

New Perspectives on Food & Grocery

Trend Report for Little Diversified Architectural Consulting

03.23.21



Farm-to-Phone



One-to-One Retail



Vegan Maker



Specialty DTC



Food Hacks

LITTLE
DIVERSIFIED ARCHITECTURAL CONSULTING

Prepared for:

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Prepared by:

Mary & Courtney

Delivered on: 3/23/21

Briefing: Exploring new ways that customers are shopping for food from traditional sources and/or non-traditional sources. This report avoids restaurants, QSR and fast food and focuses on foods that can be prepared from home.

Takeaway: Amid the COVID-19 pandemic, many consumers are finding it difficult to access essential items. In addition, consumers are still cautious of entering stores for fear of catching the virus and in-store restrictions have made grocery shopping more difficult. Consequently, we've seen the rapid acceleration of consumers turning to brands that are able to provide them convenient alternatives to their standard shopping habits.

Top Insights



Farm-to-Phone *Brands in the food space are providing digital solutions for local farmers*

Trend - Brands are offering new "farm-to-phone" apps that allow consumers to purchase fresh produce from local farmers. This is especially useful as many farmers markets and other avenues of shopping were affected by the pandemic. **Insight** - Amid the COVID-19 pandemic, consumers are emphasizing the need to support local economies, especially in light of the many closures of local businesses. Driven by a sense of community and compassion, many consumers are opting to purchase essential goods from local businesses, allowing them to feel "good" about supporting independent businesses.



Edible Exploration *Food subscription boxes curated for discovering new foods gain popularity*

Trend - The demand for ways to try new foods and flavors from home has increased steadily, with a spike during this past quarantine. During this time, Social distancing rules limited the foodie consumer's ability to explore new tastes. As a result, more subscriptions and kits dedicated to edible exploration can be seen to provide the sense of adventure that drives many food-loving consumers. **Insight** - For consumers who see food as more of a hobby than a form of nourishment, trying new flavors and food forms is a form of adventure. The solution of exploratory at-home kits began out of necessity during social distancing. However, this service type has the added benefit of increased interactivity than what customers typically experience when dining in restaurants. This combination of flavor [continued online]



Specialty DTC *Consumers interested in specialty grocery goods do so through direct channels*

Trend - Consumer groups with more disposable income, specifically Boomers and members of Generation X, have shown an increased interest in specialty grocery recently. Ordering these items through DTC channels allows access to these goods while adhering to the social distancing rules in many parts of the world. **Insight** - Though the DTC movement has quite a few perceived benefits, including its eco-friendliness and convenience, receiving specialty goods directly from their source also creates an additional sense of authenticity. This added authenticity is especially attractive to affluent consumers who are willing to pay a premium for top-tier products.



Vegan Maker *The popularity of vegan lifestyles are inspiring a new line of kitchen appliances*

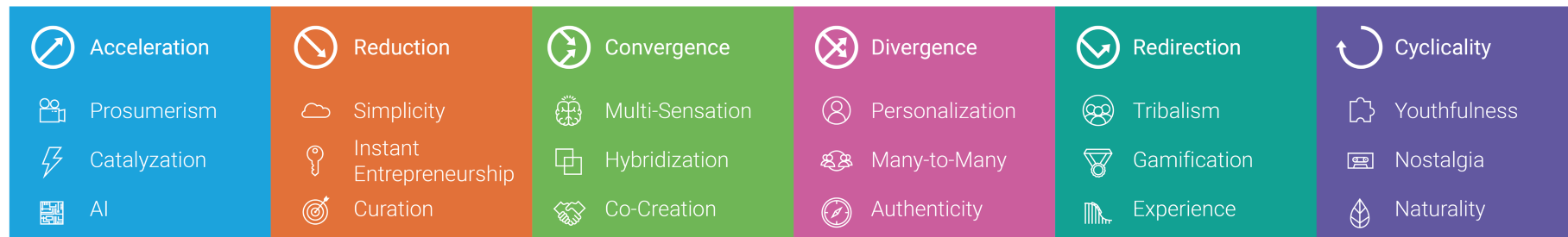
Trend - Companies are launching kitchen products that enable consumers to enjoy home-made, vegan foods and beverages. With a focus on plant-based diets, these appliances can revolutionize the experience of dairy-free products through DIY. **Insight** - Contemporary consumers—especially Millennials and Gen Z—are turning to plant-based lifestyles, either with a motivation to be healthier or with the aim to take a stance against animal cruelty and be more sustainable in their choices. The growth of plant-based communities necessitates the increase of expectations for vegan products across industries, spanning both food and beverage, as well as home appliances.

Getting the Most out of Your Custom Report

Purpose: Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make you think about the consumer differently?
- 3 How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?



For more info on Trend Hunter's methodology, check out the Appendix section.

Consumer Insights

Overlooked Opportunities & Examples

Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

Farm-to-Phone

Brands in the food space are providing digital solutions for local farmers

Trend - Brands are offering new "farm-to-phone" apps that allow consumers to purchase fresh produce from local farmers. This is especially useful as many farmers markets and other avenues of shopping were affected by the pandemic.

Insight - Amid the COVID-19 pandemic, consumers are emphasizing the need to support local economies, especially in light of the many closures of local businesses. Driven by a sense of community and compassion, many consumers are opting to purchase essential goods from local businesses, allowing them to feel "good" about supporting independent businesses.



Customizable Crop Subscriptions

CropSwap's CropBox Subscription Makes It Easy to Support Local



Virtual Farmers' Market Apps

Chipotle's Online Marketplace Supports Supplies & Farmers



Farmer-Supporting Food Apps

Uber Eats Canada Debuts FarmFresh Initiative for Exclusive Orders



Farmer-Supporting E-Commerce Technologies

Local Line Connects Consumers with Local Farmers

6.7
Score

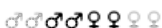
Popularity



Activity



Freshness



Tribalism

Naturality

4 Featured, 35 Examples

42,815 Total Clicks

URL: [Hunt.to/436875](https://hunt.to/436875)

★ Advisor Pick

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Edible Exploration

Food subscription boxes curated for discovering new foods gain popularity

Trend - The demand for ways to try new foods and flavors from home has increased steadily, with a spike during this past quarantine. During this time, Social distancing rules limited the foodie consumer's ability to explore new tastes. As a result, more subscriptions and kits dedicated to edible exploration can be seen to provide the sense of adventure that drives many food-loving consumers.

Insight - For consumers who see food as more of a hobby than a form of nourishment, trying new flavors and food forms is a form of adventure. The solution of exploratory at-home kits began out of necessity during social distancing. However, this service type has the added benefit of increased interactivity than what customers typically experience when dining in restaurants. This combination of flavor exploration and semi-DIY experience will satisfy a new kind of foodie who wishes to both consume food and learn about it.



Celebratory Icelandic Chocolate Gifts
The Onnom Love Collection Includes Two Tasty Options



Bavarian Takeout Bundles
The Bavarian Boxed Bundle Includes Three to Five Multi-Course Meals



Neighborhood-Themed Food Boxes
Culinary Adventure Co.'s Food Tour Boxes Offer a Taste of Toronto



Plant-Based Discovery Boxes
The Pizza Plant Curated a Box of Vegan Meals from Local Businesses

5.9
Score



Youthfulness
Authenticity
Many to Many

4 Featured, 36 Examples
22,144 Total Clicks
URL: [Hunt.to/447026](https://hunt.to/447026)

★ Advisor Pick
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Vegan Maker

The popularity of vegan lifestyles are inspiring a new line of kitchen appliances

Trend - Companies are launching kitchen products that enable consumers to enjoy home-made, vegan foods and beverages. With a focus on plant-based diets, these appliances can revolutionize the experience of dairy-free products through DIY.

Insight - Contemporary consumers—especially Millennials and Gen Z—are turning to plant-based lifestyles, either with a motivation to be healthier or with the aim to take a stance against animal cruelty and be more sustainable in their choices. The growth of plant-based communities necessitates the increase of expectations for vegan products across industries, spanning both food and beverage, as well as home appliances.



DIY Dairy-Free Milk Makers

The Lékue Nut And Grain Milk Maker Allows for Customization



Plant-Based Milk Appliances

The ChefWave Milkmade Has Six Programs for Making Dairy-Free Milks



Vegan Milk Makers

The Vegan Revolution Milk Machine Creates Drinks from a Range of Sources



Vegan Soft Serve Machines

The Bliss Maker Works with Coconut Milk-Based Soft Serve Mixes

7.9
Score

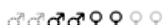
Popularity



Activity



Freshness



Naturality

Personalization

4 Featured, 27 Examples

45,230 Total Clicks

URL: [Hunt.to/446070](https://hunt.to/446070)

Specialty DTC

Consumers interested in specialty grocery goods do so through direct channels

Trend - Consumer groups with more disposable income, specifically Boomers and members of Generation X, have shown an increased interest in specialty grocery recently. Ordering these items through DTC channels allows access to these goods while adhering to the social distancing rules in many parts of the world.

Insight - Though the DTC movement has quite a few perceived benefits, including its eco-friendliness and convenience, receiving specialty goods directly from their source also creates an additional sense of authenticity. This added authenticity is especially attractive to affluent consumers who are willing to pay a premium for top-tier products.



DTC Grass-Fed Meats

Grazing Days Farms Sell Directly from Its Farm to Customers



D2C Beer Platforms

The Revl Store is Being Launched by Molson Coors in the UK



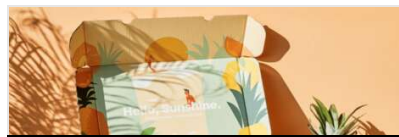
D2C In-Flight Wines

Flagship Cellars is Mailing Wines from American Airlines to Subscribers



DTC Sustainable Seafood

de la mer Offers a Range of Naturally Raised, Sustainably Caught Seafood



Kombucha Distribution Expansion

JuneShine is Available Across the Country for Kombucha Day

6.4
Score

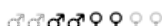
Popularity



Activity



Freshness



Experience



Personalization



Authenticity

5 Featured, 45 Examples

50,654 Total Clicks

URL: Hunt.to/445497

★ Advisor Pick

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Refined Returns

Brands are making it easier for consumers to return items amid COVID-19

Trend - The COVID-19 pandemic has fueled a surge in online sales, prompting an increase in online return needs. To accommodate this emerging need, many brands are leveraging strategic partnerships to enable streamlined return solutions that include return shopping lockers, at-home return pickup options, and multi-brand return centers.

Insight - Due to the ongoing global pandemic, many consumers are avoiding unnecessary trips to stores, prompting a surge in online shopping. Since online shoppers are unable to see and try-on items in-store, many are hesitant to make the same purchases they traditionally would at a physical location. Moreover, the daunting task of trying to return these items—especially amid fluctuating shopping restrictions—poses another barrier for consumers. As such, consumers are drawn to brands that offer streamlined shopping solutions.



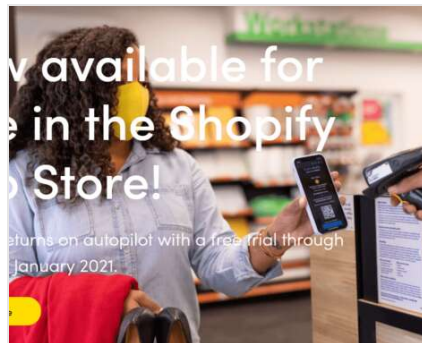
Smart Shopping Lockers

Luxer One's Smart Retail Lockers Support No-Contact Experiences



Safe Return Systems

Checkpoint Systems' Inventory Quarantine Temporarily Isolates Returned Items



Streamlined Return Solutions

Happy Returns and FedEx Make it Easier for Consumers to Return Items



Efficient Return Strategic Partnerships



Social Shopping Platforms



Efficient Holiday Retail Returns

5.5
Score

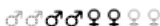
Popularity



Activity



Freshness



Simplicity

6 Featured, 54 Examples

41,073 Total Clicks

URL: [Hunt.to/443856](https://hunt.to/443856)

One-to-One Retail

Stores are finding ways to serve one customer at a time to give safe experiences

Trend - The retail industry has seen a lot of transformation in light of the pandemic. One recent development is the growth of storefronts or services dedicated to limiting the shopping experience to two people: the retail worker and the customer. This is being executed virtually as well as in person.

Insight - The idea of personalized, consultant-based services in the retail industry is not necessarily new; however, because it is more specialized and doesn't maximize employee time, it has historically been a service reserved for luxury big-ticket purchases. This model's safety benefits make it an attractive option to make accessible for all in the new normal. In addition to reducing face time, one-to-one experiences also grant consumers a relationship-fueled experience.



Efficient E-Commerce Adaptations

Editorial Boutique Used Lightspeed's Platform to Adapt to Online



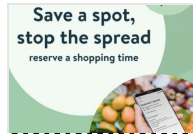
Distancing Grocery Pop-Ups

Pop Up Grocer Introduced Private Appointments for Solo Shopping



At-Home Car Shopping Services

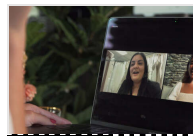
Genesis Concierge Pairs Car Buyers with a Personal Guide



Grocery Shopping Reservation Services



Sports Store Appointment Systems



Virtual Bridal Appointments

6.4
Score

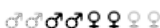
Popularity



Activity



Freshness



Target Curation

Cloud Simplicity

Bar Experience

6 Featured, 54 Examples

72,360 Total Clicks

URL: [Hunt.to/443282](https://hunt.to/443282)

Food Hacks

DIY viral food trends fuel a need for customizable kits and menu items

Trend - In light of viral "food hacks" on social media, brands in this space -- typically within QSR -- are offering kits, menu items, and campaigns suggesting consumers take a creative spin on their orders. This is an offshoot of the "secret menu" approach that was popular in recent years, tweaked for a generation that requires more creativity.

Insight - Viral TikTok food trends have become the go-to for Z Tribe in recent months, becoming especially popular over quarantine as this generation seeks a way to exercise creativity. Taking this skill into the post-pandemic world and the restaurant/QSR industry requires a compromise between set items and DIY cooking. This curated food hack approach satisfies both needs while also allowing brands in this space to appear as an insider of this Internet subculture's inner workings.

ONLY ON POSTMATES

TikTokTreats

Postmates | TikTok

ANCAKE CEREAL

CLOUD BREAD

BENTO BOX

WHIPPED COFF

Dialog

Sweetlin

Coffee'n Clothes

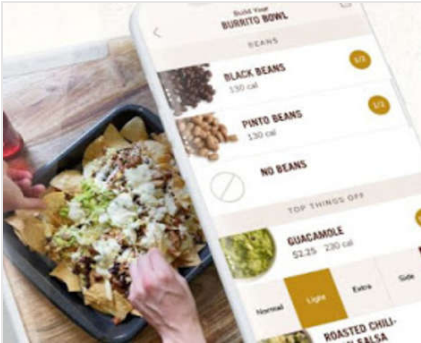
Collaborative Creator-Led Menus
TikTok Treats on Postmates Shares Viral Food and Beverages



Pre-Seasoned Holiday Veggie Blends
Trader Joe's Holiday Vegetable Hash is a Holiday Dinner Hack



Takeout-Enhancing Meal Packs
Zax Pack Hacks Turn Zaxby's Menu Items into At-Home Meals



Burrito App Customization Features
The Chipotle App Has a New Complete Customization Feature

5.7
Score



- Co-creation
- Personalization
- Authenticity

4 Featured, 36 Examples

16,069 Total Clicks

URL: [Hunt.to/442624](https://hunt.to/442624)

Appendix

Get More From Your Experience

Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

Your Contacts & Additional Services



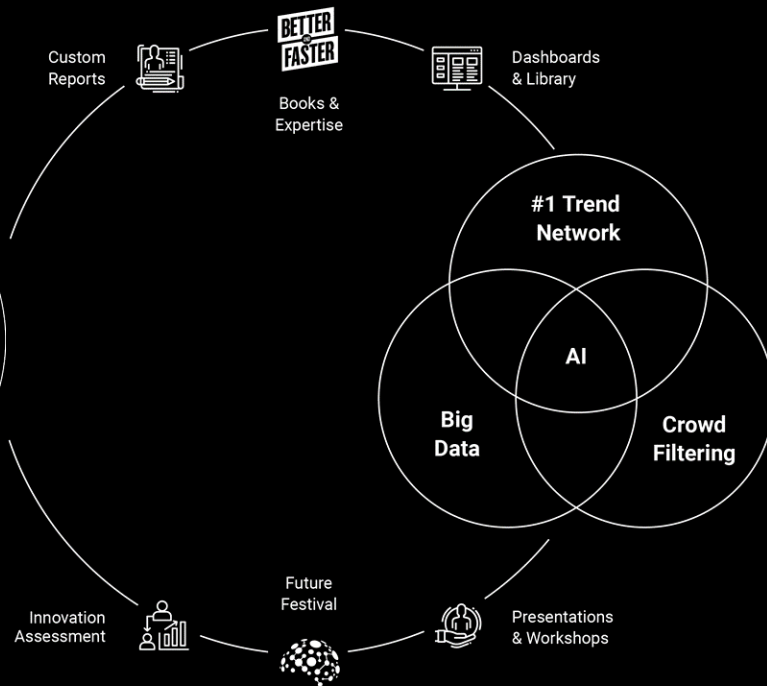
**YOUR SUCCESS
STRATEGIST**

Alisha Ellis
alisha@trendhunter.com



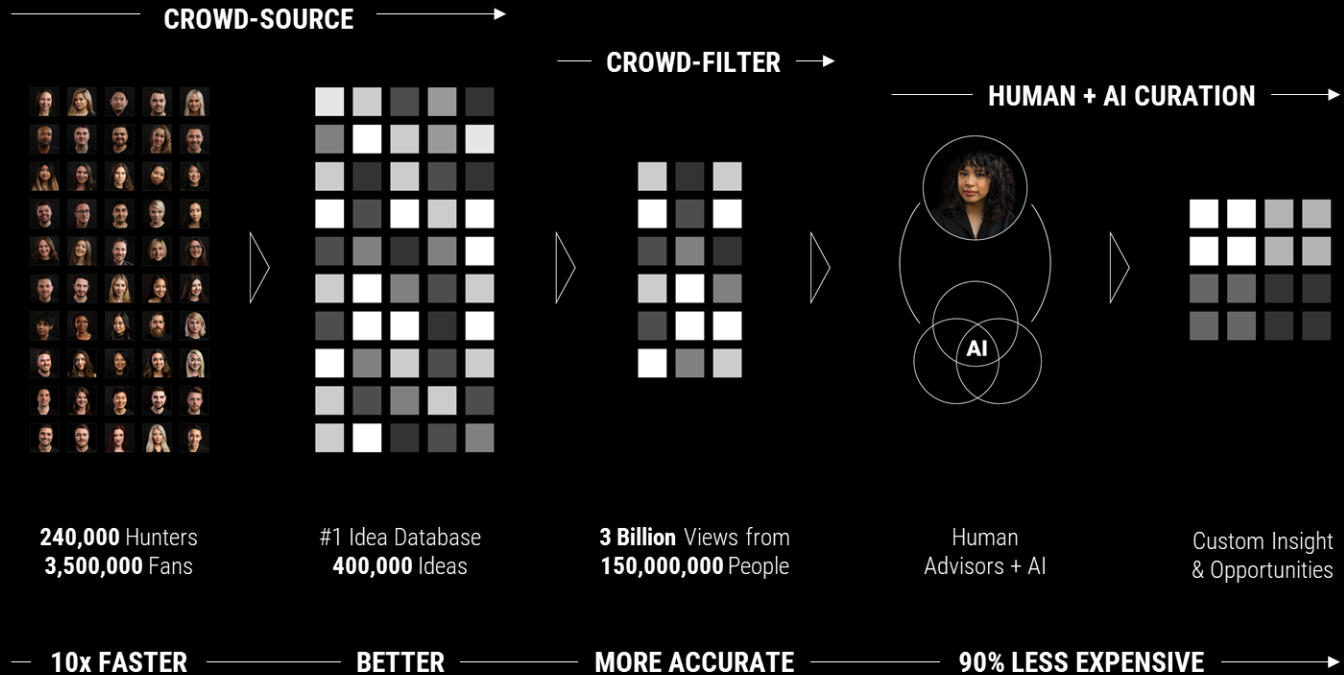
**YOUR DEDICATED
ADVISOR**

Mary Van Puymbroeck
mary@trendhunter.com



Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

Our Process



Megatrend Matrix

 <p>Acceleration</p> <ol style="list-style-type: none"> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution 	 <p>Prosumerism</p> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <p>Cyclicity</p> <ol style="list-style-type: none"> 1. Retro+ Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles 	 <p>Nostalgia</p> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <p>Catalyzation</p> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <p>AI</p> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <p>Naturality</p> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <p>Youthfulness</p> <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p>
 <p>Reduction</p> <ol style="list-style-type: none"> 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription 	 <p>Instant Entrepreneurship</p> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <p>Redirection</p> <ol style="list-style-type: none"> 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying 	 <p>Tribalism</p> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p>Curation</p> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p>Simplicity</p> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.</p>	 <p>Gamification</p> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <p>Experience</p> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 <p>Convergence</p> <ol style="list-style-type: none"> 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital 	 <p>Multisensation</p> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <p>Divergence</p> <ol style="list-style-type: none"> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion 	 <p>Authenticity</p> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p>Co-Creation</p> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 <p>Hybridization</p> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p>Personalization</p> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <p>Many-to-Many</p> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

Retro Electric
Manufacturers are updating vintage vehicles to have electric capabilities.

8.8
Popularity
Activity
Freshness

Retro Hybrid Electric Watercrafts
The latest in vintage boats that can be powered by electric motors.

Custom Vintage Electric Car
A custom-built electric car that looks like a classic Ford Mustang.

Retro Car-inspired eBikes
Electric bikes that look like classic cars.

Electrically Rebuilt Classic Cars
Classic cars that have been converted to electric.

Consumer Insights:

The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

Expedition Camper Vehicles
The CamperHub C1 has a double-carbon fiber body.

9.2
Popularity
Activity
Freshness

Expedition Camper Vehicle
A custom-built expedition camper vehicle.

Specific Examples:

Carefully selected individual innovations to provide more in-depth analysis.

Top Lists

Top Lists are collections of products, services or concepts created according to a common theme. They provide additional content and potential new perspectives on the topic we've explored in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at [TrendHunter.com/toplists/](#).

Top 100 Travel Trends in 2019
The top 100 travel trends in 2019.

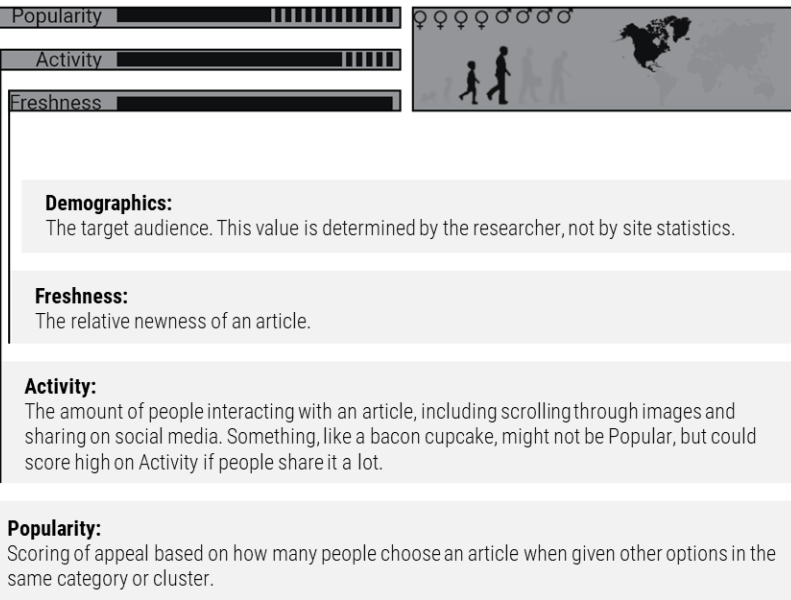
Top 100 Food Trends in December
The top 100 food trends in December.

Top 30 Pet Innovations
The top 30 pet innovations.

Clustered Lists:

Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

8.8
Score



Overall Score:

All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

How to Read This Page

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.

Retro Electric
Manufacturers are updating vintage vehicles to have electric capabilities.



Retro Hybrid Electric Watercrafts
The Volvo is a hybrid boat that can operate on both gas and electric power.

Custom Vintage Electric Cars
Garage made custom cars that have the look of a classic car but with modern electric power.

Retro Car-Inspired eBikes
These bikes look like a classic car but have electric power.

Electrically Retrofitted Classic Cars
These classic cars have been retrofitted with electric power.

8.8 Popularity Activity Freshness

Trend:

This section identifies a new opportunity in a given industry.

Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

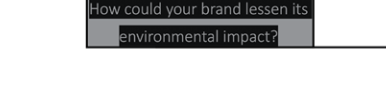
Demographics & Scoring:

The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

Patterns & Megatrend:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

Installation Temp
Architecture takes on innovative methods of retaining or changing temperatures.



How could your brand lessen its environmental impact?

Overlooked Opportunity 86: Workshop Question

Workshop Question:

These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.

All-in-One Litter Boxes
The Tuff & Purr One Litter Box Streamlines Cleaning and More.



The Tuff & Purr One Litter Box is a high-quality, durable, and easy-to-clean litter box that also serves as a storage unit for litter, toys, and other pet supplies. It's a perfect solution for pet owners who want to keep their home clean and organized.

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9.2 Popularity Activity Freshness

Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.

Want More?

Gain access to additional Consumer Insights
and Custom Research by contacting your
advisor or **TrendReports@TrendHunter.com**