizza Box AR Game



Pizza Hut brought back one of the world's most famous games - Pacman - in a 2021 campaign called "Newstalgia," giving consumers the opportunity to have a fun experience with their pizza boxes.

Customers can play the game by pointing their smartphone at the pizza box, which has a maze printed on top of it, and then scanning a QR code. With this customer experience initiative, Pizza Hut explored nostalgia capitalizing on technological advancements and the growing acceptance of digitalization.

In addition to reintroducing the game to consumers, Pizza Hut went above and beyond by offering them the chance to win a custom Arcade1Up PacMan game cabinet. They had to play the game and share their score with Pizza Hut's official Twitter account.

75%

of the global population is expected to be a regular mobile AR user by 2025*



DAYMON TRENDS



- Snapchat Global Report 2021
Source: blog.pizzahut.com

Interactive Food Experience



Based on the Netflix show *Waffles + Mochi*, Walmart created, in collaboration with *Partnership for a Healthier America* and *Higher Ground Production*, an immersive experience with interactive recipes, games and videos, that aimed at showing children that eating healthy food can be fun.

Besides the interactive content, the experience included the possibility for children to receive, whenever they completed an activity, a badge that unlocked a donation from Walmart to *Partnership for a Healthier America* campaign, that helped food-insecure families in the USA.

An interactive fun and educational experience for children to learn more about food and healthy eating, and an easy way to help families all over the USA.

44%

of US parents say they always try to serve healthy meals to their families, even when doing so doesn't seem possible*

DAYMON TRENDS



• Eatbanza.com 2021
Source: corporate.Walmart.com



Sensorial

Unique, unusual or multi-sensory experiences that provide joyful moments for consumers.

RTD Bubble Tea

Featured in the 8th Edition



Milk tea with chewy tapioca/fruity pearls has become a trend around the world, mainly in the food service arena. The various combination of flavors, toppings, and textures is what makes this drink popular with consumers.

Enjoying a bubble tea beverage typically requires visiting a bubble tea shop, but with RTD bubble tea consumers can pick up a tea from their favorite store and have it whenever they wish. This is a great opportunity for players to develop full ranges, appealing to a variety of consumers.

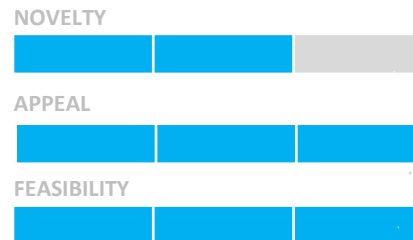
41%

Chinese consumers (41%) agree that their ideal lactobacillus beverage would contain fruit bits as added ingredients.

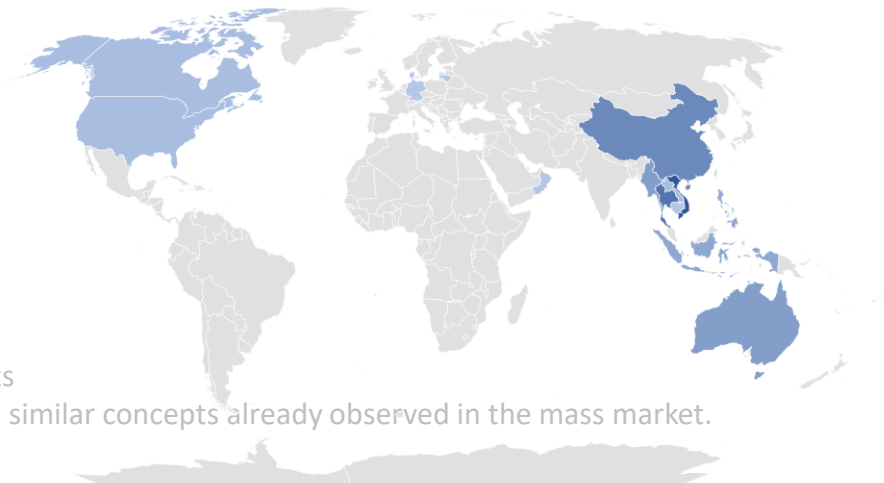
DAYMON TRENDS



KPIs **



INTERNATIONAL REACH



* Mintel 2020

** KPIs score from Daymon Experts

Novelty and Appeal KPI's based on similar concepts already observed in the mass market.

Savoury Yogurts

Featured in the 10th Edition



Leading flavours in the yogurt category are sweet, however the spread of savory offerings, as seen in other "sweet" categories, could be the next alternative. Consumer desire for foods that provide healthier benefits, as opposed to sweet yogurts, which are often high in sugar, drives the demand for savory yogurts.

Savoury yogurts made with ingredients like cucumber, carrot, and beetroot offer a new flavor experience for those with changing taste preferences while still providing nutritional health benefits.

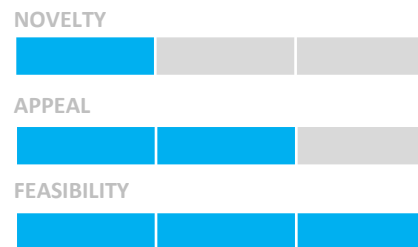
75%

of European consumers find unusual yoghurt flavors such as beetroot, tomato or carrot, appealing*

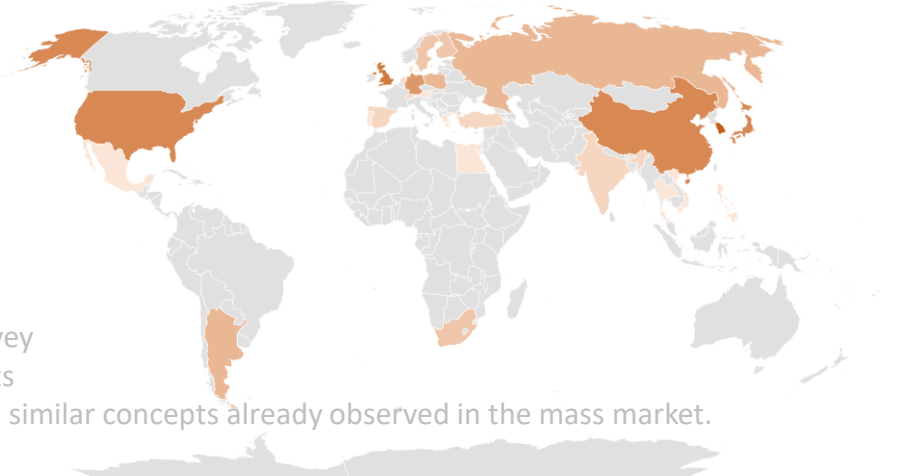
DAYMON TRENDS



KPIs**



INTERNATIONAL REACH



* Global Data Q4 2019 Global Survey

** KPIs score from Daymon Experts

Novelty and Appeal KPI's based on similar concepts already observed in the mass market.

Mochi Cookies

Featured in the 15th Edition



Mochi is a Japanese rice cake made of sweet glutinous flour that is usually consumed during the Japanese New Year. Consumers across the globe are becoming increasingly interested in this product, in particular their frozen version (Innovation Report edition 4).

Because of the unusual combination of mochi and chocolate chips, developing mochi cookies provide consumers with a fresh flavor and tactile and visual experience. For people who enjoy new experiences in the sweet snacks arena, this can be an intriguing option, providing a chewy texture in a colorful biscuit.

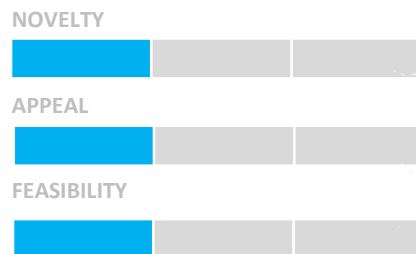
50%

of Spanish biscuit consumers and 43% of German biscuit consumers try new types of sweet biscuits some of the time*.

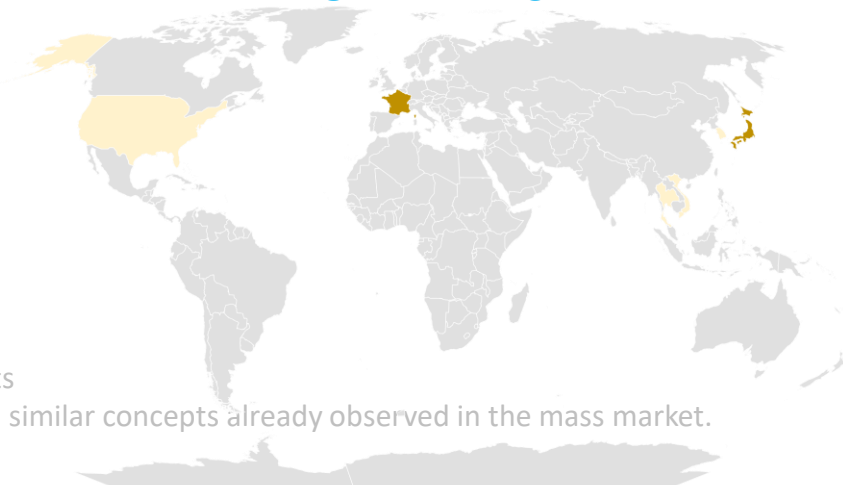
DAYMON TRENDS



KPIs **



INTERNATIONAL REACH



*Mintel 2020

** KPIs score from Daymon Experts

Novelty and Appeal KPI's based on similar concepts already observed in the mass market.

New Olive Flavors

Featured in the 16th Edition



Olives are a popular savory snack that can be eaten plain, seasoned or stuffed with additional ingredients added such as cheese or peppers.

Olives have recently entered the sweet space with distinctive flavors including coconut, pineapple, cherry, and even chocolate. These sweetly seasoned olives appeal to consumers who are looking for unique products and want to try new flavor combinations.

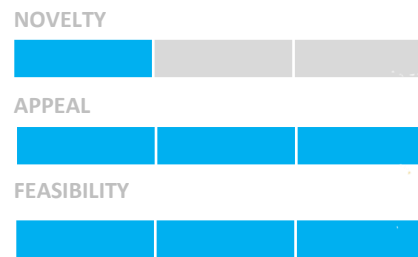
62%

of global consumers find food with complex or multiple flavor combinations - very or somewhat appealing*.

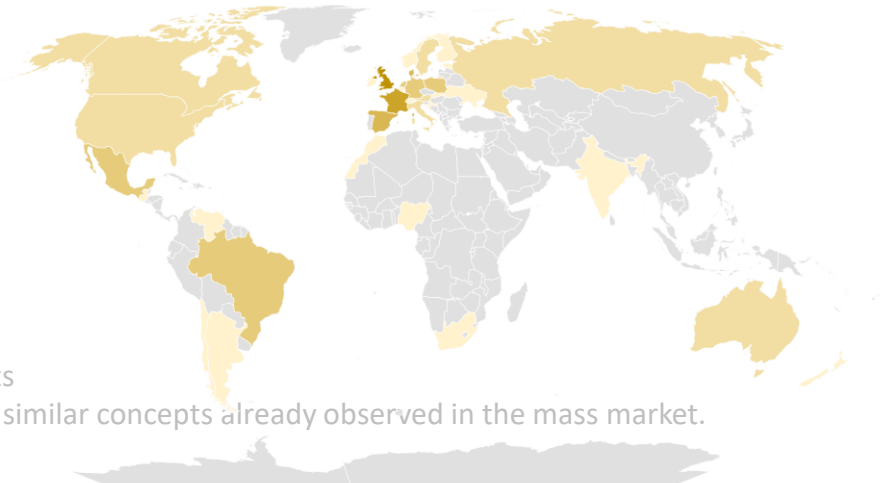
DAYMON TRENDS



KPIs **



INTERNATIONAL REACH



* Globaldata Q2 2021

** KPIs score from Daymon Experts

Novelty and Appeal KPIs based on similar concepts already observed in the mass market.

Sweet & Savoury Butter Spreads



Butter and bread is a favorite snack combo of many consumers around the world. New butter flavors have emerged in the market, that can be spread on bread, pancakes or scones, and provides new tasty versions of this classic snack.

Practical and delicious, butter with sweet or savoury flavors can satisfy cravings and needs. Those who wish for a quick sweet snack can simply spread a bit of sweet butter, and those wishing for something savory can rely on tasty savory versions. It brings a new sensorial experience to butter spreads.

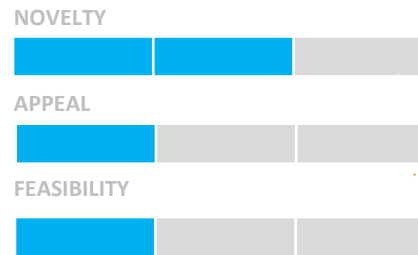
\$6.27bn

is how much the butter market is expected to grow by 2025*.

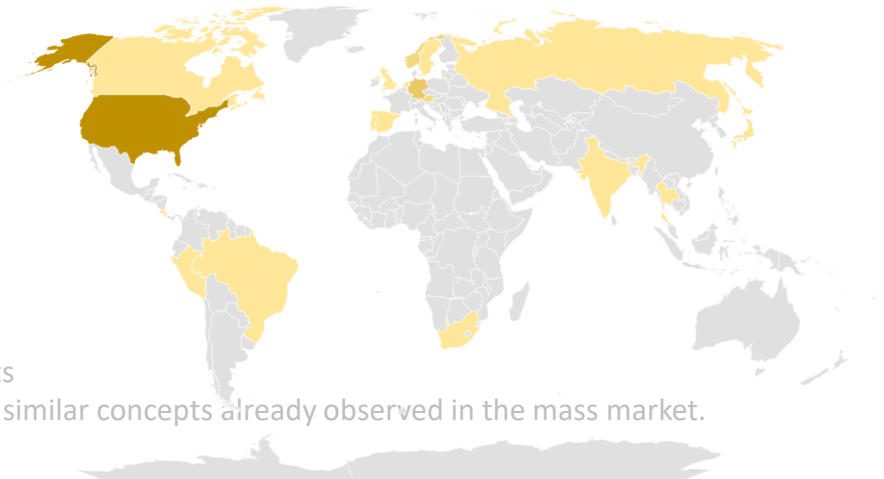
DAYMON TRENDS



KPIs**



INTERNATIONAL REACH



* SpendEdge 2022

** KPIs score from Daymon Experts

Novelty and Appeal KPIs based on similar concepts already observed in the mass market.

Creamier Plant-Based Drinks



Plant-based beverage alternatives are not new, with many consumers around the world having already replaced traditional dairy milk with plant-based alternatives. Using them in cereal, added to coffee, used in baking or to make smoothies - the possibilities are endless!

New versions of these drinks with creamier textures have been introduced to the market. Promising to provide consumers with an even more delicious and sensorial-rich experience thanks to smoother textures that will transform any food or drink into a much more pleasurable moment.

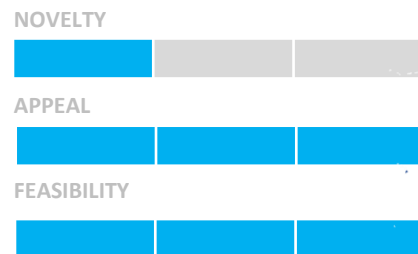
1/3

of British consumers drank plant-based milk in 2021

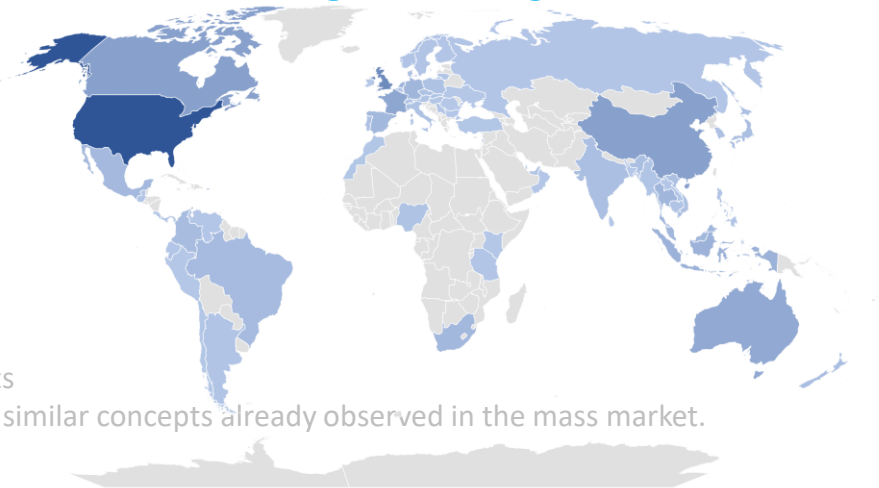
DAYMON TRENDS



KPIs**



INTERNATIONAL REACH



* The Guardian, September 2021

** KPIs score from Daymon Experts

Novelty and Appeal KPIs based on similar concepts already observed in the mass market.

Seaweed Mayonnaise



Mayonnaise compliments french fries, hamburgers, and grilled meat. Now, consumers can enjoy a new flavor experience thanks to a version of this popular sauce that contains an unusual ingredient - seaweed.

Seaweed has a distinct flavor that differs from traditional mayonnaise, giving consumers the opportunity to try a flavor that brings the sea closer to the table. Aside from the unexpected sea-like flavor, seaweed adds an extra natural saltiness, allowing for lower salt content and, as a result, a healthier mayonnaise option.

89%

is how much online food-related searches for seaweed grew in the UK in 2021, compared to 2020*.

DAYMON TRENDS



KPIs**

NOVELTY



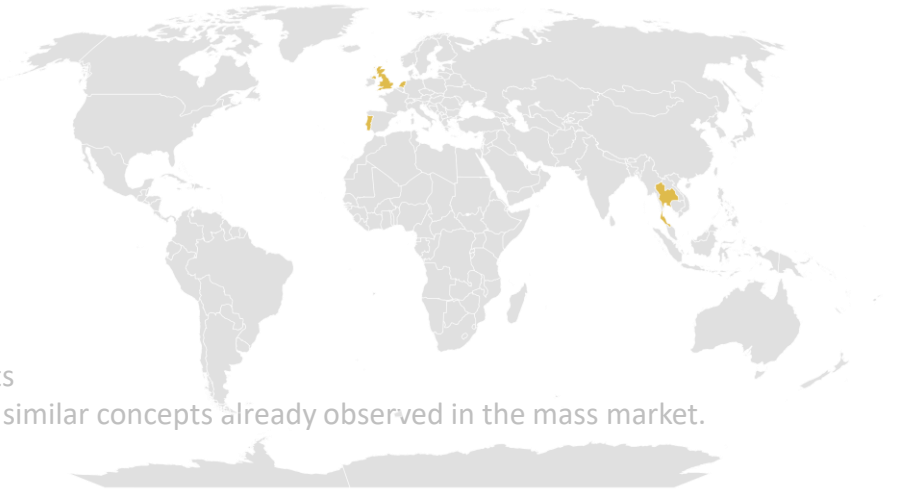
APPEAL



FEASIBILITY



INTERNATIONAL REACH



* independent.co.uk 2022

** KPIs score from Daymon Experts

Novelty and Appeal KPIs based on similar concepts already observed in the mass market.

Dragon Fruit Snacks



Today's consumers look for flavorful yet health-conscious options when looking for snacks. Dried pitaya snacks, also known as dragon fruit – can be the product that consumers are craving.

Dragon fruit is known to be a superfood for its high fiber content, vitamins, antioxidants and other beneficial elements. Combined with its exotic appearance and the fact that it is a relatively uncommon fruit to find in supermarkets - makes it an exciting snack for curious consumers and for those who enjoy health-conscious snacking.

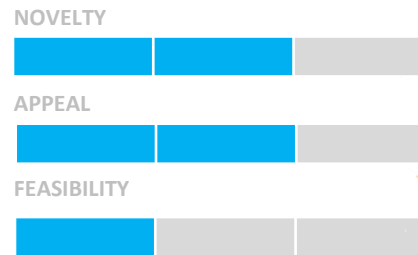
\$78.4bn

is how much the global fruit and vegetable chips market size is expected to be worth by 2028*.

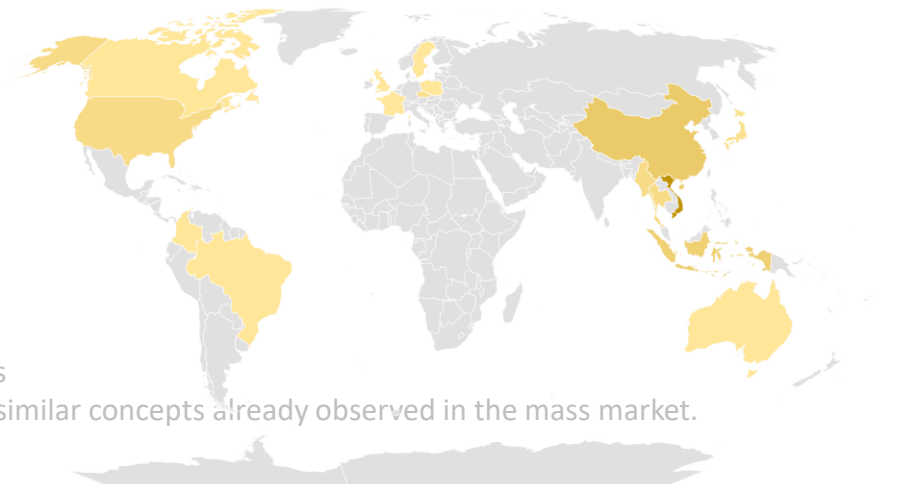
DAYMON TRENDS



KPIs**



INTERNATIONAL REACH



* Grand View Research Inc 2021

** KPIs score from Daymon Experts

Novelty and Appeal KPIs based on similar concepts already observed in the mass market.

Fish & Meat-Based Crisps



Snacking is all about indulgence and satisfaction and many consumers use snacks as a replacement for complete meals – especially due to their hectic lives. Meat and fish crisps are an interesting and flavorful option, that combines protein from meat or fish and the deliciousness of fried food. It represents a new solution to an already established meat snack. A good example is a UK classic - fish & chips - which has been turned into a snack that can be enjoyed any time, anywhere, combining flash-dried whitefish with potato chips.

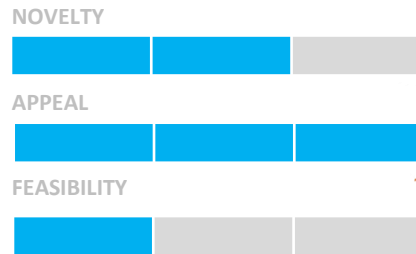
78%

of Indian consumers admit that snacks are away of relieving boredom*.

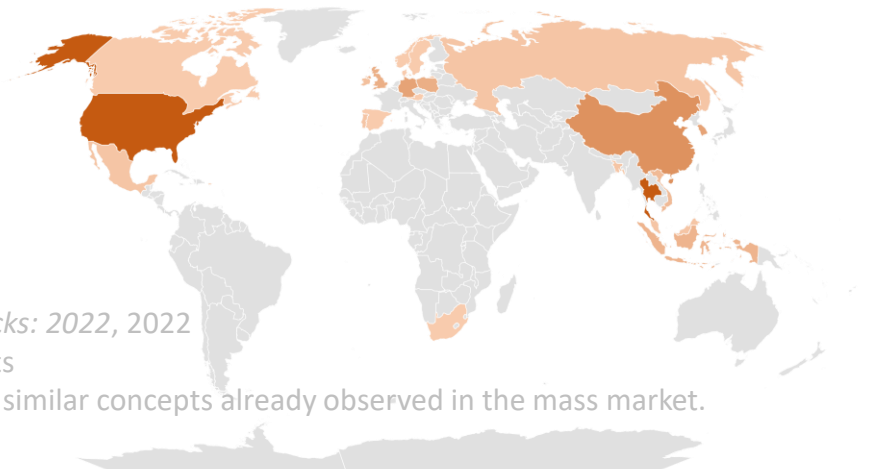
DAYMON TRENDS



KPIs**



INTERNATIONAL REACH



* Mintel – *The Future of Salty Snacks: 2022, 2022*

** KPIs score from Daymon Experts

Novelty and Appeal KPIs based on similar concepts already observed in the mass market.

Honeycomb Ingredient



Consumers enjoy exploring new products with unique and surprising flavors and textures. For those who can't miss a sweet treat now and then, honeycomb puts their senses to the test – an unusual ingredient that is being added to different types of food. From chocolate to ice cream, and even cake and yogurt.

Honeycomb's sweetness and crunchy texture represent an excellent opportunity to add flavor to consumers' favorite indulgent treats - providing a new sensorial experience in addition to health benefits.

43%

of global consumers admit they like products with new and unusual textures*.

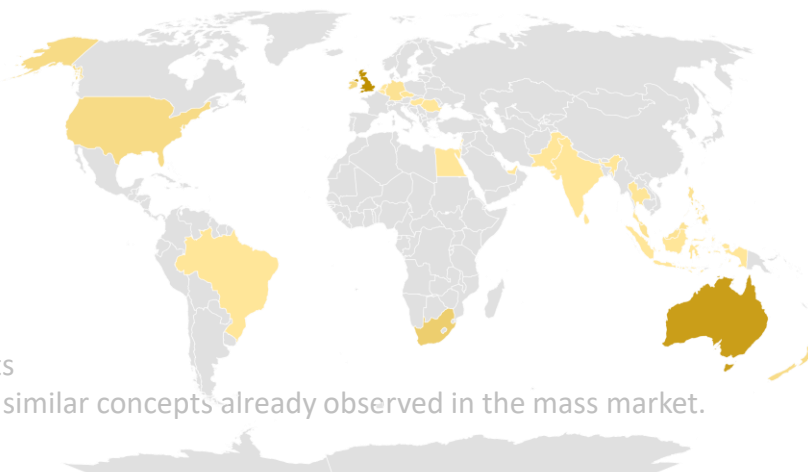
DAYMON TRENDS



KPIs**



INTERNATIONAL REACH



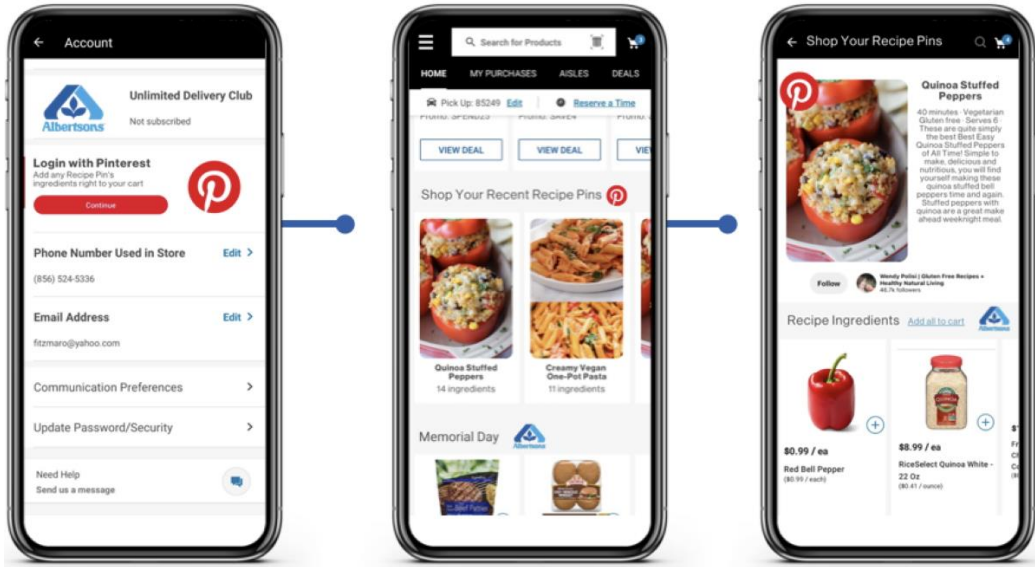
* FMCG Gurus, January 2021

** KPIs score from Daymon Experts

Novelty and Appeal KPIs based on similar concepts already observed in the mass market.

Shoppable Recipes on Pinterest

Featured in the 15th Edition



Social media represents a world of opportunity for businesses, and Pinterest, one of the biggest social media services in the world, is a great platform for consumers to discover ideas and get inspired.

We have seen many websites and dedicated blogs with recipe suggestions and step-by-step guides, which connect to retailers' websites to ease the path to purchase and where recipes are replicated, with all the ingredients, at home. Recently however, the American retailer Albertsons took an innovative step and partnered with Pinterest.

This partnership enables customers to discover and shop for food products on Pinterest. Shoppers can save recipes (the pins) they see on the platform, which are integrated into the Albertsons' app. They'll then be able to add all the ingredients to the cart in one click. This feature simplifies shopping and provides consumers with a fun, enjoyable experience.

85%

of weekly Pinterest users made a purchase based on content which they observed from a brand on the platform*.

DAYMON TRENDS



- Pinterest 2021
- Source: Grocery Dive

Retailer Metaverse Experiences



The metaverse is a relatively new concept that has recently emerged. It is a virtual reality world where people can interact using digital devices and computers. Some describe it as a technologically enhanced extension of their daily lives.

Retailers and brands have started to invest in the metaverse, acquiring areas and locations. For example, McDonald's, which has filed trademarks for virtual food and beverage products. According to the McDonald's trademark lawyer, the company envisions the possibility of consumers being able to place an order in the metaverse restaurant and receiving their food at their doorstep.

Nike is another brand that has taken its place in the metaverse with the launch of Nikeland on the gaming platform Roblox, where visitors can play games, interact with a digital showroom to choose outfits for their avatars, and much more.

Retailers are also exploring the metaverse with Carrefour recently announcing the launch of an address in the virtual gaming environment The Sandbox.

DAYMON TRENDS



• Wunderman Thompson 2022

Source: Wunderman Thompson 2022, ESM 2022, Business Standard 2022, news.nike.com

68%

people believe the metaverse will be the future of ecommerce and online shopping*.

A woman with her hair in a bun, wearing a grey t-shirt and a dark apron, stands in a grocery store aisle. She is smiling and has her hands outstretched in a gesture of surprise or offering. The background shows shelves stocked with various products, including a display of yellow and pink items in the foreground. The entire image has a light blue overlay.

Surprise me

Consumers want to feel special, craving unexpected surprises.

Flavorful & Colorful Whipped Cream



Whipped cream is the ideal addition to any ice cream, brownie, pancake or serving of fruit - making them extra tasty and indulgent.

Traditional whipped cream, which is mostly unflavored or sweet, can be enhanced in flavor and appearance to provide consumers with an improved experience. One example is Whipnotic, with added flavour essences and fruit juices to whipped cream, turning this product into something that is more than just a delicious topping. It can also be a dessert thanks to the delicious flavor that fruit provides.

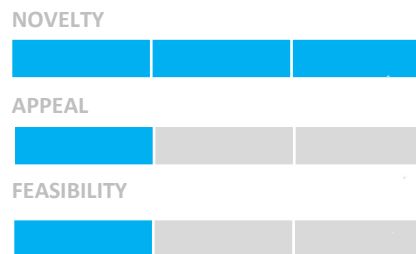
74%

A unique snack will have an impact in snacking choices for 74% of global consumers*.

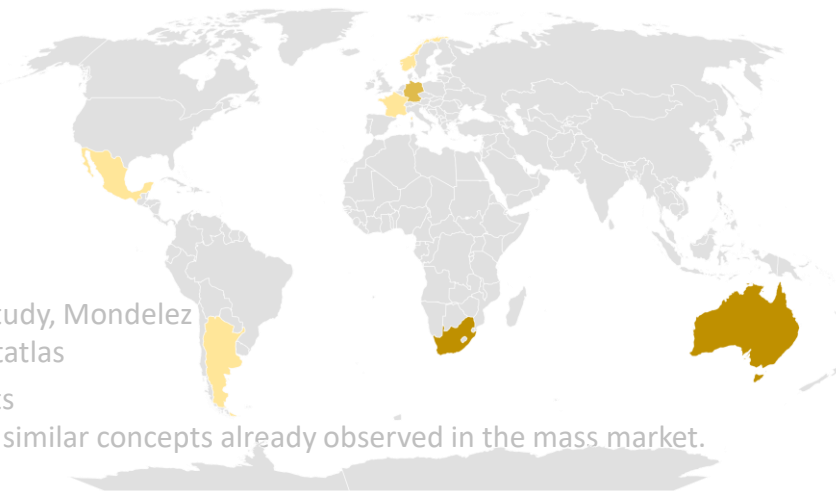
DAYMON TRENDS



KPIs**



INTERNATIONAL REACH



* 2021 Global Consumer Trends Study, Mondelez International, The Harris Poll, Nextatlas

** KPIs score from Daymon Experts

Novelty and Appeal KPIs based on similar concepts already observed in the mass market.

Tinned Fish with Asian-Inspired Flavor



Tinned fish is a convenient item that consumers can rely on for a quick and easy meal, whether natural or a seasoned version.

New sauces and seasonings can be added to tinned fish to provide a tasty experience and allows consumers to virtually travel through taste sensations as they replicate their favorite Asian dishes at home.

For example, smoked salmon can be combined with Sichuan chili crisp, creating a unique and exciting flavor experience that can serve as a springboard to a new world of flavored tinned fish options.

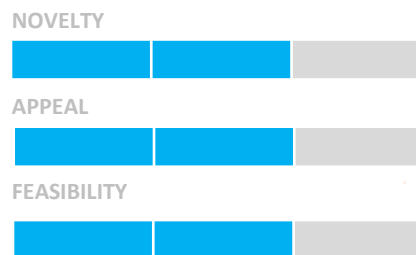
74%

of Spanish consumers say they are more open to trying new flavors than they used to be*.

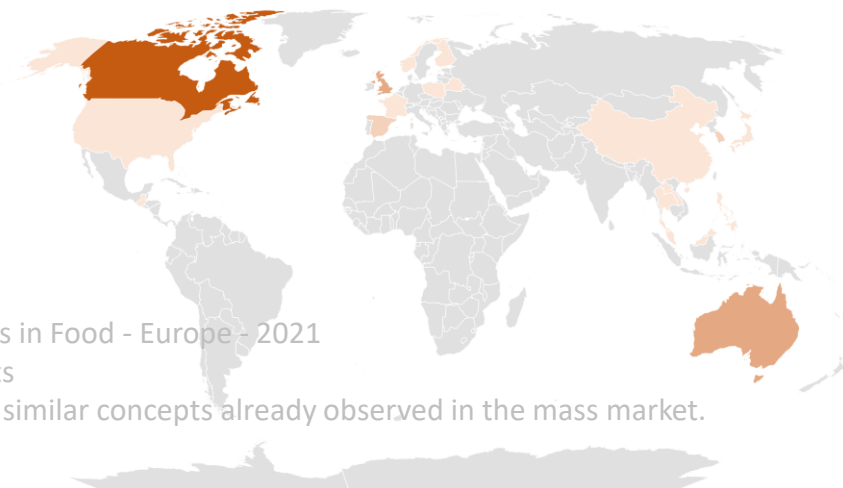
DAYMON TRENDS



KPIs**



INTERNATIONAL REACH



* Mintel - Attitudes towards flavors in Food - Europe - 2021

** KPIs score from Daymon Experts

Novelty and Appeal KPIs based on similar concepts already observed in the mass market.

In-store Pizza Robot



Pizza is a consumer favorite with retailers using a variety of methods to provide customers with delicious options, whether chilled or frozen. More and more retailers are investing in pizza bars to prepare this much-loved meal in-store.

Recently, in Australia, Aldi took a step further and launched a robotic vending machine that cooks and serves pizzas, ready in just two minutes. The machine offers two different types of pizzas and has a glass window that allows consumers to see their pizzas being prepared. The bases are precooked and stored and chilled inside the robot. An easy and quick way to have a fresh pizza showing an innovative solution for the food-to-go world.

The use of machines in-store for freshly prepared meals is not limited to pizza. Since the pandemic, we are seeing salad-making robots emerge, as well as bread-making robots, amongst other applications.

53%

of Swedish consumers say they always look for things that can help make their lives easier*.

DAYMON TRENDS



• Mintel – The Holistic Consumer – Global, 2022
Source: IGD Retail Analysis



From Concept to Shelf

CONCEPTS

Gut Healthy Kimchi

Featured in the 13th Edition

Kimchi is a Korean specialty made of cabbage, garlic, ginger, salt, and red chili flakes that has been fermented. Despite its distinct flavor, Kimchi has achieved worldwide acclaim, being considered a superfood.

With a variety of possible flavor combinations and the fact that it is a fermented food, kimchi provides a gut-friendly solution that can be eaten as a side, on its own, or as a snack. Kimchi is appealing to consumers who want to include foods in their diet that promote a healthy microbiome while also providing a tasty and novel cultural experience.



Now seen in **PB**

Retailer: Wegman's

Country: USA

Brand: Wegmans Food You Feel Good About



Unique Flavored Impulse Ice Cream

Featured in the 9th Edition

Ice cream remains one of the most common desserts, yet consumers are looking for new reasons to purchase different ice cream flavors.

Consumers want to indulge in new flavors and experiences, providing the industry the opportunity to offer new unique flavors such as sweet potato, sesame, and many more. Alternative, unique flavors have already been successful in the ice-cream tub category, making this a natural step for the impulse category. It is a way to inspire consumers to break out of their usual flavor habits by releasing new innovative flavors.



Now seen in PB

Retailer: Emart24
Country: South Korea
Brand: Emart24



Mix-in Soup Cups

Featured in the 11th Edition

Just as there are yoghurt cups that are paired with flavorful and texture-rich add-ins, mix-in soup cups with toppings have also entered the market.

Consumers who usually love a classic minestrone or tomato soup can elevate these comforting meals with toppings such as croutons, dried onion, crackers, and many more. These toppings are neatly packed in a separate compartment attached to the portable soup cup to maintain flavors and crunchiness. It gives a premium take on ready-meals and on-the-go food consumption without jeopardizing convenience.



Now seen in PB

Retailer: Delhaize Group

Country: Belgium

Brand: Delhaize Extra



Vegetable-Based Wrap

Featured in the 11th Edition

Over time, health-conscious consumers have been growing tremendously as they move away from being a niche group. The definition of what healthy food is has also evolved, becoming more holistic and going beyond the core of having a balanced diet.

The wraps category can help sustain this move by replacing traditional wheat-based wraps for solutions that include vegetables. It brings nutritional benefits and provides a sensory experience through its visual and flavor appeal. The various wrap options include beetroot, sweet potato, spinach, and tomato, among others.



Retailer: Lidl
Country: Slovakia
Brand: Vemondo



Retailer: Woolworths
Country: New Zealand
Brand: Woolworths



Retailer: Coles
Country: Australia
Brand: Coles

Now seen in PB





APPENDIX
Trendwheel Details

6 Mega Trends Shaping What's Next



Societies are transforming, driven by shifting demographics, economic pressures, technology, and a newfound outlook around embracing individual differences. This increasingly diverse population has varying and specific needs, resulting in changing expectations of products and retailers as well as new buying behavior.



Health and Wellness has become a mainstream desire and is no longer limited to a niche group. Consumers have a wide range of wellness aspirations, from simply looking to extend beyond traditional routines to achieving an ideal state of holistic well-being. This pursuit is driving demand for total solutions that are tailored to specific lifestyles and unique health needs.



As global digital adoption and seamless integration quickly accelerate, the lines between the physical and digital continue to blur. A broadened ease of using technology, desire for connection, and expectations of “anytime, anywhere” will continue to evolve retail and propel innovation forward.



With historically unprecedented population migration and advances in technology, we have become globally linked. Interconnectedness is influencing behaviors towards global environmental issues and the desire for community both locally, and beyond borders. There is a growing awareness that what we do as individuals affects the whole world – and vice versa.



In an increasingly turbulent world, consumers are looking for ways to drive satisfaction and happiness in everyday life. As a result, demand for products, services and experiences that deliver enhanced engagement, simple joys and empowerment is becoming more pronounced.



The definition of value is evolving, and one size does not fit all. Consumers are assigning value across multiple dimensions based on their personal needs such as quality, transparency, budget, and accessibility to reach a balance. Addressing this balance is key as shoppers are becoming more selective and mindful in their spending.

THANK YOU

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