

What's next in trends?

Innovation-driven trends

	Cultural force	Market force	Trend
1	Purpose-driven commerce	People-first initiatives	Socially responsible sourcing
2	Modern life	Modern conditions	Digestive health
3	Purpose-driven commerce	Progressive business models	Business beyond profit
4	Purpose-driven commerce	Progressive business models	Diverse ownership
5	Holistic health and well-being	Ancient wisdom	Time-honored heritage ingredients
6	Purpose-driven commerce	Planet-first initiatives	Regenerative agriculture
7	Modern life	Experiential experimentation	Flavor adventuring
8	Purpose-driven commerce	Planet-first initiatives	Renewable energy
9	Purpose-driven commerce	Optimizing materials	Responsible packaging
10	Modern life	Experiential experimentation	Texture, format and novel experiences

Source: NEXT Special Report:
2024 Trends and Innovations

Consumer-prioritized trends

	Cultural force	Market force	Trend
1	Purpose-driven commerce	Optimizing materials	Reducing waste
2	Modern life	Modern conditions	Digestive health
3	Holistic health and well-being	Balancing macros	Healthy fats
4	Modern life	Modern conditions	Brain health
5	Modern life	Modern conditions	Immunity
6	Purpose-driven commerce	Planet-first initiatives	Renewable energy
7	Purpose-driven commerce	Earning consumer trust	Clean label
8	Holistic health and well-being	Plant wisdom	Eat more plants
9	Holistic health and well-being	Protein power	Plant protein
10	Holistic health and well-being	Balancing macros	More protein, please