



# Voice of the Industry: Food and Nutrition

September 2022

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## INTRODUCTION

Scope

Voice of the Industry: Food and Nutrition snapshot

Respondents' focus areas

## KEY TRENDS IMPACTING THE INDUSTRY

Supply chain crisis judged the most influential food trend for 2021

Digital and technology shifts are expected to gain particular importance in future

## SALES FORECASTS

Positive retail value sales growth is forecast for 2022 across all regions

Fresh food and cooking ingredients and meals to benefit the most until 2026

Private label expected to continue growing as inflation threatens consumers' spending

## CHANNEL SHIFTS

E-commerce and discounters estimated to have recorded the fastest growth in 2021

E-commerce is expected to gain significant shares over other distribution channels by 2026

Majority expect food spending at away-from-home channels to fully recover in 2023

## INDUSTRY INNOVATIONS

Univerexport facilitates dynamic pricing by introducing electronic shelf labels in Serbia

Convenience and personalised nutrition drive companies towards Marvin's Den app

Yakult targets consumers who are increasingly seeking mental wellbeing in Japan

Creative collaboration results in ice cream made of surplus bread in Denmark

## KEY TAKEAWAYS

Key summary

## ABOUT VOICE OF THE INDUSTRY

About Euromonitor International's Voice of the Industry survey series

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