

School of Trends

**FUTURE
OF FOOD
INSTITUTE** 

What is The School of Trends?



The School of Trends combines the megatrends that are defining the future (of food) with food innovations from around the world.

The School of Trends is made up of our international network of trained trendspotters; a team of young adults with a keen eye for exciting innovations. With their help, we deliver inspiring examples in no time to fuel your innovation pipeline and help you stay ahead in your category.

These examples are not randomly selected – they pass a rigorous evaluation and curation by Future of Food Institute researchers. The examples are then analyzed and combined with the renowned Euromonitor megatrend framework, to assure relevance in the future.

So, what do you get out of this trajectory?

- Dozens of inspiring examples of food trends, innovations, and best practices tailored to your category
- Strategic trends insights that fast-track innovation and concept development
- Forward-looking inspiration to anticipate and respond to future consumer needs



Why consult the school of trends for your future-proof strategy?

As an entrepreneur or innovation manager, you are looking to stay competitive, relevant, and aligned with evolving consumer preferences.

By understanding current and emerging trends, you can anticipate market shifts, cater to changing tastes, and create products that resonate with your target audience.

Through trend analysis, you can:

1. **Identify opportunities for innovation.** We will give you the creative input you need to take your product line to the next level.
2. **Design effective marketing strategies.** Insights into cultural shifts, social media trends, and consumer behavior enable brands to craft messaging and campaigns that connect authentically with your audience.
3. **Mitigate risk, by being certain that your innovation plays on the (food) world's megatrends.** You can avoid investing in outdated or irrelevant concepts and ensure your offerings align with future demand.



Learning about the trends that will define your category, in three simple steps



1. Trendspotting

This is when our trendspotters get to work. They will scour the internet for all new ideas, products, initiatives in your product category.

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2. Analysis

This is when we get to work. We will curate and organize the innovations based on how they are connected and what differentiates them. We don't just find trends; we connect the dots..



3. Workshop

In a collaborative workshop we will present the innovations and themes that come up. Together with your team we will establish which megatrends are most relevant for your category and identify areas of interest.



Our promise

By the end of this trajectory, you will:

- Have a clear overview of the innovations taking place your product category;
- Understand the role megatrends have in shaping your category;
- Walk away with a confident vision of the paths available to drive your innovation forward.

After the workshop you will receive a full report that includes the innovations grouped in themes as well as the megatrends and the analysis of their impact on your category.

The estimated timeline for the School of Trends trajectory is about four weeks.



Case study: Exploring mushrooms' potential to drive future growth

Scelta Mushrooms is one of the biggest mushrooms processing companies worldwide. They wanted to understand emerging trends in the mushroom category across multiple markets. Our trained trend spotters set out to find out what is going on in this enormously diverse market.

Together with our School of Trends trendspotters we analyzed emerging applications of mushrooms in food (e.g., meat alternatives, coffee substitutes).

142 innovations: We found a wide variety of mushroom-based products and initiatives and categorized them into 8 different areas, each representing a potential jumping board for innovation.

Megatrend Framework: We applied Euromonitor's megatrends framework to be able to understand which areas are the most future-proof.

“Future of Food Institute has provided us with a 3D picture of what’s happening in the mushroom category. Their School of Trends discovered nearly 150 mushrooms innovations worldwide, many of which we had never heard of before. Combining this with their trend framework and thorough qualitative and quantitative consumer research has given us an abundance of innovation ideas, that are both inspirational and backed-up by solid research. The research enabled us to map international similarities and differences in consumer attitudes towards the category.”



-Bart Bakker, CMO Leading Strategic Marketing and Product Development

About Future of Food Institute

We are a market research agency specializing in sustainable food.

We believe that food contributes to people's well-being and happiness in life. Now, but especially in the future. Good food is healthy, tasty and has minimal impact on our planet. Making our food more sustainable is necessary to guarantee people's well-being in the future.

By highlighting the perspective of the consumer, we help organizations in the food chain to become more sustainable. Thanks to clear insight and inspiration from our consumer research, food brands can communicate more effectively and innovate faster. Because the better you know your consumer and their motivations, the better you can empower them to make sustainable choices.

How can we help?

Packaging research: what does the target group think of the new design?

Brand research: how do they feel about your brand?

Concept research: what do they think of new ideas for products, packaging, brands, etc.?

Inspiration: What is happening in the world of food & drink and what can we learn from it?



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