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Thermomix Food Trends Report: What to eat, cook and drink in 2020

Feel good about food in 2020

VORWERK

Overview

Thermomix and Mintel have got together once again to better understand what we like to cook, what we want to eat, and the food choices that we care about in 2020. We have been checking menus, looking in shopping bags and following hashtags to discover what is going on at dinner tables across Europe and the USA. Our research extends across all ages, so that we can better understand the food choices that our customers are making, what they would like to eat, and the recipes that they want us to produce.

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Introduction

In 2020, more than ever, we understand that the food choices we make have a significant impact on the world around us.

What is new is our sense of urgency. In Europe, 3 out of 4 of us agree¹ that there is a climate emergency. We care about how the food we grow and eat affects our planet, and we are conscious the change in our habits must happen now.

Governments around the world are becoming more engaged in supporting eco-friendly development and mitigating climate change. Supermarkets and producers are increasing their efforts to supply the sustainable food we demand²: food that is kind to the environment, kind to our health and kind to the workforce who produce it.



Sustainable diets are:

Those diets with low environmental impacts that contribute to food and nutrition security and to healthy life for present and future generations. Sustainable diets are protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable, nutritionally adequate, safe and healthy, while optimising natural and human resources.

**Food & Agriculture Organisation
of the United Nations**

Palm oil, what is the story?

Palm oil is an ingredient used in many foods and snacks. Because of huge demand, rainforests in Malaysia, Indonesia and other areas have been cleared for palm oil plantations. In addition, labour laws do not always have the welfare of the worker in mind, resulting in unacceptable working conditions.



Thermomix® recipes will enable our customers to reach their personal targets, and to do so by prioritizing what is important to them. Whether they choose to focus on plant-based diets, ethically sourced meat or a specific culinary technique, they expect to find a wide choice of recipes that will allow them to share food with pride.

How do we support these changing needs so that we can continue to enjoy great food? Sharing good food with each other is how we learn about each

other, make people feel welcome, and appreciate our differences. Populations around the world are on the move, and migration is on the rise³. We want to connect with our new neighbours, learn about each other, exchange cultural differences and appreciate the different food that we cook.

Read on to learn how can we help our customers balance all these needs, eat sustainably, take care of their health, and take care of the planet, all while enjoying good food.



Chapter One:

Conscious Consumption



In 2020, we care about quality, and are therefore prepared to pay more for good ingredients. When you are buying ingredients, do you check the country of origin? Do you look for quality markers such as Fairtrade products or organic? You are not alone, Europeans would like to choose sustainably sourced ingredients more often, and across

Europe up to 37% of us are interested in using more sustainable ingredients⁴. 2 in 3 of us believe that locally grown products are worth the extra cost. Consumers across Europe agree that lifestyle changes are needed to stop global warming. We want to know what we can do to relieve the pressure of the food system on the environment.



Avocado – superfood?

Avocados are valued for their nutrition, high protein, good oils and ease of eating. Between 2013-17 alone, their popularity soared by 120% in Germany. 380 million avocados are eaten globally every year, and 44% of these are grown in Mexico. Concerns about the sustainability of this supply include the rainforests that are cleared to grow the crop, and the water table that is put under pressure to irrigate the crops.



Becoming a change maker is important, to inspire the people around us. We are interested in making a difference to global warming, for example in Italy 85% of consumers are interested in making a difference⁵, and small changes that each of us make can make a big difference. These small changes could be batch cooking recipes to use less energy per portion or bringing containers to the butcher to avoid packaging. Consider choosing a wider range of ingredients to cook with to avoid intensively produced ingredients. For example, substitute beans for meat, guinea fowl for chicken, or pollock for salmon.

Thermomix recommends

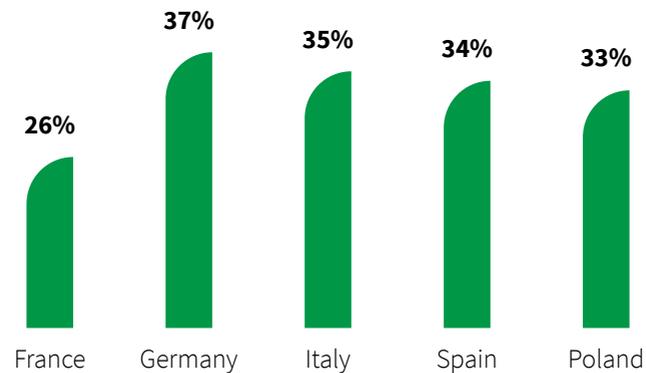
Use sustainably sourced, sustainably produced, and seasonal ingredients.

Choose dried ingredients that need less packaging and refrigeration.

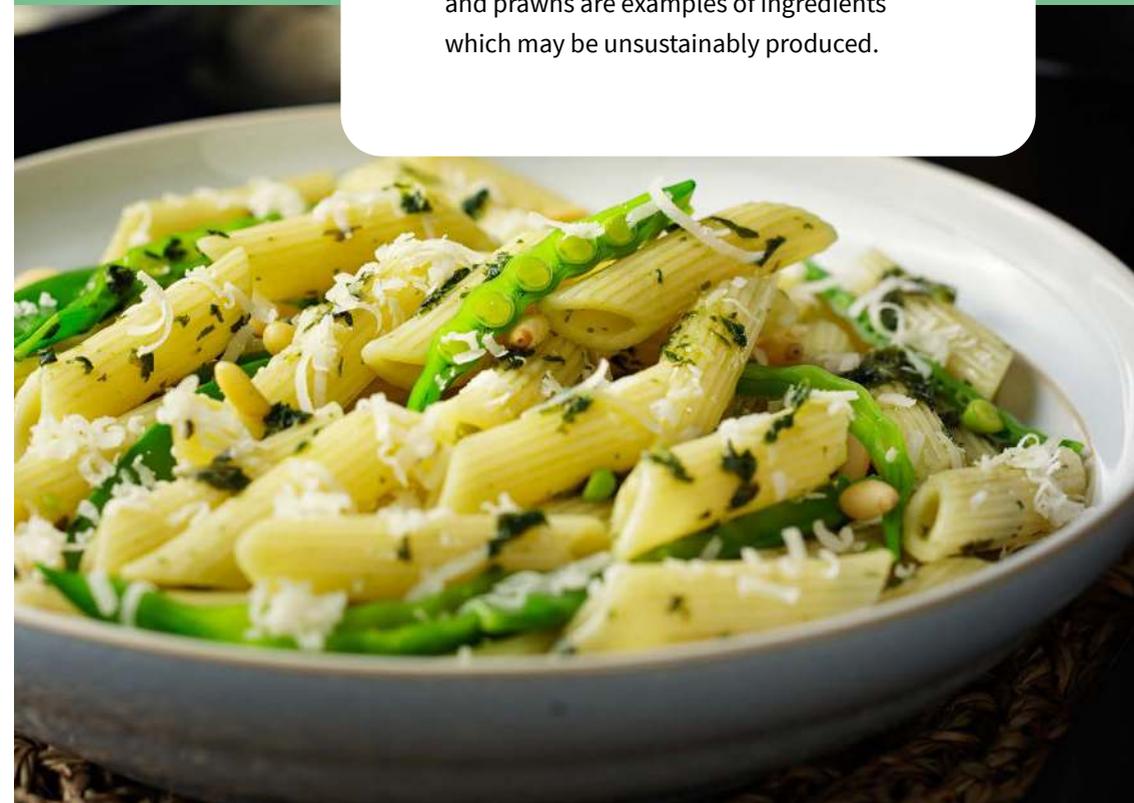
Make homemade versions of store-bought products to avoid intensive production

Ask questions about ingredients and the supply chain – tea, coffee, chocolate, spices, and prawns are examples of ingredients which may be unsustainably produced.

Agreement with: Benefits of food/drink products people are interested in, “are sustainably sourced”



Base: France - internet users aged 16+ (2000); Germany - internet users aged 16+ (2000); Italy - internet users aged 16+ (2000); Poland - internet users aged 16+ (2000); Spain - internet users aged 16+ (2000). Source: Lightspeed/Mintel





Chapter Two:

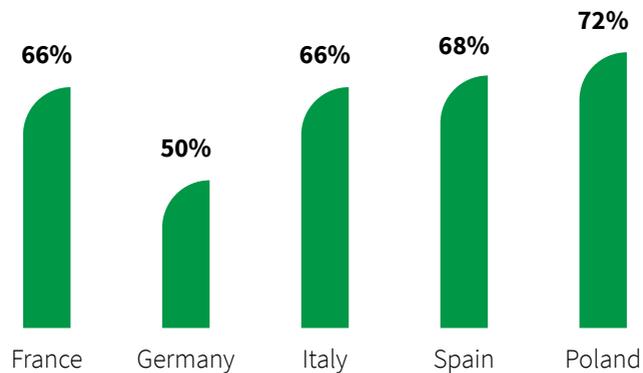
Coming Together over Good Food

Between 2014 and 2018, the number of foreign born citizens increased in major European countries. All over Europe, and other parts of the world, individuals and communities are on the move and with them they bring new flavours and traditions. By sharing their culture and gathering over good food they can find a common language through food, giving rise to a wave of new fusion recipes.

Food is an important part of culture; people connect and commune through food. Eating together and sharing food is a way to break down any potential social or cultural barriers.

Most adults in Europe, at least 66%, prefer to eat meals with other people than on their own⁶. People are enjoying the availability of a wide range of ingredients, and regularly like to cook for friends in their homes. In Poland, 72% of consumers have cooked for friends at home in the last 3 months⁷. Most Europeans agree that having a family meal or cooking for friends at home improves their sense of well-being. Food is an important part of culture, and we are connecting and sharing through food.

Agreement with statement “I have cooked for friends at home in the last 3 months”



Base: France - internet users aged 16+ (2000); Germany - internet users aged 16+ (2000); Italy - internet users aged 16+ (2000); Poland - internet users aged 16+ (2000); Spain - internet users aged 16+ (2000). Source: Lightspeed/Mintel

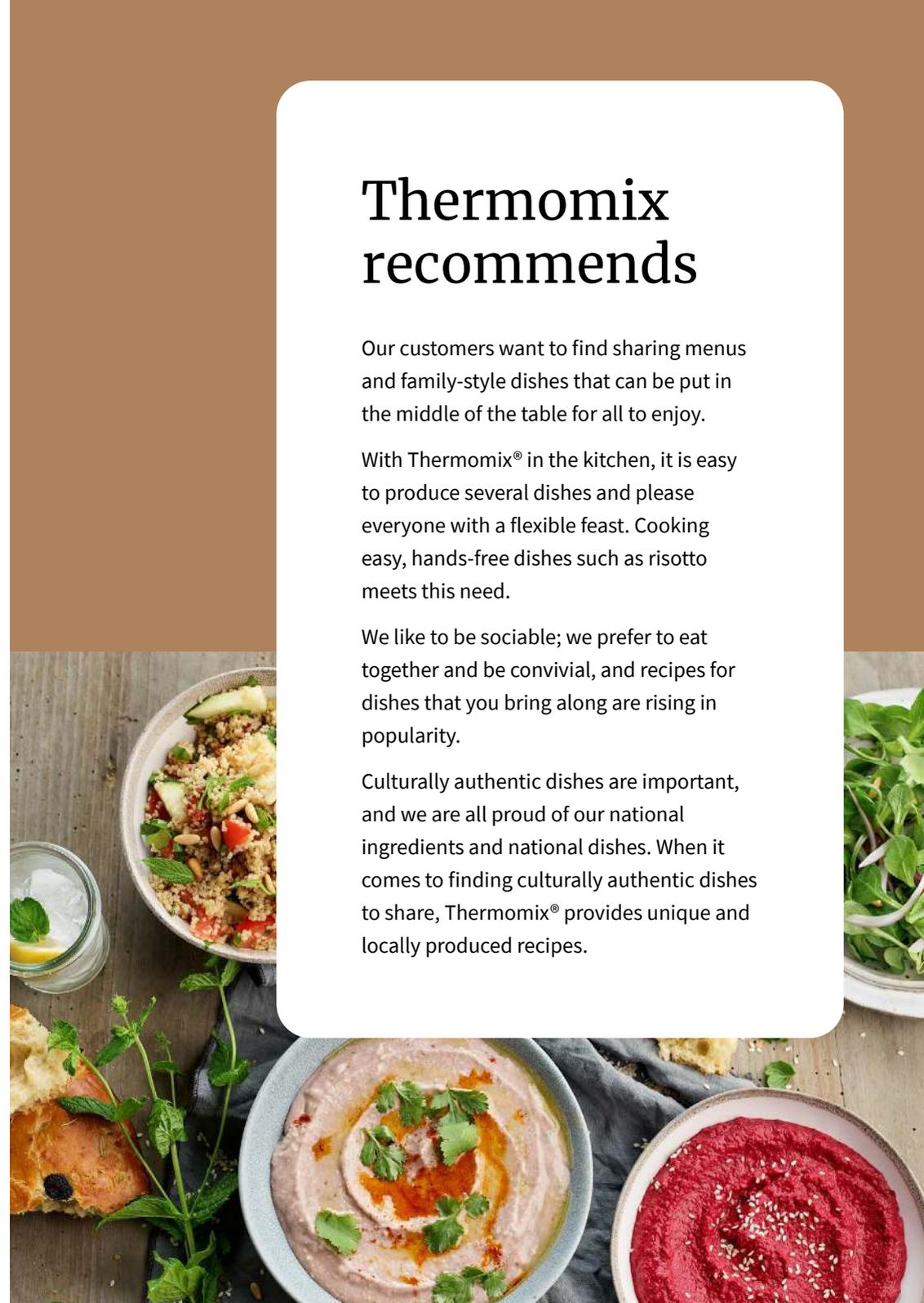
Thermomix recommends

Our customers want to find sharing menus and family-style dishes that can be put in the middle of the table for all to enjoy.

With Thermomix® in the kitchen, it is easy to produce several dishes and please everyone with a flexible feast. Cooking easy, hands-free dishes such as risotto meets this need.

We like to be sociable; we prefer to eat together and be convivial, and recipes for dishes that you bring along are rising in popularity.

Culturally authentic dishes are important, and we are all proud of our national ingredients and national dishes. When it comes to finding culturally authentic dishes to share, Thermomix® provides unique and locally produced recipes.





Chapter Three:

Balanced Eating

Our nutritional knowledge has considerably evolved since the 1980s, when we focused on low calorie dieting to lose weight. Nowadays, we make dietary choices based on our needs. In the 1990s, low fat foods and eating more fibre was the focus. The 2000s brought along wholegrains, natural eating, and low carbs. In the 2010s we were looking for high protein, and “free from” food groups such as gluten-free, egg-free and lactose-free. We also became more aware of good fats and bad fats. In 2020, we now know much more about nutrition, and are confident to manage our health through our

dietary choices. We care about our holistic health, that is, our mental, emotional and physical well-being, and can make food choices to suit our particular health needs. Across Europe we are interested in health benefits that might include improving sleep, reducing anxiety, helping relaxation, and improving hair and skin. Around 35% of Italians are interested in foods that improve their hair or skin. In Poland, 50% of consumers want to boost their energy levels by eating the right foods. Longer term health benefits are also of interest to us in 2020⁸.

We are aiming for precise tuning of our health, which includes our digestion. In 2020, we know that we can improve our gut health and good digestion by making the right choices. Probiotics, live bacteria yoghurt and fermented drinks promote good gut health. This is the reason why we are researching for more alternatives as kefir, kombucha and other fermented products. Europeans between the ages of 25 and 34 are especially interested in these products.

A healthy diet is becoming more complex

1980s

Dieting
Calorie counting

1990s

Low-fat
Fibre becomes a focus
Fruit and veg targets: ‘5-a-day’

2000s

Carbs come and go
Wholegrain
Naturalness and clean label

2010s

‘High-protein’
Plant-based dieting
Free-from dieting
‘Good fats’
‘Clean eating’

Tomorrow

Holistic health for mind and body
Preventative health
Healthy ageing
Planetary health
Personalised nutrition





In the face of antibiotic over-use, an improved immune system is a desired health benefit, and we are choosing micronutrients to bolster our protection against infections and bacteria. New products that claim to improve the immune system are constantly being launched on the market. Worldwide, Vitamin C, D and Vitamin B6 are the most popular micronutrients to include in these products. However, most people are more comfortable getting the immunity-boosting nutrients from their normal diet, by including foods such as ginger, turmeric and green tea, as they see these as effective, safe and natural. In 2020, we are taking responsibility for our mental well-being, and caring more for ourselves. Over 60% of consumers across Europe are aware that what we eat has a direct impact on our mental and emotional well-being. This extends to snack foods, and most people will choose snacks based on a balance of health and indulgence to make them feel good.

In 2020, a balanced diet is what we desire in order to promote our mental, physical and emotional well-being. All across Europe between 38% and 43% of us are interested in making lifestyle changes, particularly if we feel rewarded with a beneficial effect on our health. We are confident to make the food choices that are right for us and our individual microbiome.

microbiome

/mɪkrə(ʊ)'biɔʊm/

the microorganisms in a particular environment (including the body or a part of the body)

Thermomix recommends

Our users are looking for recipes and methods that support them in balanced eating. Recipes for wholegrains, legumes and pulses are in demand. To target their own nutritional needs, consumers are paying more attention to the nutritional value in the recipe. Healthy snacks such as smoothies and juices in Thermomix® provide power-packed breakfasts, a balanced snack and detox support.

Meal planning to ensure a healthy balance is on the rise. Cookidoo® is here to help you plan your weekly meals and get the balanced diet that your body needs.

Cooking from scratch with fresh ingredients yields the most nutrients, and with support from Thermomix® is possible on even the busiest of days.

Fresh spices, ginger, garlic and turmeric are widely available to use as ingredients to make your immune system stronger. Consumers are constantly looking ways to use fresh spices such as homemade curry pastes.



Chapter Four:

Plant-based

In 2020, across all ages, Europeans are concerned about how food companies treat animals. We care about where our food comes from, and 1 in 4 European consumers are interested in buying food and drink products that are sustainably sourced.

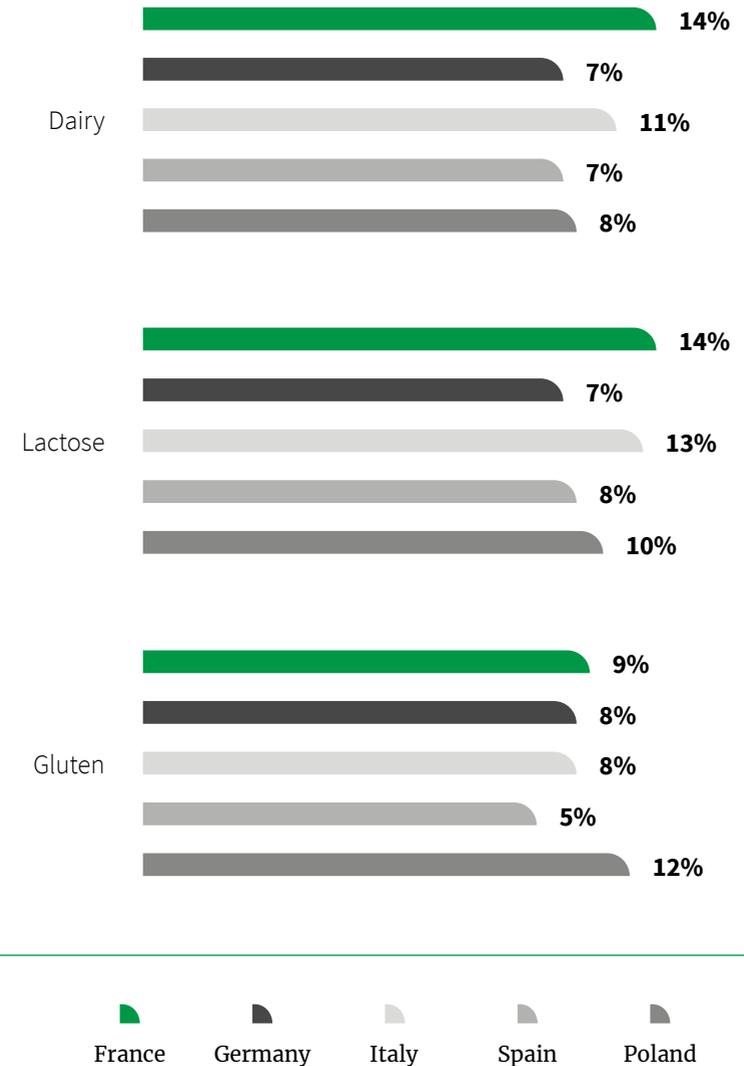
We can no longer ignore the environmental costs of intensive production, and in Europe, between 37% and 52% of consumers avoid eating red meat for environmental reasons alone⁹. In 2018 9% of new



European food products were vegan. We understand that dairy farming has a negative effect on the environment and will be choosing non-dairy products more often. Food allergies are on the rise all over Europe, and allergies to animal products, such as dairy, or lactose (an element in dairy) are the most common. Even in countries where meat has always been on the menu, these allergies are not unusual. For instance, in Spain 16% of consumers are allergic to lactose. Around 40% of Europeans believe that plant-based protein is healthier than animal protein¹⁰. Global food companies, such as Heinz and Kraft, recognise this demand, and are investing heavily in non-dairy cheese and in the production of cultivated protein (laboratory grown meat)¹¹.

Flexitarian is the new norm. We want to eat less red meat and are actively excluding it from our diets. 32% - 59% of Europeans are striving to replace meat protein with plant-based protein. In fact, 42% - 60% of us make a point of having a regular meat free day each week. Supporting customers in their plant-based choices is being widely recognised by high street brands, for example, Costa coffee (owned by Coca-Cola) has dropped the surcharge on soy milk in their coffee bars¹².

Ingredients consumers avoid as part of a general healthy lifestyle



Base: France - internet users aged 16+ (1000); Germany - internet users aged 16+ (1000); Italy - internet users aged 16+ (1000); Poland - internet users aged 16+ (1000); Spain - internet users aged 16+ (1000). Source: Lightspeed/Mintel



Although we are cooking less meat and more plant-based protein and vegetables, we are sticking to the ingredients that we are familiar with and not experimenting. Over 55% of us would buy different vegetables if we knew how to cook them¹³. Moving meat to the side of the plate and making the alternative protein the hero of the dish is the way forward. Protein sources now include nuts, seeds, legumes and pulses. When we do eat meat, we are eating less of it, and eating higher quality meat that is less intensively sourced.

Cow's milk, oat milk, soy milk and almond milk

20% - 35% of the population in Europe believe that a non-dairy milk is healthier than a dairy milk¹⁴. Many Thermomix® users are making the sustainable choice and making their own non-dairy milk in their Thermomix® with their own ingredients, chosen for their own values. Soy beans and almonds are intensively farmed crops, and many consumers avoid these crops. However, for the majority of recipes, non-dairy milk can be easily used to replace dairy milk.

Thermomix recommends

Our users would welcome instructions for using non-dairy milk in place of dairy milk in recipes.

They would increasingly like to make vegetables and plant protein the centre of the plate.





Special Focus on USA

Indulgent Vegan

In the USA, indulgent vegan dishes are exploding in popularity. The healthy associations to vegan food mean that consumers feel they can treat themselves while still eating vegan. In 2020, demand for innovative ingredients such as the meat alternative burger

will double. New twists on vegan ingredients have helped veganism associate more with good, tasty food. Vegan dishes such as vegan macaroni and cheese, pizza, quesadillas and breakfast sandwiches are appearing in restaurants and street food vans all over the USA.



Thermomix recommends

We are all exploring meat alternatives and how to cook with them. This is a trend that we will see in daily cooking and midweek meals, where home cooks can satisfy both meat eaters and vegetarian and vegans with a single dish. Customer demand for these recipes will be high.

Sous-Vide

In 2020, sous-vide is no longer the complex technique prized by chefs in the USA. Home cooks have discovered this technique and are enjoying learning this new skill so that their steaks and other high value ingredients are cooked to perfection. Making restaurant

quality results at home is rising in popularity in the USA, and cooks are experimenting with new ingredients and methods. Sous-vide techniques are increasingly mainstream in the USA – for instance, Sous-Vide Egg Bites appear on the menu at Starbucks.



Thermomix recommends

We are interested in chef techniques, and we like sous-vide for perfectly cooking ingredients with very low energy. Our customers will be looking for sous-vide recipes to impress their guests with gourmet results.

Comfort with a Twist

In 2020, consumers in the USA regularly eat out, and are comfortable with a wide range of cuisines. This trend reflects that American restaurants and menus are often identified by their native heritage, such as Chinese-American, Mexican-American or African-American. This leads to fusion-style

cooking, for instance when typically Southern-style American comfort foods are given a twist with ethnic flavours – e.g. Tikka Masala Mac and Cheese, Gochujang Meatloaf, Chengdu Chicken and Waffles, so that consumers can eat their favourite foods while feeling adventurous.



Thermomix recommends

Recipes evolve and change with new trends and new ingredients. Our customers will always want to try new things while keeping a foot in the familiar. Whatever your comfort food, new flavours can be added to evolve the recipe and adapt to new tastes. Try new spins on old favourites, such as roasted chicken with Thai seasonings.

Conclusion

- 1 Minimizing our environmental impact is a concern for our customers.
- 2 In 2020, our customers would like to cook plant-based proteins, and put vegetables in the centre of their plate more often.
- 3 Innovative ingredients are on the shopping list, and our customers are looking for appetising ways to cook these new ingredients.



How can Thermomix help

Helping our customers to feel good about food, we can be key to driving change.

The new Thermomix® modes – Slow Cooking and Sous-vide – are the cook's toolbox to cook in new ways and with innovative ingredients.

When developing new recipe products, consider the impact of the ingredients - will there be small amounts leftover? Can local produce be used? Can a dried product be substituted such as dried beans for canned beans?

Consider the impact of the method - can less power be used? Can less heat be used?

Thermomix® has a central place in the kitchen of the future, enabling real food, more often.



Appendix

1. Source: Mintel. Hope Not Hate, Sample: 1042 people aged 18+ in Germany, 1609 people aged 18+ in Italy, 1406 consumers aged 18+ in France & 1179 consumers aged 18+ in Poland.
2. Source: Lightspeed/Mintel. Base: France - internet users aged 16+ (1000); Germany -internet users aged 16+ (1000); Italy - internet users aged 16+ (1000); Poland - internet users aged 16+ (1000); Spain - internet users aged 16+ (1000).
3. Source: Eurostat: MIGR_IMM1CTZ dataset.
4. The base values for each country are as follows: France - internet users aged 16+ (2000); Germany - internet users aged 16+ (2000); Italy - internet users aged 16+ (2000); Poland - internet users aged 16+ (2000); Spain - internet users aged 16+ (2000). Source: Lightspeed/ Mintel.
5. Source: Hope Not Hate, Sample: 1031 people aged 18+ in Germany, 1599 people aged 18+ in Italy, 1389 consumers aged 18+ in France & 1166 consumers aged 18+ in Poland.
6. Base: France - internet users aged 16+ (2200); Germany -internet users aged 16+ (2200); Italy - internet users aged 16+ (2200); Poland - internet users aged 16+ (2200); Spain - internet users aged 16+ (2200) Source: Lightspeed/Mintel.
7. Base: France - internet users aged 16+ (1000); Germany -internet users aged 16+ (1000); Italy - internet users aged 16+ (1000); Poland - internet users aged 16+ (1000); Spain - internet users aged 16+ (1000). Source: Lightspeed/Mintel.
8. Base: France - internet users aged 16+ (2000); Germany -internet users aged 16+ (2000); Italy - internet users aged 16+ (2000); Poland - internet users aged 16+ (2000); Spain - internet users aged 16+ (2000) Source: Lightspeed/Mintel.
9. Base: France - internet users aged 16+ (2000); Germany -internet users aged 16+ (2000); Italy - internet users aged 16+ (2000); Poland - internet users aged 16+ (2000); Spain - internet users aged 16+ (2000) Source: Lightspeed/Mintel.
10. Base: France - internet users aged 16+ (2000); Germany -internet users aged 16+ (2000); Italy - internet users aged 16+ (2000); Poland - internet users aged 16+ (2000); Spain - internet users aged 16+ (2000) Source: Lightspeed/Mintel
11. https://www.foodnavigator-usa.com/Article/2019/10/09/MycoTechnology-unveils-texturized-fermented-vegetable-protein-for-plant-based-meat-applications?utm_source=newsletter_daily&utm_medium=email&utm_campaign=11-Oct-2019&c=16HhEPChu5C6I9%2Bysa%2FwQHmXXnGRqZmG&p2=
https://www.foodnavigator-usa.com/Article/2019/09/11/Kraft-Heinz-venture-fund-invests-in-startup-making-real-cheese-without-cows/?utm_source=Newsletter_SponsoredSpecial&utm_medium=email&utm_campaign=Newsletter%2BSponsoredSpecial&c=16HhEPChu5AKd6AfHSsPdmV7oWieSk11
12. <https://www.plantbasednews.org/lifestyle/costa-coffee-launches-almond-milk-vegan-demand>
13. Base: France - internet users aged 16+ (2000); Germany -internet users aged 16+ (2000); Italy - internet users aged 16+ (2000); Poland - internet users aged 16+ (2000); Spain - internet users aged 16+ (2000) Source: Lightspeed/Mintel.
14. Base: France - internet users aged 16+ (2000); Germany -internet users aged 16+ (2000); Italy - internet users aged 16+ (2000); Poland - internet users aged 16+ (2000); Spain - internet users aged 16+ (2000) Source: Lightspeed/Mintel.

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