

# TRENDS 2018



## ORGANIC & FREE FROM

Free-from diets and organic products appeal to consumers who are seeking a healthy lifestyle and to those that have environmental and ethical issues in mind. These consumers expect organic brands to stand for more, adhering to the fundamental principles of organic ethos, and to innovate around products that are not just free-from, but also clean-label and unprocessed.

## PRODUCT ORIGIN

Food and drink connected to history and tradition benefit from an inherent element of trustworthiness by consumers. Brands can work in building and reinforcing this trust by celebrating national provenance and giving more precise information about ingredients' origin.



## REFORMULATIONS

The sugar reduction guidelines allow producers the flexibility of reformulating recipes to contain less sugar, creating healthier alternatives for consumers to buy into. In order to maintain consumer interest, brands need to take a gradual approach, utilizing other ingredients for exciting taste and texture.

## TARGETING CONSUMER NEEDS

Consumers now expect that brands provide personalized and attentive products, tailored to individual dietary needs. Detailed understanding of consumer expectations can push innovations further, with better-for-you ingredients enhancing brands' health profiles.



## ALTERNATIVES

Alternative products are becoming a normal part of most consumers' diet. Manufacturers should capitalize on consumer expectations by offering food and drink items with high-protein content with a side of sustainability and animal-friendly ethics.



## AGRI-FOOD SECTOR



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**19. February**  
**Tecmaia • Maia • 14h**



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## FULL DISCLOSURE

In our new post-truth reality, consumers require complete and total transparency from food and drink companies.



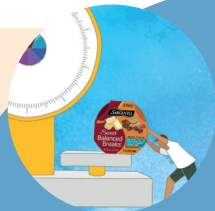
## NEW SENSATIONS

Texture is the latest tool to engage the senses and deliver share-worthy experiences.



## SCIENCE FARE

Technology is being used to engineer solutions for our stretched global food supply.



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## SELF- FULFILLING PRACTICES

As more people find modern life to be hectic and stressful, flexible and balanced diets will become integral elements of self-care routines.



## PREFERENTIAL TREATMENT

A new era in personalization is dawning due to the expansion of online and mobile food shopping.

[facebook.com/PortugalFoodsOfficial](https://facebook.com/PortugalFoodsOfficial)  
[linkedin.com/company/portugalfoods](https://linkedin.com/company/portugalfoods)



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## FULL DISCLOSURE SELF-FULFILLING PRACTICES NEW SENSATIONS PREFERENTIAL TREATMENT SCIENCE FARE

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