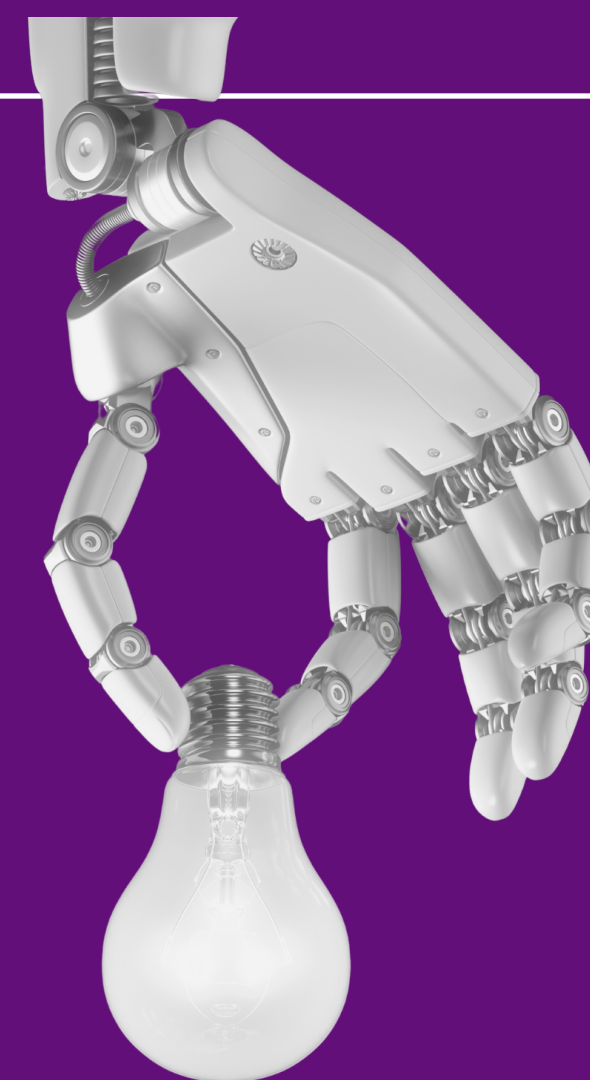




Co-funded by the
European Union

Megatrends Map

Triggers and Drivers of Change



Global Megatrends are long-term driving forces that can be observed today and are likely to have a significant impact in the future.

They help us understand the context in which we operate. These trends collectively shape the global landscape, influencing various aspects of society, economy, governance and consumption.



Megatrends Map

Triggers and Drivers of Change



Values

- Consumer lifestyles evolving
- Exacerbating mental health problems
- Health-conscious behaviours
- Holistic wellbeing
- Demand for personalisation
- Digital living
- Consumers becoming more vocal on social and environmental issues
- Changing attitudes towards work-life balance
- Shifts in entertainment consumption pattern
- Sharing economy
- Epochal ferment in social media
- Diversity and inclusion

Environment

- Climate change and resource scarcity
- Natural disasters and extreme weather events
- Risk of biodiversity loss and ecosystem collapse
- Energy transition: urgent need to accelerate the spread of renewable and fossil-free energy sources
- Emerging alternative proteins market
- Energy crisis
- Circular economy
- Greentech

GeoPolitics

- Political fragmentation
- Battle for democracy intensifies
- Changing constellation of powerful actors.
- Emerging powers (booming Asia)
- Transition to more unilateral action of major powers
- Increased geopolitical instability and confrontations
- Trade tensions (protectionism) and reshaping of global supply chains (more localised)
- Autocratic tendencies on the rise within democracies
- Resource competition
- War conflicts
- Misinformation and disinformation

Demographics

- Population growth
- Rapid urbanisation
- Mass migration
- Diversity
- Cross-cultural influence
- Ageing populations in advanced and emerging economies
- Global decline of the fertility rate
- Redefined households
- Changes in family structures

Economy

- Slower global economic growth
- Power competition
- Domestic production increasing
- Supply shortages and/or rising cost of inputs
- Rapid and/or sustained inflation
- Increasing levels of debt
- Cost-of-living crisis
- Rising income inequality
- Increased food insecurity
- Changes in workforce dynamics
- Labor shortages and shortage of skilled workers
- Erosion of social cohesion and societal polarisation

Technology

- Hyperconnectivity
- Broadening digital access
- Competition for digital power intensified
- Cognitive Tech
- Artificial Intelligence and Machine Learning
- Internet of Things (IoT)
- 5G Technology
- Quantum Computing
- Robotics
- Cybersecurity challenges
- Stricter government regulation of data use and technology
- E-commerce and digital transformation of retail
- Biotechnology
- Nanotechnology
- Health-tech

Legislation

- Soil health
- Nature restoration
- Deforestation
- Sustainable food systems
- Short food supply chains
- Food waste
- Climate neutrality - renewable energy sources
- Animal welfare
- ESG and sustainability reporting
- Packaging
- Microplastics
- Protein diversification
- Cultivated meat
- Gene edited plants
- Artificial Intelligence and cybersecurity
- Promoting our European way of life
- Environmental claims and greenwashing

Using the Megatrends Map

Triggers and Drivers of Change

Knowing and analysing these megatrends or drivers of change can be an interesting starting point for stakeholders in the food industry to understand the context of the market and consumers.

Similarly, knowledge of megatrends in the food industry can be a valuable source for innovation. They can inspire creative ideas and strategies to stay relevant in a changing environment.

Here are some ways in which stakeholders and organisations can use and leverage these megatrends:

- Reflect on how these megatrends are most relevant for the food value chain and how they can guide new innovations.
- Reflect on how the megatrends are the most relevant for consumers to guide marketing and advertising campaigns and communications efforts.
- Analyse the connections between megatrends to spot opportunities for innovation.
- Know which niches or targets to approach.
- Estimate success of innovations in the market.
- Anticipate the future direction of spending.
- Identify growth opportunities.
- Uncover which markets offer the most potential for investments.
- Identify opportunities to develop foods that adapt to changing consumer preferences.
- Create products that address the needs of the growing social classes and emerging regions.
- Share knowledge and resources to address common challenges with other stakeholders and sectors.
- Use advanced technologies to improve production, traceability and food safety.
- Improve the customer experience.



Megatrends Map

Triggers and Drivers of Change



Values

- Consumer lifestyles evolving
- Exacerbating mental health problems
- Health-conscious behaviours
- Holistic wellbeing
- Demand for personalisation
- Digital living
- Changing attitudes towards work-life balance
- Shifts in entertainment consumption pattern
- Sharing economy
- Epochal ferment in social media
- Diversity and inclusion



GeoPolitics

- Increased geopolitical instability and confrontations
- Resource competition
- War conflicts
- Changing constellation of powerful actors. Emerging powers (booming Asia)
- Transition to more unilateral action of major powers
- Trade tensions (protectionism) and reshaping of global supply chains (more localised)
- Political fragmentation
- Battle for democracy intensifies
- Autocratic tendencies on the rise within democracies
- Misinformation and disinformation



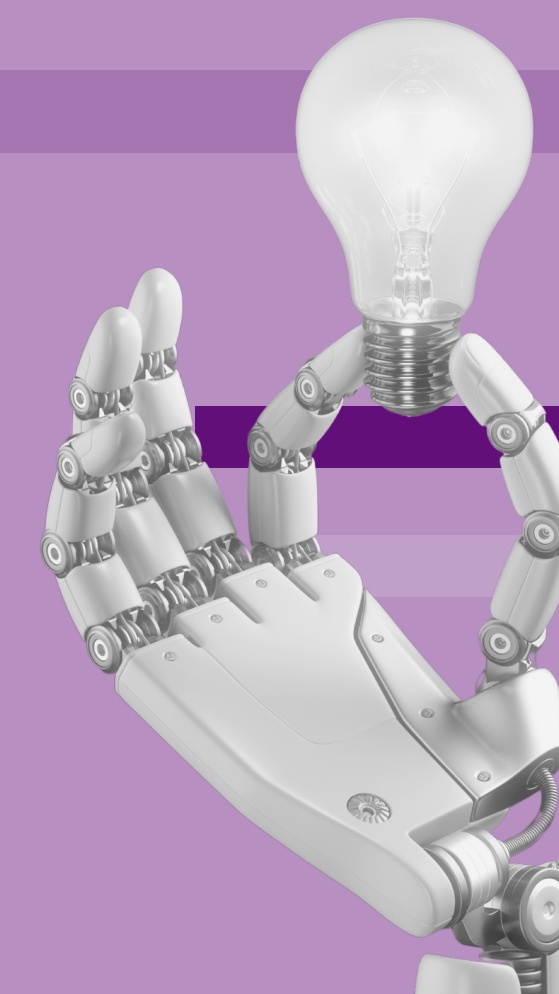
Megatrends Map

Triggers and Drivers of Change

Technology

Hyperconnectivity
Broadening digital access
Competition for digital power intensified
Increased adoption of frontier technologies
(Industry 4.0, green & renewable energy...)
Cognitive Tech
Artificial Intelligence and Machine Learning
Internet of Things (IoT)
5G Technology
Quantum Computing

Robotics
Cybersecurity challenges
Stricter government regulation
of data use and technology
E-commerce and digital
transformation of retail
Biotechnology
Nanotechnology
Health-tech



Legislation

Protein diversification
Cultivated meat
Gene edited plants
Artificial Intelligence and cybersecurity
Promoting our European way of life
Climate neutrality - renewable energy sources
Animal welfare
Environmental claims and greenwashing
ESG and sustainability reporting
Packaging

Microplastics
Soil health
Nature restoration
Deforestation
Sustainable food systems
Short food supply chains
Food waste



Megatrends Map

Triggers and Drivers of Change

Demographics

- Population growth
- Ageing populations in advanced and emerging economies
- Global decline of the fertility rate
- Redefined households. Changes in family structures
- Rapid urbanisation
- Mass migration
- Diversity. Cross-cultural influence



Environment

- Climate change and resource scarcity
- Natural disasters and extreme weather events
- Risk of biodiversity loss and ecosystem collapse
- Energy transition: urgent need to accelerate the spread of renewable and fossil-free energy sources
- Emerging alternative proteins market
- Energy crisis



Economy

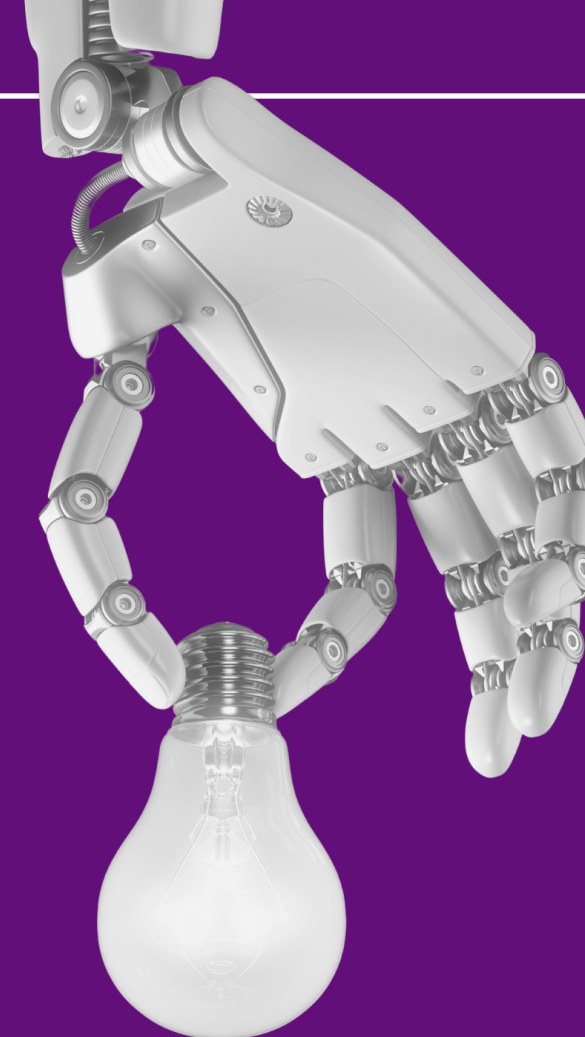
- Slower global economic growth
- Power competition
- Domestic production increasing
- Supply shortages and/or rising cost of inputs
- Rapid and/or sustained inflation
- Increasing levels of debt
- Cost-of-living crisis
- Rising income inequality
- Increased food insecurity
- Changes in workforce dynamics
- Labor Shortages. Shortage of skilled workers
- Erosion of social cohesion and societal polarisation





Megatrends Map

Triggers and Drivers of Change



Find out more here:

www.eitfood.eu/projects/consumerobservatory