Whole Grain Trends and Consumer Attitudes

Oldways Whole Grains Council 2014
5 Key Food Culture Trends

Demographic shifts
Younger and more diverse eaters want new and global cuisines

Modern eating
Outsourcing kitchens, ad hoc eating

Higher quality food experiences
Convergence of healthy, delicious and sustainable through fresh

Impact of digital food life
Food is content

Health + Wellness goes mainstream
Feeling wellness through good digestion and balanced energy
Traditional American Diet is changing!
from iconic, familiar and processed to bold, flavorful and fresh

“These are my foods.”
WOwe are is changing — mixed and diverse
17% Hispanic (30% by 2050)
15% in interracial marriage (6.7% in 1980)
13% foreign born (28% from Asia)

“I’m making Peruvian potato soup I learned from my father-in-law.”
WHAT we eat is changing — fresh, flavorful, global

56% Millennials tried new/global foods on last eating (39% Boomers)
85% Millennials ate global food at restaurant (31% Boomers)
25% Millennials tried contemporary global food at restaurant

“I’m a foodie. I grew up eating basic foods. But I’m learning to be curious and always try something new.”
“We’re a dinner co-op. We share the work of shopping and cooking, and we eat together.”

WHERE we live is changing — modern family

70% have no children under age 18
27% are single person households (17% in 1970)
19% are married with children (40% in 1970)
HOW we eat is changing — new alone

47% of eatings are alone
43% enjoy eating alone
8% prefer it because “sometimes I don’t want to share my special treat”

“I enjoy eating alone at times because I can eat how I like.”
WHEN we eating is changing — from roadside pantries
63% decided what to eat within an hour of eating (78% Millennials)

“I’m an ad hoc eater... when I’m hungry, I find food.”
We are an Eating Culture! Everyone can participate!

77% of eating occasions involve some/all prepared foods (88% Millennials)

“I eat what I want. I’m not limited to mom’s cooking or my lack of skills.”
I need food that makes me feel light afterwards so I can function the rest of the day.

Restaurant, not the home is the nexus of quality

52% didn’t want to spend time or energy thinking about cooking
46% wanted foods with better flavor
42% wanted foods that were made with simple, real ingredients
Snacking is a moral right

50% of eatings are snacks (8% did not snack in past 24 hours)
56% of last snacking was motivated by wanting something healthy
54% use foods to prevent overweight
Consumers are playing with their food

82% of smartphone users believe technology has improved how well they eat

“I want to make with own hands, do myself, figure things out and share with others.”
Food is a cultural product to be DISCOVERED
44% use digital resources to discover flavors, ingredients and cuisines

I can get lost at H Mart, but now with my new phone I can look things up and find my way through the maze of new, ingredients.”
Food is very personal

45% Millennials tried/adopted a special diet (24% Boomers)
29% Millennials have food allergies/sensitivities (16% Boomers)

“If I eat out a heavy dinner, I’ll juice or eat vegan the next day to balance it out.”
“Our gut is in disorder because of our over-sanitized, stressed out, sugared up, sedentary lifestyle.”

Good digestion is root of wellness

33% seek probiotics (+24% since 2007)
Gluten-free reflects the cultural belief that good digestion is the root of all wellness

32% use food to prevent digestive disorders
30% bought gluten-free product in past 3 months
20% are actively reducing gluten in diet
1% are affected by Celiac Disease

“I feel better when I’m eating mostly gluten free.”
Wellness is a feeling that is self-assessed. 69% went online to learn about H+W (37% asked a doctor). 66% are proactive about health (56% in 2000).
Consumers choose complex carbs and protein for sustained energy
Organic is absence of negatives
Natural is real food
GMOs are not natural

• 40% are avoiding GMOs in daily diet because…
Higher quality food experiences