



Global Game Changers 2021

Trends – Consumers – Brands

Fast Forward to the Mass Market! Where to Play and How to Win in 2021?

“HOW TO MAKE THE HEALTH TRENDS WORK FOR YOUR BRAND” Report with

6 Global GameChangers

Fast Forwarding Niche Trends into the Mass Market

12 Trends

Fast Forwarded from Niche to Mass Market

38 Brand Examples

To Exemplify Trends and Latest Innovations

4 Consumer Triggers

4 Consumer Barriers

For Mass Market Entry with Examples of the Dos and Dots.

3 Brand Strategies

How to Win in the Mass Market for Health with Case Studies.

+ Plant based Special!

Where to Play and How to Win in the Fast Forwarding Plant Based Market!



THIS IS NOT A TREND REPORT

This is a **How to Make the Health Trends Work for Your Brand** Report.

- **Trends** How To Analyse Trends Correctly
- **Consumers** How To Target The Right Consumer Motivation
- **Brands** How To Position Your Brand
- **Plant-based** How To Win In The Plant Based Mass Market

The idea of our Global Game Changers Reports are to cover

Trends – Consumers - Brands.

It means that we focus on How To Analyse Trends Correctly, How To Target The Right Consumer Motivation and finally, How To Position Your Brand. As leading international experts in positioning and repositioning of brands in the global market for nutrition, health and wellness, this is what we normally do for our clients.

HOW TO FIND YOUR WAY IN THIS REPORT

It is interactive!

Click the title to land to the section of your preference.

INTRO - HOW TO USE THIS REPORT

This is NOT a trend report

This is a “How to Make the Health Trends Work for Your Brand” Report

How to use this report – an overview of all parts

01. TRENDS 6 GameChangers, 12 Trends with 38 Brand examples 6 case studies

GameChanger1: Food | Strategy: Active Nutrition

Trend 01: IMMUNITY FOR EVERYONE

Trend 02: MINDFUL SNACKING

Trend 03: THE LOCKDOWN EFFECT

Trend 04: THE #LOW2NO MOVEMENT

“How to make the health trends work for your brand” Case study - Chobani Probiotic

GameChanger2: Production | Strategy: Natural Nutrition

Trend 05: PLANT-BASED FAST FORWARD

Trend 06: TRANSPARENT & CLEAN EQUALS SAFE

Trend 07: UGLY IS THE NEW COOL

“How to make the health trends work for your brand” Case study – Frankful by Orkla

GameChanger 3: Technology | Strategy: I-Nutrition

Trend 08: FROM BRICKS TO CLICKS

Trend 09: CONVENIENT AI CHOICES

“How to make the health trends work for your brand” Case study – Plant Jammer

GameChanger 4: Resources | Strategy: Sustainable Nutrition

Trend 10: KEEP IT LOCAL

“How to make the health trends work for your brand” Case study – CRISP

GameChanger 5: Science | Strategy: Targeted Nutrition

Trend 11: DIABETES PREVENTION AS A TREAT

“How to make the health trends work for your brand” Case study – N!CK’s

GameChanger 6: People | Strategy: Inclusive Nutrition

Trend 12: HOLISTIC AGING

“How to make the health trends work for your brand” Case study – Kaya&Otah

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02. CONSUMERS Consumer triggers and barriers for mass market entry

2.1 Niche or mass market?

How to navigate the crossroads

2.2 Consumer Triggers and Barriers for Mass Market Entry

2.3 How To Make Mass Market Consumers Love Your Brand

03. BRANDS Where to play and how to win in the mass market?

3.1 Where to play?

Rules of play in lifestyle and mass market

3.2 How to grow your brand in the mass market?

Three brand strategies to stay relevant in mass market

- Evolve current brand
- Reposition old brand
- Create/acquire a new brand

APPLY THE TOOLBOX TO YOUR BRAND !

How to make health trends work for your brand

a step-by-step approach with a brand example

ENDNOTES & CONTRIBUTIONS

HMT ConsumerLab

FourFactors® Academy- Now you can learn the FourFactors® of Success Online!

Where to go from here?

BRAND EXAMPLES IN THIS REPORT

It is interactive!

- *Click the link to jump to corresponding brand insight in this report.*
- *Brand examples in report are all with clickable hyperclick leading to each brand's website for further reference.*

Trend part:

[Chobani Probiotic](#) (US)

[B-Beter](#) (NL)

[Nutrixin](#) (SG)

[Juroku Cha](#) (JP, US)

[The nu company](#) (DE)

[Sacred Foods](#) (CA)

[Zen Bites](#) (TH)

[Naked Collective](#) (UK)

[Koia](#) (US)

[LVL Life](#) (SG)

[Kåska](#) (FI)

[Martini](#) (US)

[Good Sunday](#) (CA)

[Kirin Greens Free](#) (JP)

[Garden Gourmet](#) (CH)

[Frankful](#) (SE)

[Bonsoy](#) (AUS)

[Upfront Foods](#) (NL)

[Hälsa](#) (US)

[Phoric](#) (NZ)

[The Ugly Company](#) (US)

[Ugly Cookie](#) (FI)

[Greyhound Café](#) (TH)

[Karma Kitchen](#) (UK) 49

[Waruwa](#) (CO)

[GrabFood](#) (IND, VT, TH)

[Plant Jammer](#) (DK)

[myAir](#) (ISR)

[NotCo](#) (CL, US)

[Tuna Scope](#) (JP)

[Crisp](#) (NL)

[InSeasons](#) (SE)

[Let's Plant Meat](#) (TH)

[Nick's](#) (SE)

[Splenda](#) (US)

[JuiceInno8](#) (TH)

[Fast Bar](#) (US)

[Unique Time Rejuvenate](#) (US)

[Kaya & Otah](#) (SG)

Consumers part:

[Oatly](#) (SE)

[Good Hemp](#) (UK)

[Naturli](#) (DK)

[Let's Plant Meat](#) (TH)

[Chobani](#) (US)

[Frankful](#) (SE)

[Actimel](#) (UK)

[Meat Avatar](#) (TH)

Brands part:

[Good Hemp](#) (UK)

[Actimel](#) (UK)

[Chobani](#) (US)

[Felix Veggie](#) (SE)

[Vegan Danio](#) (NL)

[Plant Selected](#) (CH)

[Anamma](#) (SE)

[Frankful](#) (SE)

[Raised and Rooted](#) (US)

[JÖRÐ](#) (DK)

How to Make the Health Trends Work for Your Brand

Overview Of the Content

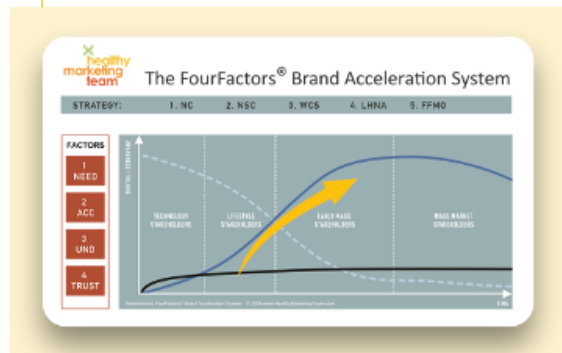
1 TRENDS

6 Global GameChangers

Fast Forwarding Niche Trends into the Mass Market

12 Trends with 38 Brand Examples

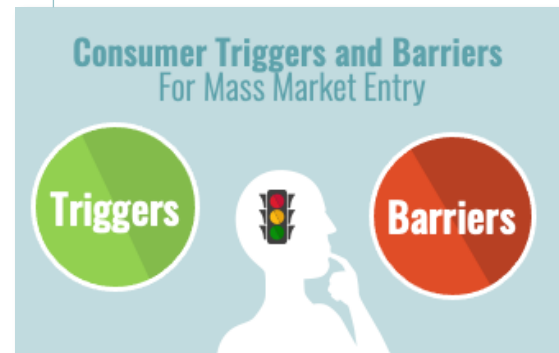
Fast Forwarded from Niche to Mass Market



2 CONSUMERS

4 Consumer Triggers & 4 Consumer Barriers

For Mass Market Entry with Examples of the **Dos and Donts**.



3 BRANDS

Rules of play & 3 Brand Strategies

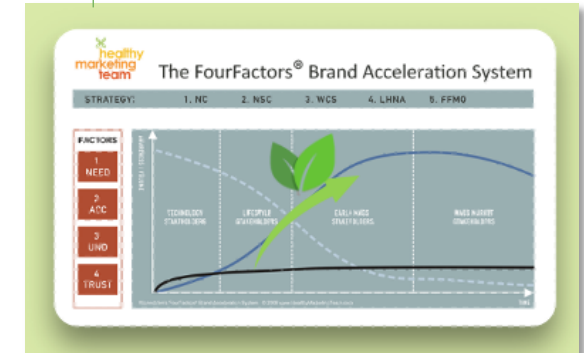
How to Win in the Mass Market for Health with Case Studies.



+ PLANT-BASED SPECIAL!

From Vegans to Flexitarians!

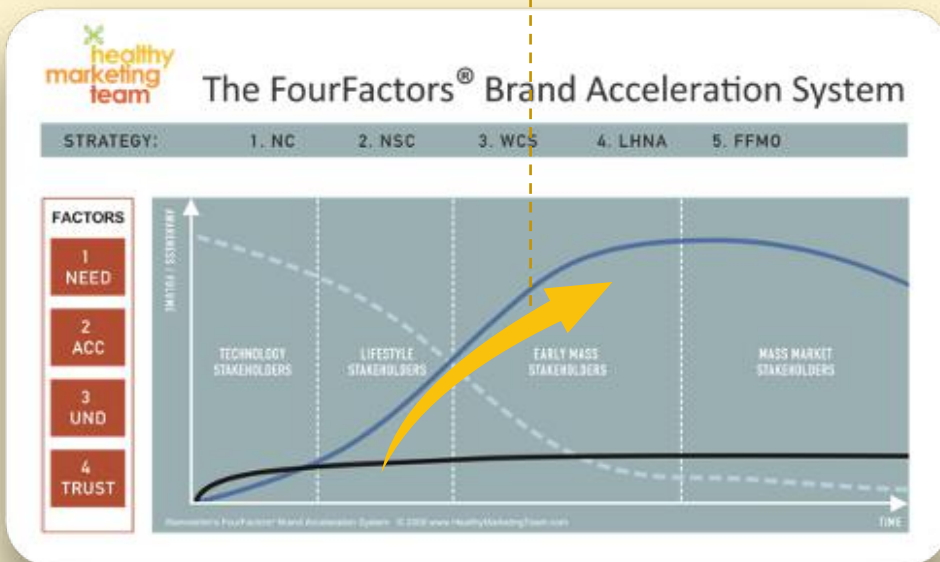
Where to Play and How to Win in the Fast Forwarding Plant Based Market!



THE PARADIGM SHIFT



Gamechangers Fast-forwarded in to the Mass Market & 12 Trends Crossed from Niche to Mass



PART 1 How to Analyse Trends Correctly

What we often hear from our clients is that trends can create confusion and internal debate about which trends will actually have an impact on your brand and your category. So to create an orientation we use the Global GameChangers to identify the major macro trends that are driving a **paradigm shift** from “pharma for health” to “food for health”.

This shift is driven by a growing Academic and Public understanding of the role of *Nutrition* for health. In this context the COVID-19 pandemic can be seen as the **ultimate gamechanger** – there is no medicine! And the risk of serious consequences and even dying increases with “underlying health conditions such as being overweight, suffering from diabetes, cardiovascular diseases or lung related conditions caused by e.g. excessive smoking”.

The COVID-19 pandemic can be seen as the **ultimate gamechanger** – there is no medicine!

**The message? Your health is your responsibility.
The result? COVID-19 has accelerated all health trends.**

So in the first part we will not only identify which GameChangers have fast forwarded into the Mass market, and which trends they have generated. We will also describe what key *Lifestyle* trends that have pushed them over the “Crossroads from Niche to Mass”.

Consumer Triggers and Barriers For Mass Market Entry



INTRO: HOW TO USE THIS REPORT

PART 2 How to Target the Right Consumer Motivation

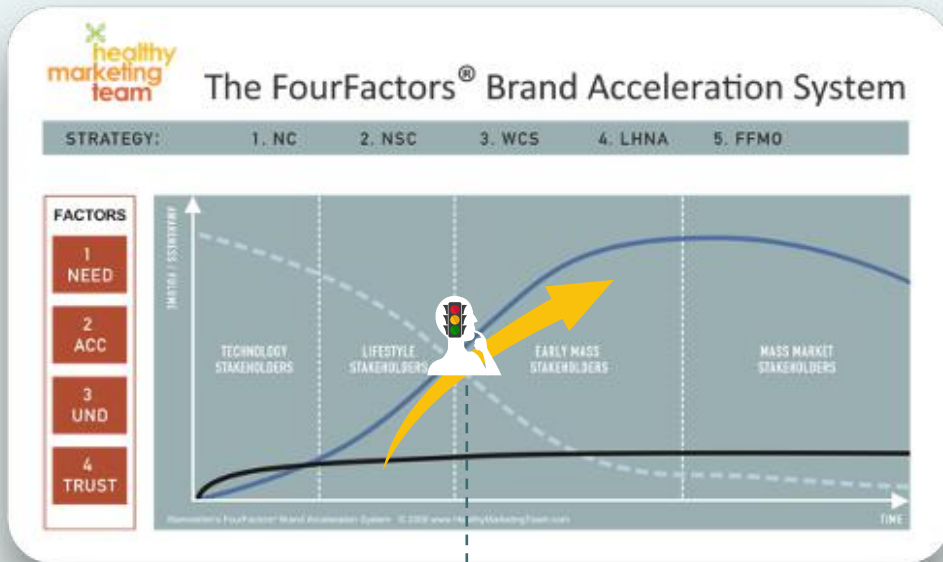
In this year's report we present new research about Mass market consumer motivations and drivers from our cooperation with Lund university, Sweden and the international Master Course in Applied Cultural Analysis (MACA).

As a result of this research, we can present:

“The Triggers and Barriers For Mass Market Entry”

and specifically how these apply to the fast growing market for plant based foods and proteins with examples of application.

We will also clarify **the critical difference between the motivations of the Lifestyle consumer and the Early Mass Market Consumer.** In the context of the plant-based market, we clarify the difference between the Ethically motivated Vegan activist consumers and the Solution-oriented Flexitarians and how the triggers and barriers apply to plant-based choices.



Analysis: how the Triggers and Barriers apply to the plant-based category

3 Brand Strategies for Mass Market Growth



PART 3 How to Position Your Brand for Mass Market Growth

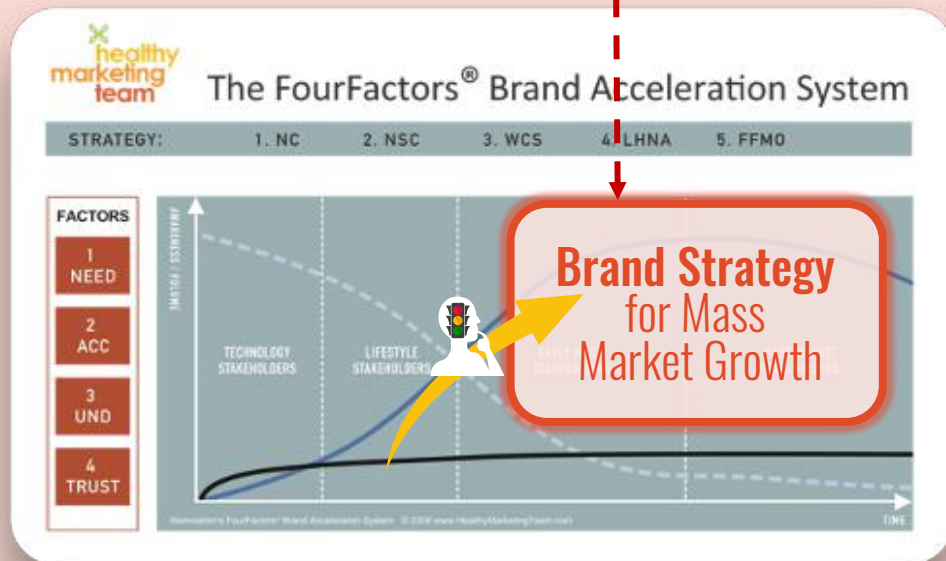
Current brand? Reposition? New brand?

As a category grows fueled by a positive new trend it is tempting for established brands to enter. But this is where you must be careful with the choice of brand strategy. Shall you enter with your current brand, reposition your brand or create a new brand? Or is the emerging category so distant from your current brands that you must choose to acquire a brand?

The answer is to understand where the category is in relation to your brand innovation space.

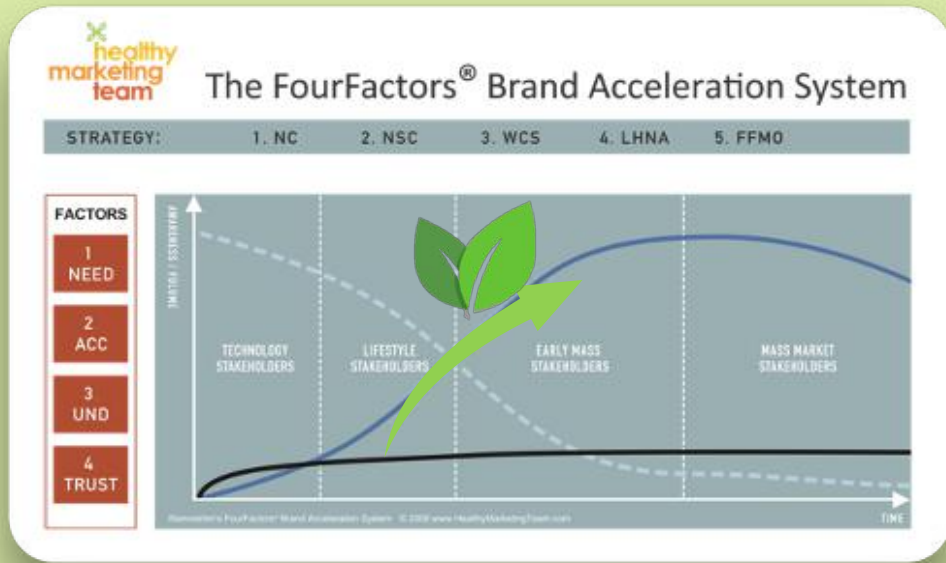
I.e. where the brand is positioned in the mind of your consumer target. In this section we will clarify and exemplify the different **Rules to Play** for a Lifestyle brand compared with an Early Mass market brand.

We will also demonstrate how to grow your brand through a “**revolving**” strategy, which means a constant innovation in new trends.



Trend:

Plant-based Category Fast-forwarded into Mass Market



Plant-based special! From Vegans to Flexitarians

Nowhere else growth is demonstrated better than in the plant-based category. The early entrants were activist brands who challenged the meat and dairy industry while bonding with the beliefs of the ethical consumer. Those consumers, often self-identified as Vegans, would never buy a plant-based product from a meat or a dairy producer.

So, is the plant-based category exclusive for the Oatly's of the world?

NO, on the contrary. We see that:

the plant-based category is quickly growing into the mass-market driven by health, sustainability and climate trends which make it accessible for the Flexitarian Mass market consumer.

Plant based choices become “the right thing to do” and when delivered with taste and convenience, in well-known product formats and eventually from well-known brands, being available in your normal shopping environment, they eventually end up in your shopping basket.

Consumers:
Understand Triggers and Barriers for Flexitarian Consumers



Brands:
Where to play and how to win
in the growing Plant-based Mass Market