Euromonitor International

Peak Calorie: Food and Beverage in the Low-Growth Era

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EXECUTIVE SUMMARY

Peak Calorie: Food and Beverage in the Low-Growth Era
Key findings
What happens when calorie consumption peaks and goes into long-term decline?

THE COMING OF PEAK CALORIE

Total calorie consumption will begin to fall soon in developed markets
Volume growth potential nearly entirely exists now in developing markets
Map: Unmet market potential is shrinking in most of the developed world

THE FOUR HORSEMEN OF PEAK CALORIE

What is causing Peak Calorie?
High food prices are the most immediate driver of the industry's volume problems
Fertility declines pose a slow, but massive challenge to volume growth
Migration levels could shift the volume question dramatically
GLP-1 usage will reduce how many calories the average person is consuming
A fifth horseman? The AI transition and the threat of mass unemployment
Putting it all together
Could the US have already hit Peak Calorie?
What about developing markets?

RESPONDING TO VOLUME CHALLENGES

Who is going to face the most risk from Peak Calorie?
How to respond to a long-term negative volume outlook
Developing markets in a more turbulent global economy
Unilever orientates itself towards emerging markets
Premiumisation potential rises are social inequality grows
Cult grocer Erewhon expands its high-end smoothies to New York City
Pet populations are growing and their owners are aiming for more human-like food
Post Holdings enters into pet food as cereals struggle
Target the demographic groups that are expanding
Penny Italia launches products aimed at the older consumer
Smaller, affordable units will be a way to mitigate against volume decline
Knorr shrinks the size of its ready meals

CONCLUSION

Key findings
The transition from slow volume growth to no volume growth
Questions we are asking

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- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/peak-calorie-food-and-beverage-in-the-low-growth-era/report.