The Rewired Consumer.

How today's shoppers are evaluating their priorities and actions towards food, health and the environment.

Tetra Pak Index 2021

Tetra Pak®
PROTECTS WHAT'S GOOD

Contents

Thoughts from our President and CEO

Welcome to **the 14th edition of the Tetra Pak Index**, which shows how the global pandemic has "rewired" today's consumers, forcing them to rethink their priorities and behaviours, as they seek a more resilient and sustainable future. It also underscores the need for a more purpose-driven global conversation and urgent, concerted action to bring about positive change.

COVID-19 has impacted almost every aspect of our daily lives – our health, the overall economy, businesses and supply chains, as well as our personal freedom. The uncertainties caused by the pandemic remain, with many viewing 2021 as an extension of 2020. As we all continue to adapt to the evolving situation, this year's Index explores how consumer motivations are changing worldwide and explores the trends that will remain relevant in the post-pandemic world.

What's changing

The overall concerns of consumers have not changed significantly – health, the environment and the economy continue to dominate. But what has evolved is consumer habits and their attitudes towards these concerns. There is much greater demand for action throughout society, with consumers far more willing to adapt their behaviour on a daily basis, with the expectation that governments, businesses and other institutions need to play a greater role in helping them with this change.

At Tetra Pak, we believe that the food industry has a clear opportunity here. By putting these new demands at the heart of our business decisions, we can work with our customers, partners and stakeholders to create new longer-term solutions.

New consumer priorities

The economic fallout of the pandemic is directly impacting behaviour. Consumers are now more conscious of the affordability of goods and there has been a shift back to basic categories, notably dairy products, fruits and vegetables. But despite financial and health worries, concern for the environment is as strong as ever – particularly around climate change, as evidence of its impact continues to grow.

With consumers spending more time in-home, they have become increasingly aware of levels of household waste. They are keen to take steps in response, notably around food waste – a fast-growing issue. It's a good example of how consumers are adjusting their lifestyles in practical, everyday ways to make a positive difference. There is also a visible rise in traditional "back to basics" values such as home cooking and eating with the family, as well as a new appreciation for meaningful connections with friends, family and beyond.

Having been denied freedom and choice by the pandemic, consumers want to regain control of their lives in whatever ways they can. That applies both to their own lives – to boost their physical and mental wellbeing through better dietary choices – and to the environment around them, such as by recycling more. As they look to the future, they see the post-pandemic recovery as an opportunity to create a greener, safer and more secure world – a hope that is felt particularly strongly in emerging markets.

Towards a better tomorrow

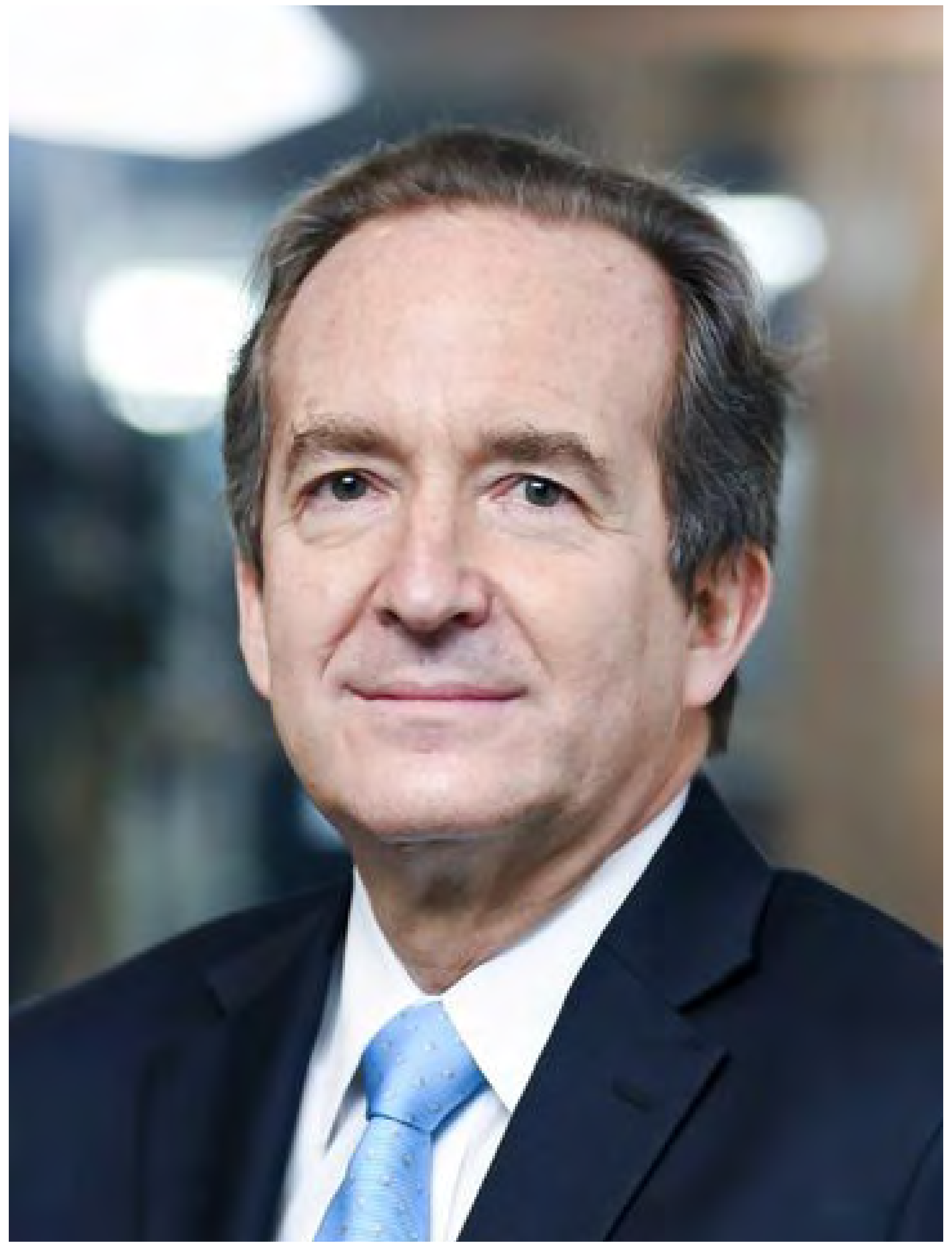
Responding to these needs and expectations requires long-term focus and a system-wide collaboration from all stakeholders. The UN has already called the 2020s the "Decade of Action", emphasising the need to act now.

As a purpose-led company and a global industry leader, we remain fully committed to playing our part. We believe that the world's food systems need to transform to meet the future needs of society, improving food security while reducing the impact on natural resources. We therefore aim to focus on three key areas: increasing access to safe, nutritious food; reducing food loss and waste; and building more sustainable value chains.

This is not new territory for us. Our vision has always been to commit to making food safe and available, everywhere. But we believe we can do more, which is why we are not only driving net zero in our operations but also working to develop the world's most sustainable food package – one that is fully renewable, fully recyclable and carbon neutral.

I hope you enjoy this year's Index and find its insights valuable. I look forward to working with our customers, suppliers and industry stakeholders to realise the opportunities it presents.

Adolfo Orive
President and CEO,
Tetra Pak



Global overview – A world reshaped by COVID-19.

As the world changed in 2020, consumer attitudes and behaviours changed with it.

This year's Index explores the "sticky trends" that we expect to last beyond the COVID-19 pandemic, along with the opportunities that each trend presents, in three key areas: **home, health** and **the environment**.

A year on from the last Tetra Pak Index, when we first charted the impact of COVID-19 on global consumers, the world has moved on considerably – although not evenly, as our research reveals significant differences from country to country, especially between developed and emerging markets.

As we look at global consumer concerns, which the Tetra Pak Index has been tracking for the past three years, we see that COVID-19 remains #1 (almost) everywhere: indeed, it has risen by 6% to 70% globally today. Concern is particularly strong in emerging markets, notably in Brazil (82%). But it is starting to ease a little in the developed world, as vaccination programmes are successfully rolled out, restrictions ease and consumers start to regain confidence.

In the US, for example, a Nielsen Audio survey in June 2021 found that 90% of respondents felt ready to resume pre-pandemic activities – 84% had already increased in-store shopping for groceries and 59% were getting together in person more.

Attitudes to health generally have shifted as the pandemic has progressed. At first, consumers focused strongly on protection and hygiene. Now we see a more holistic concern, with health and wellbeing developing as a way of staying safe and resilient in a post-COVID-19 world. There is increasing interest in functional foods, especially those that boost the immune system. There is also a growing interest in mental wellbeing, which has been greatly tested by the pandemic, with many consumers seeking comfort and energy boosts through food and beverages. See **Health – From protection to prevention** on page 23 to find out more.

Global concerns continue to be highly affected by COVID-19

Meanwhile, concern for the environment has not gone away. Environmental issues are again the #2 global concern, even slightly up on 2020, cited by exactly half of consumers. In the UK, respondents are actually more worried about the environment now than they are about COVID-19 (63% versus 58%) – the one country where this is the case.

Consumers are thinking more extensively about the impact of their own actions: almost half of global respondents now believe that “every choice I make in my daily life affects the environment”. Environmental concerns have broadened to include wider sustainability concerns, notably around society – especially the local community – and there is a shift towards more considered, responsible consumption. Increasingly, consumers expect products to be responsibly sourced, fairly traded and carbon neutral, as well as packaged in a recyclable container. See **Environment – Bigger than ever** on page 33 to find out more.

“I have so much more time to make my grocery list and really research the foods I am consuming, to actually read food labels in the grocery store and make thoughtful purchases and prepare healthier meals for myself.”

– Jane, USA

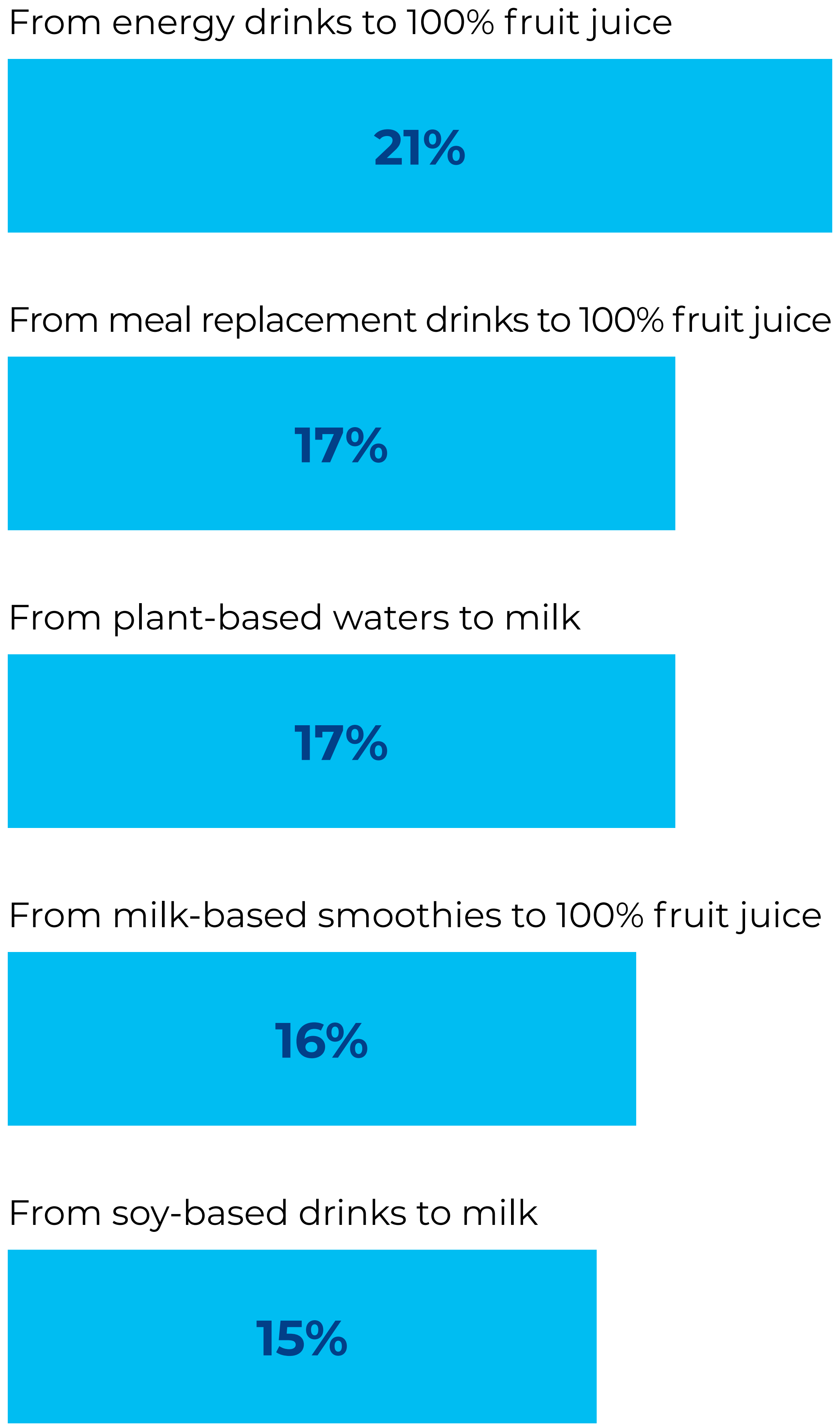
Economic issues are #3, also slightly up on 2020, reflecting deepening worries about the financial impact of the pandemic. This has affected emerging markets more, where focus on the affordability of goods is particularly pronounced. But it is felt in the developed world, too, contributing to socioeconomic divides. In the US, the number of people using a food pantry or food bank rose from 12% in the year leading up to the pandemic to 19%. One EU-funded survey into COVID-19’s impact on consumer food behaviours in Europe found that a third of shoppers polled had lost part or all of their income due to the pandemic, with more than half reporting difficulties making money last to the end of the month.[1]

Cost consciousness is driving a number of consumer behaviours, including a back to basics approach to food purchases, favouring staples and core categories; more careful financial management/thoughtful purchasing; and more meal planning to avoid waste, which is also driven by sustainability issues.

“Since the lockdown I save more because of fear of the unknown… I watch what I buy, I try to stay prudent and I don’t buy the things I don’t need. It avoids wasting food.”

– Musa, Nigeria

Cost-conscious consumers are switching



Consumer concerns vary significantly across the globe

USA

55% believe COVID-19 is a real threat to society (lowest %)

UK

Environment is #1 concern (on 63% versus COVID-19 on 58%)

Spain

Economy is #1 concern (on 60% versus COVID-19 on 57%)

Nigeria

72% paying more attention to the quality of what they eat and drink

South Africa

70% focusing on affordability more since the pandemic

India

36% are tired of the fuss being made about the environment (highest %)

South Korea

79% believe that being healthy is being safe

China

88% believe food safety is a major concern for society

Six global needs

Health
Both physical and mental

Indulgence
Through pleasure, food and snacking

Enjoyment
Connecting and sharing with core family and extended circle

Comfort
Converting one's home into a proper household, suited for all sorts of activities

Security
Motivated by a desire to protect one's family – money- and health-wise

Sustainability
An increased awareness of food waste and packaging

These themes emerged from our mobile ethnographic study. This was designed to explore how the pandemic has shaped and changed food and beverage consumption needs and occasions through in-depth interviews with consumers in China, Nigeria, Spain and the USA. For more on this, and the rest of the research that contributed to this year's Index, see page 50.

Food safety and future food supplies are #4, a little down on 2020. Drilling down further and looking at attitudes, respondents still believe that food safety is as big a threat to society as COVID-19 (65% agree). Worries about food safety continue to be particularly strong in China, where it is a major concern for 88% of respondents – with developing countries such as South Korea, South Africa and Nigeria also strongly over-indexing.

Access to food has also become an important concern during the pandemic – again, especially in emerging markets. In Nigeria and South Africa, for example, 60% of consumers believe the pandemic has seriously disrupted the food supply system. The facts bear them out. According to the UN Food and Agriculture Organization, hunger rose dramatically worldwide as the COVID-19 pandemic took hold in 2020. Between 720 million and 811 million people faced severe food shortages last year – an increase of 161 million over 2019.[2]

But perhaps the most fascinating consumer developments we have seen over the past year relate to everyday behaviours around the home – which is why we analyse this topic first in this report. For 18 months or so home has been the centre of our lives, leading to the formation of new habits, routines and rituals – including a host of new and modified consumption occasions.

To understand these better, we undertook a major global Demand Space study – a key part of the particularly extensive research that has gone into this year's Index. In this study, we analysed beverage consumption occasions and grouped them by occasion and need. From this emerged 12 Demand Spaces – defined as the intersection of context (the consumer's demographic profile, where they are, at what time, and with whom) and the consumer's emotional and functional needs, each unique space having a unique set of demands. See **Research and methodology** on page 50 to find out more.

We also identified the changes in occasion occurrence for these Demand Spaces over the past year. The main increase was in health and environment-driven segments – see right for the top six, which we explore in greater detail throughout this report.

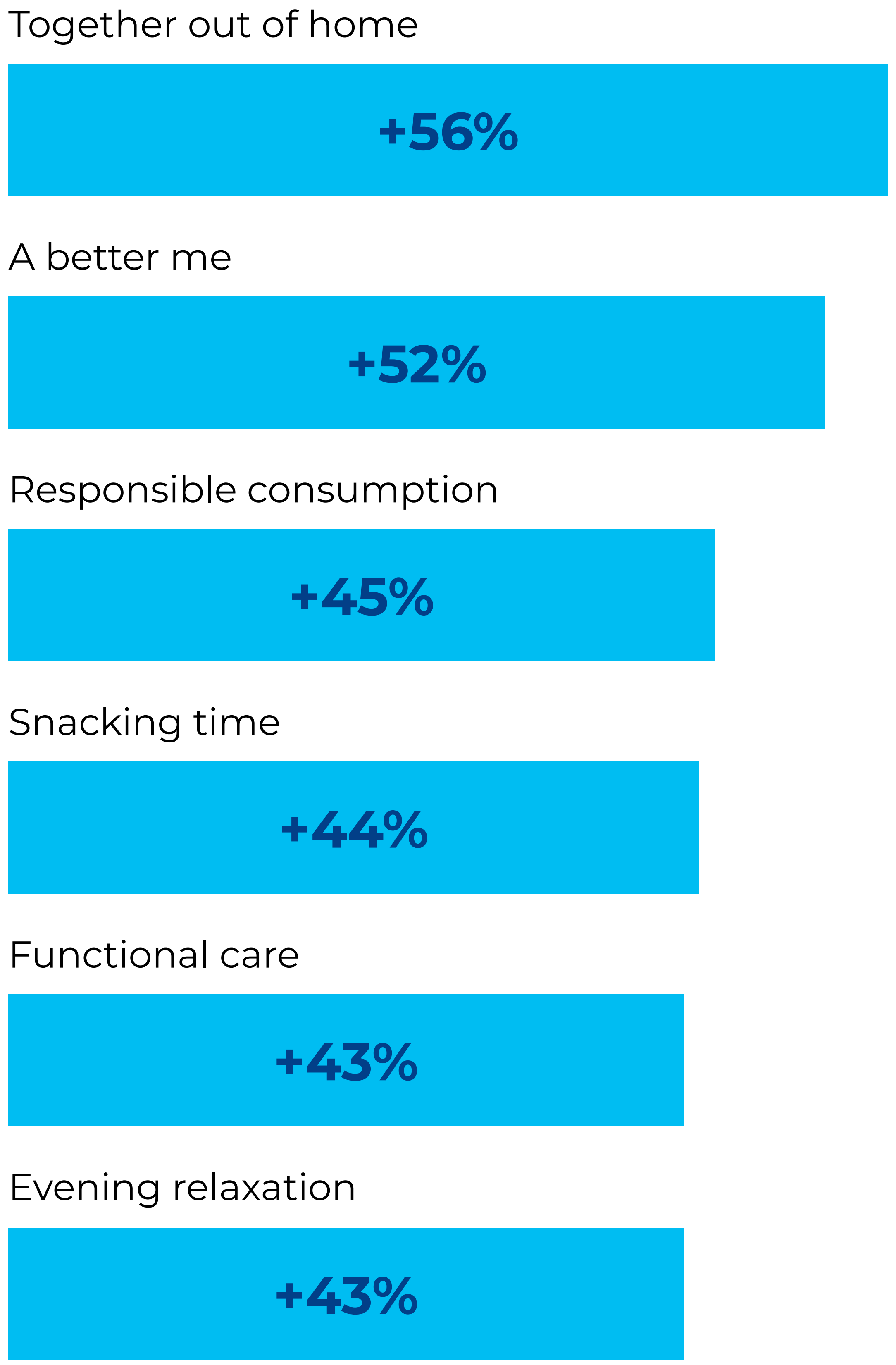
> "Food safety is very important. As the saying goes: 'sickness comes from the mouth'."
>
> **– Liú, China**

The pandemic has reinforced the value we place on human connections, both with our family within the home, and often virtual interactions with an extended circle outside it. Shared food and beverage experiences often play a key role in making these connections enjoyable. Even when consumed alone, food and beverages have a heightened role to play in terms of health and self-care.

As some regions begin to reopen after lockdown, consumers are becoming interested in out-of-home experiences that feel safe, but are seeking to balance these with those elements of lockdown that they enjoyed – such as cooking and family mealtimes. See **Habits – Home redefined** on page 13 to find out more.

Packaging has a key role to play in meeting consumers' functional, information and emotional needs. We explore these needs and how they can be met throughout this report.

How beverage consumption occasion occurrences are increasing (vs 1 year ago, at the start of the pandemic)



Sticky trends and opportunities.

What will the post-pandemic world look like?

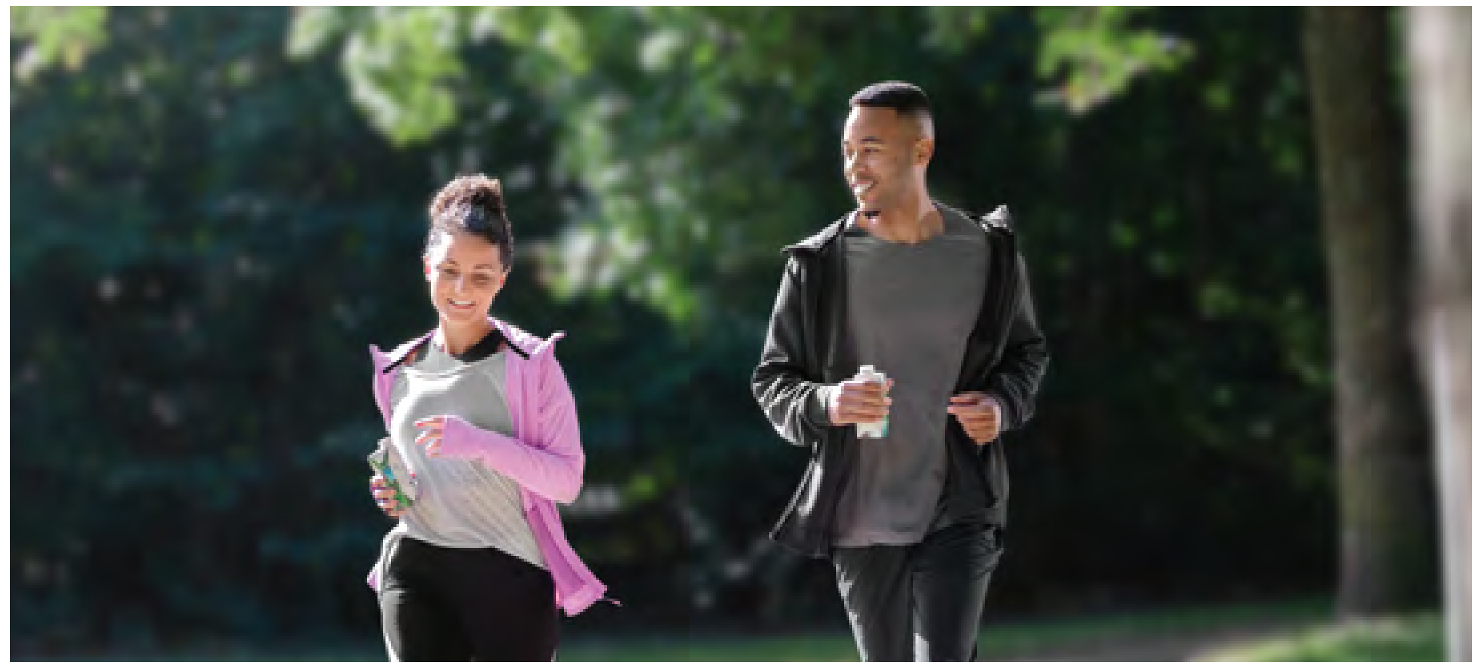
Habits

Home redefined

Sticky trends	Opportunities
New routines and rituals	Snacking time
Renaissance of home cooking	Home-cooking helpers
Online grocery goes mainstream	Impulse appeal
Digitalisation and data	Personalised shopping Digital product experiences
Social reconnect	Together out of home

Health

From protection to prevention



Sticky trends	Opportunities
Personalised health	A better me
Functional care	Immunity boosters
Mental health in the spotlight	Self-rewarding indulgence Evening relaxation

Environment

Bigger than ever

Sticky trends	Opportunities
Concern for climate change	Responsible consumption
Worries about waste	Right-sizing and labelling
Avoiding over-packaging – and plastic	Packaging innovation Education and information Carton wins online
Keeping it local	Heritage and provenance

Habits
– Home redefined.

“Currently, with things getting better in the world and things beginning to open up and normalise, I find many of my pandemic habits still exist such as cooking and doing things inside the house.”

– Cara, USA

61%

of consumers are doing more cooking at home compared with pre-pandemic times

Consumers today are focusing on their living spaces in ways they weren't before the pandemic.

The home has been redefined as sanctuary, workplace, schoolroom, entertainment hub, shopping mall and more, **significantly changing daily routines and rituals**.

Consumers are doing more cooking at home (cited by 61% of global respondents), eating meals with family (48%) and planning meals in advance. The way they shop for the home has changed dramatically: they have increased buying products in family size to reduce shopping trips (cited by 44% of global respondents), choosing long shelf-life products to keep the pantry stocked (43%), as well as shopping for groceries online (cited by 53%) and getting grocery shopping and takeaway food delivered (38% and 37%).

Nearly a third say they are working at home more – and half expect to continue to do so either more or about the same.[3] Companies including Google, Twitter and Microsoft have all announced plans to allow for total or partial remote working post-pandemic. With home working rising, and many tired of the same four walls or in need of more space, consumers are reconsidering where they live. In the US, nearly half of adults aged 18-34 moved or considered moving due to the pandemic between March and November 2020.[4] In particular, there are signs of a new migration away from big cities to rural areas and smaller towns, in the developed world at least.

Meanwhile, those who are staying put are improving their homes, with 45% of global respondents saying they are decluttering, organising and planning more since the pandemic. Some are going further – in the US, for example, 17% of consumers have undertaken home improvement projects, around half (53%) of which they have undertaken themselves.[5] By and large, they seem to be happy with the results. "People have adapted and made their homes better for themselves," says Mary Lunghi, Country Consumer and Customer Insights Manager for Ikea in the US. "[In recent research…] the majority of people's comments about their houses are positive with 'comfortable', 'clean', 'safe', 'good' and 'sanctuary' at the top. This is an improvement from [research at the] onset of the pandemic where we saw a much greater split between positive and negative."[6]

Meanwhile, home demographics have shifted, with a sharp rise in multigenerational households. One survey in September 2020 found that at least 12% of the UK population are adults who had moved back in with their parents as a result of the pandemic – and more than two-thirds of those had no move-out date in sight.[7] Attitudes to the spaces around homes are changing too. People are looking more to gardens and other outdoor spaces where they can entertain safely – and grow their own food. Last April, Google searches for "how to grow vegetables" hit record highs.

And people are looking to their local communities more. "The definition of home is changing," says architect Tara Gbolade, co-founder of a London architecture practice specialising in sustainable design. "It's beyond our individual homes and rear gardens – [it's] the streets in front of us, the communities and the neighbours that we've spent years living next to but never spoken to."[8]

> I snack more, since the pandemic and lockdown. To stay convenient, at times where you can't make a meal, snacking is the easiest thing to do."
>
> **– Adamma, Nigeria**

Sticky trend

New routines and rituals

According to a classic pre-pandemic psychological research study at Duke University, life revolves around habit: “approximately 45% of everyday behaviors [tend] to be repeated in the same location almost every day”.[9] The pandemic changed or swept many such behaviours away at a stroke. Without the old commutes, trips to the gym and coffee shops, and post-work socialising, consumers have developed new routines and rituals, often either replicating or replacing the old normal.

> I do video calls with my regular friends. We laugh and have a snack. It helps me to disconnect from the routine and feel that we are still on the same page.”
>
> **– Federico, Spain**

Opportunity

Snacking time

A key element of these new routines and rituals is snacking, which has seen a huge upsurge, with 44% of respondents saying they are snacking more often than at the start of COVID-19. The #1 driver is comfort, with more than half (52%) of consumers globally saying snacking has been a “lifeline” during the pandemic (see **Mental health in the spotlight** on page 32). Other drivers include breaking up the day – nearly a third say they are snacking during working breaks more than pre-pandemic – as well as providing energy and health benefits, and replacing meals.

The increase in snacking is being particularly driven by younger age groups and by emerging markets. Key product categories identified in our Demand Spaces research include white milk and drinking yoghurt.

Another key product that has seen consumption growth due to snacking is cheese. More than a third of participants in our 2021 global cheese study[10] say that their consumption has increased overall since the pandemic, rising to 50% in Asia Pacific – and 60% in India. While main meals remain the key consumption occasion, in-home snacking is a growing trend, with cheese widely enjoyed while watching TV (up 36%) or when enjoying a drink (up 35%) and mid-morning/mid-afternoon (up 32%).

44% saying they are snacking more often than at the start of COVID-19

- Comfort
- Breaking up the day
- Providing energy and health benefits
- Replacing meals

Sticky trend

The renaissance of home cooking

Over 60% of global respondents say they are cooking at home more and 20% expect to continue to do so post-pandemic – especially younger age groups. Key benefits are that home-cooked food is perceived as healthier (58%) and cheaper (44%), but control matters, too: the ability to control nutritional content and food safety, as well as cost. Quality is also important, with 62% saying that they pay more attention to the quality of what they eat and drink than pre-COVID-19. So too is food waste: nearly three-quarters of global respondents try to minimise this while cooking.

Competence and confidence in the kitchen are notably up, with more than 50% of global respondents saying that their cooking skills have improved since the pandemic. Three-quarters now rate their cooking skills as moderate or above – and nearly one in five say they are advanced. Lack of time and inspiration – and the need to clean up – act as the biggest barriers to home cooking for consumers.

Opportunity

Home-cooking helpers

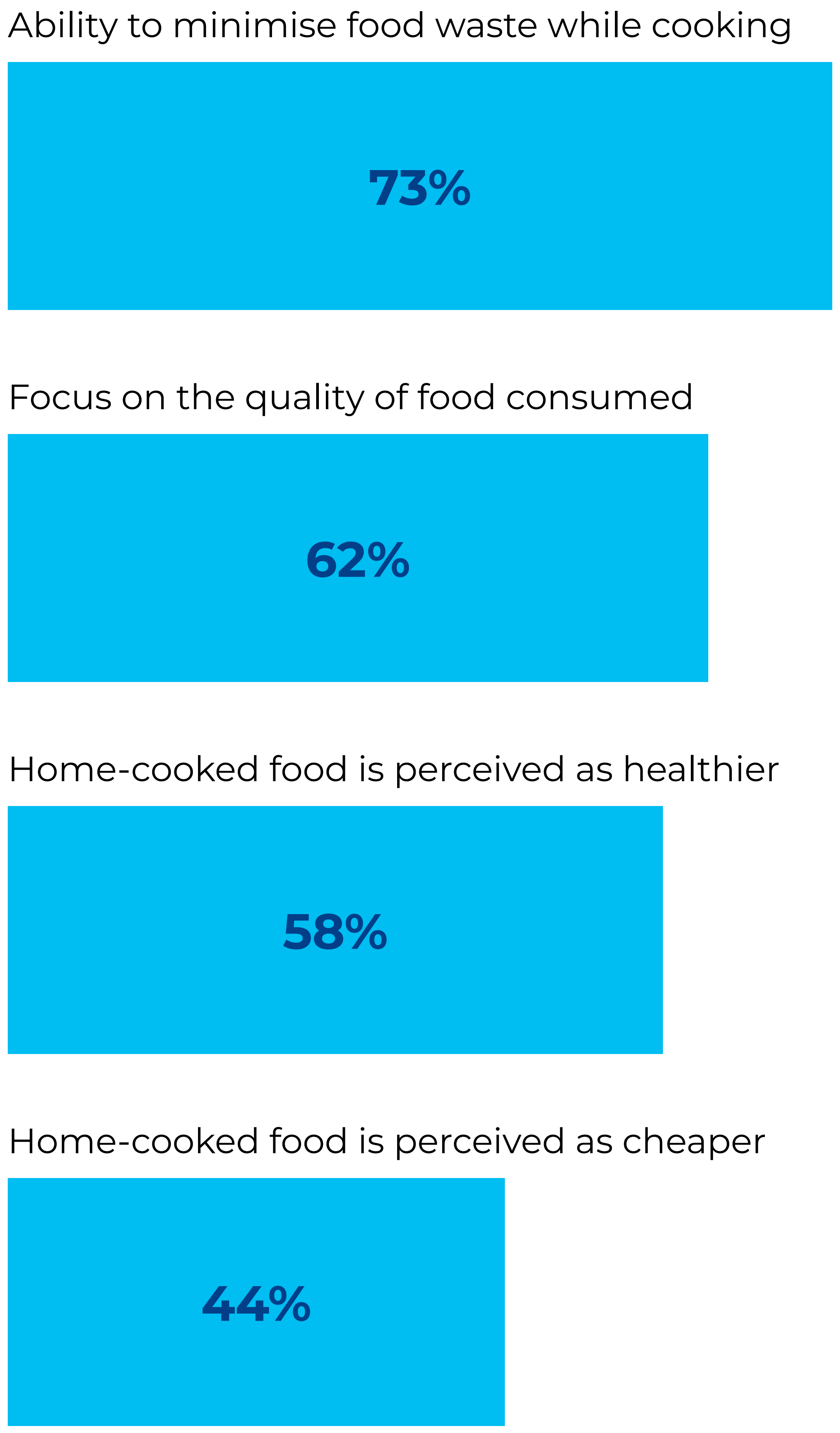
Demand for convenience in-home is on the rise, leading to opportunities for packaged foods, especially tomatoes and vegetables, along with ready-made sauces and soups, packaged liquid broth, liquid creams and other such “home-cooking helpers”.

Globally, consumers use these kitchen helpers very frequently, with a skew towards younger age groups and males with lower cooking skills. The most used home-cooking helpers are dressings, vegetables, tomatoes and sauces, which are appreciated because they save time, they taste good, as well as adding versatility and “simplifying my life”. Sharing and togetherness are also significant emotional benefits, with “chance to control” playing its part too.

Most respondents purchase these products at the supermarket, mainly driven by price, availability and flavour variety, in this exact order. From a packaging point of view, storage, hygiene, functionality and product protection are the most relevant attributes.

We tested nine different home-cooking helper concepts on consumers, all of which registered good overall appeal. With sauces and soups performing best on relevance and purchase intent, meal kits and exotic ready meals scored highest for uniqueness. Generally, the key barriers to overcome include concerns around the healthiness, naturalness and freshness of packaged products, compared with unpackaged ingredients.

Drivers behind the upsurge of home cooking



Sticky trend

Online grocery goes mainstream

The pandemic has accelerated online grocery take-up, with over half of respondents now saying they buy food and beverages online. Around 40% of total online buyers say they started since the pandemic – and those who shopped online already are now doing so even more. While 57% of new online shoppers say they started because they wanted to avoid crowds, now there is widespread appreciation of the benefits – notably convenience, with choice and cost rated lower. There is no going back, it seems, with 80% saying they will continue in future. Social media is the most common source of product information for consumers buying online, and carton is the preferred packaging material (see **Carton wins online** on page 43).

Online shopping mirrors offline habits in a number of interesting ways. Nearly 80% say their purchases are planned, with nearly half saying the driver is the traditional weekly/monthly shop. Moreover, the preferred channel is a supermarket or convenience store site (48%), rather than any kind of specialist online platform. Clearly, these are trusted retailers – and that trust extends to their products, too. Trust for private label is strikingly high online, cited by three-quarters of respondents especially for dairy, plant-based and other beverages.

Opportunity

Impulse appeal

Brand matters less online than it does offline: consumers tend to be less loyal, with almost 40% saying they are more open to experiment when buying via digital devices. Moreover, with more than 20% of online grocery purchases made on impulse, there are clear opportunities for products with instant appeal. The main impulse purchase drivers are attractive prices or promotions. But positive product ratings/reviews also play a key role, mentioned by a third of respondents. About the same number also cite the recommendation of the online grocery website, suggesting that a good, customised tip can nudge a purchase.

>20%

of online grocery purchases are made on impulse. This creates clear opportunities for products with instant appeal

Case study

Adopt A Cow, China

Adopt A Cow is a fast-growing direct-to-customer dairy company in China. Founded in 2016, it has built an integrated dairy supply chain from cow breeding, pasture plantation and feed processing to dairy production and sales and distribution. Its focus on product quality and safety, and its well-established digital sales strategy – including partnerships with opinion leaders, Tmall and other prominent e-commerce and social media platforms – have won the trust and loyalty of more than 10 million customers.

The company has continuously doubled its sales every year over the past three years, and achieved over RMB100 million in sales during "Double Eleven" – the world's biggest sales festival – in 2020 from its Tmall flagship store alone, establishing Adopt A Cow as the #1 selling dairy brand for the event. Currently, around 80% of its sales are via e-commerce, with around 80% of its products packaged in Tetra Pak portfolio, selected to differentiate its offering online and to underpin its trusted brand image.

Sticky trend

Low touch, digitalisation and sharing data

There has been an acceleration in cashless and automated stores with the pandemic. Spending via digital wallets is expected to hit $10 trillion in 2025, up from $5.5 trillion in 2020, with 83% of that growth driven by increased take-up during the pandemic.[11] Consumers are also more used to accessing online services, including in physical offline outlets, such as QR code-enabled digital menus in restaurants. And there has been a surge in digital activity generally – when we asked consumers which activities they had increased during the pandemic, the top four answers all related to digital activity.

There is an evolving trade-off between privacy and convenience, with less concern about privacy in some markets. Consumers have also become acclimatised to sharing new kinds of personal data due to the pandemic, including personal health information, through contact tracing and self-reporting apps. This has put greater scrutiny on data privacy and protection and companies are making a number of adjustments to ensure a balanced approach in the COVID-19 context. “Privacy budgets have increased over the last year, organizations have more resources focused on privacy, and privacy investments going above and beyond the law are translating into real business value,” according to the Cisco 2021 Data Privacy Benchmark Study.[12]

Opportunity

Personalised shopping and digital product experiences

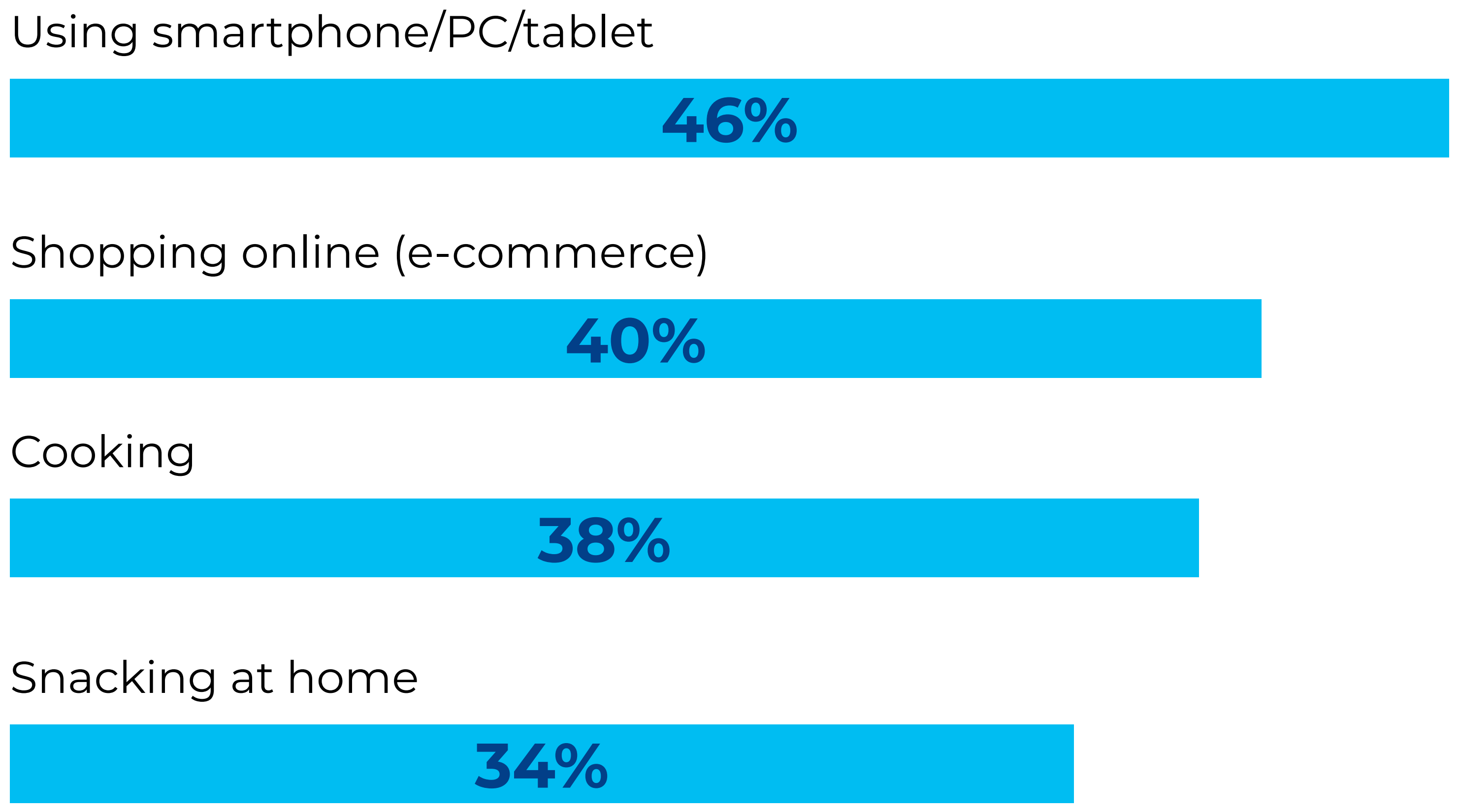
The use of “self-captured” personal data to improve products and services opens new opportunities, including personalised offers, health advice, category management based on geo-location, and competitions. For example, promotional campaigns that leverage Tetra Pak “Connected Packages”, which allow consumers to scan a unique QR code to access digital incentives, have proved extremely successful during the pandemic. Another example is augmented reality (AR) technology, which can be used to create digital experiences, such as virtual food tourism, providing an opportunity to engage with international food culture when travel remains restricted.

Case study

Postobón, Colombia

In March 2021 Postobón – a leading Colombian beverage producer – launched Hit Go, a unique still drink offering in terms of flavours, branding and digital promotion. Packaged in Tetra Brik® Aseptic 200 Slim Leaf as well as Tetra Prisma® Aseptic 1000, Hit Go plays with AR to encourage children to virtually visit the savannah, the jungle and the beaches of the Pacific coast in search of the origin of the flavours and fruits characterising each product.

Increase during the pandemic



Sticky trend

Social reconnect

The pandemic has reinforced the value consumers place on human connections, both the additional time spent with family within the home, and the often virtual connections with an extended circle outside it. Shared food and beverage experiences often pay a key role in these connections.

Opportunity

Together out of home

As some regions begin to reopen after lockdown, consumers are becoming interested in out-of-home experiences that feel safe. “Together out of home” has seen a 56% increase in occasion occurrences since the start of the pandemic in early 2020, topping the list in our Demand Space study.

Case study

TIAL, Brazil

TIAL, a pioneer in ready-to-drink juices in Brazil, had recently completed a brand refresh when COVID-19 struck. Among the innovations was a new tagline, “Tasty and True”, to reinforce the brand’s commitment to the quality and flavour of its products, which have no preservatives or artificial ingredients. Product innovations included new lines enriched with minerals, fibres and collagen, refreshing low calorie options in and a range of juices for kids in packages including Tetra Prisma® Aseptic 330 Square, Tetra Brik® Aseptic 200 Slim and Tetra Brik® Aseptic 1 litre.

The launch campaign set out to build a strong emotional connection with consumers during this challenging period, using the extensive branding opportunities offered by the package itself to convey inspirational, motivational messaging and create shelf impact. The team tweaked the already developed campaign to include powerful messages adapted to the “new normal”: “In the absence of hugs, I choose to smile!”, “Everything’s changed, but hope hasn’t!” and “It’s time for internal changes!”. The campaign focused on retail point of sale, supported by messaging in and around the store.

“Consumers loved the campaign, with many posting package phrases in their social media and tagging TIAL,” says Rafaela Virga Carvalho, Marketing Manager at Tetra Pak. Results were excellent, especially for the 1 litre products, with volumes up by 27% in Q3 2020 versus Q3 2019[13] at a time when the category was heavily impacted by the pandemic. “We are very happy with the result of this new brand communication – and Tetra Pak was fundamental in the entire concept and creation process that we were looking for,” says Victor Wanderley, Director of TIAL.

Case study

buzzbox™, USA

For a fast-growing brand that’s ideally placed to leverage the growth in “together out of home” moments, look no further than buzzbox™. The American company manufactures ready-to-drink premium cocktails with top-quality spirits, juice and all-natural flavours packaged in 200ml Tetra Pak® aseptic carton packages.

Health – From protection to prevention.

> Since the COVID-19 pandemic, I pay more attention to product details, to be sure it is safe for consumption – mostly the expiry date. COVID-19 happened and a lot of products were locked in the store, we need to be careful."
>
> **– Obinze, Nigeria**

65%

believe that being healthy means being safe

Consumer **interest in health** is not a new trend, of course – but attitudes have been changed significantly by the pandemic. As we have seen, COVID-19 has been the #1 consumer concern for the past two years, pushing all other health worries far down the list, cited by just 13% of respondents this year.

Last year's Index explored how the pandemic increased consumer focus on food safety and hygiene, and there continues to be a strong sense that "being healthy is being safe", felt by nearly two-thirds of respondents in this year's research. Worries about food being hygienic and safe have eased a little, but still remain strong, cited by more than half (54% versus 59% in 2020). Concerns about food safety and hygiene are typically stronger in emerging markets, notably China and Nigeria.

But protection from infection on its own is not enough. The pandemic has brought home how fragile we are, and consumers are taking a more holistic, complementary approach to ensuring their wellbeing as a result. This includes a greater focus on mental health; using functional foods to boost the immune system and gut health; and taking a more proactive, personalised, preventative approach to health and nutrition, with a particular focus on natural foods.

COVID-19 is still the #1 concern for consumers

Sticky trend

Personalised health

"Modern consumers are transitioning away from a reactive approach to proactively improving their holistic health and taking a more personalised approach to optimising both their physical and emotional wellbeing," says Ana Ferrell, VP & Head of Marketing, ADM, North America.[14]

Consumers generally want more control over their health and believe they should do more to look after themselves physically. Many trends in this year's Index are linked to this, from interest in immunity-boosting solutions to exercise to home cooking, which gives greater control over ingredients and is perceived as healthier. So too is growing experimentation with diets, such as vegetarianism, veganism and intermittent fasting – often based on information from non-traditional sources, such as social media/influencers.

Consumers are paying more attention to the ingredients in what they eat. Consumers in our ethnographic study say they are reading food labels and checking nutritional advice more to check for health-related product attributes, such as natural ingredients, low fat or sugar, and "free from". In the USA, shoppers looking to avoid allergens in food spend more than average on groceries – and around $19 billion a year avoiding categories or substituting products – and that number is likely to keep rising.[15]

Consumers want more control over decisions about their health. During the pandemic, they learned to take a more active role in their own healthcare as physical access to professionals became more challenging. "During COVID, traffic on our Good Doctor platform [now Ping An Health, the #1 mobile healthcare app in China[16]] increased more than eight times; people didn't want to go to hospitals," says Jessica Tan, Group Executive Director of Ping An. "This has changed… the consumer mindset. They no longer feel the need to go to hospitals for minor illnesses."[17] Looking to the future, Anna Pione of McKinsey expects "a lot more offerings that let consumers triage any medical issues and take care of things mostly by themselves, so they'd only bring in a doctor when it's absolutely necessary." [18]

Consumers generally want more **control over their health** and believe they should do more to look after themselves physically

Consumers are paying more **attention to the ingredients in what they eat**. They are reading food labels and looking at nutritional advice more to check for health-related product attributes, such as natural ingredients, low fat or sugar, and "free from"

During the pandemic, consumers **learned to take a more active role in their own healthcare** as physical access to professionals became more challenging

Opportunity

A better me

There is a cohort of consumers who are treating the pandemic as an opportunity to transform themselves for the better, including working out more and being more attentive to self-care. More than a third of respondents (38%) say they are exercising more since the pandemic, while digital exercise apps have surged. For example, Strava, which allows users to share and compare as well as log their running and cycling activities, added two million users a month in 2020 and now has 76 million users worldwide.[19]

There is a clear opportunity for products to support these self-improvers. “A better me” rates as the #2 increased occasion occurrence in our Demand Space study, up more than 50% since the start of the pandemic. This occasion focuses on helping the consumer make the most of their exercise, refuel and stay motivated – as well as making them feel and look good. Functional benefits include helping muscle gain and slimming, while the key emotional benefit is “to take special care of myself and my body”.

Sticky trend

Functional care

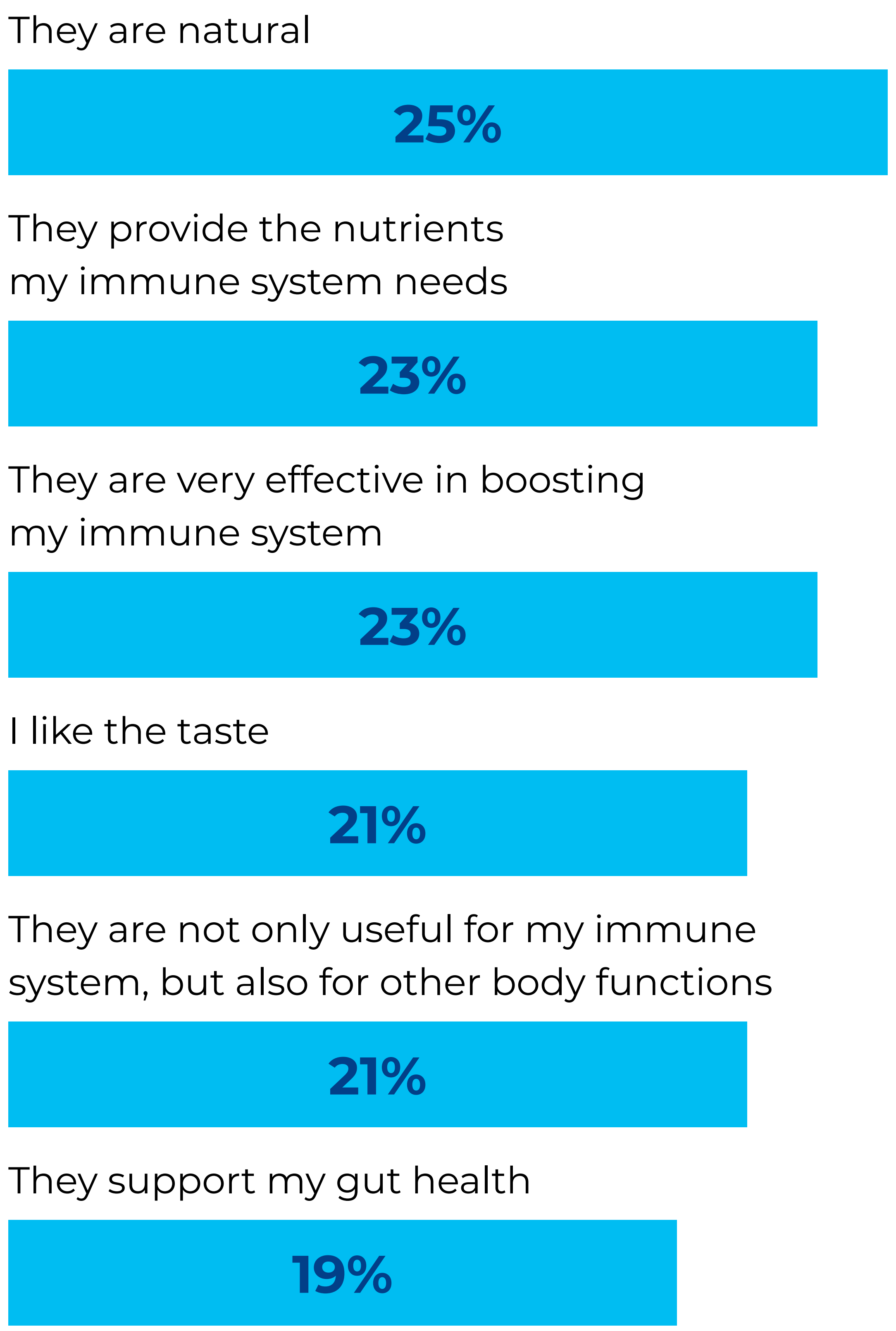
Consumers already had an interest in functional food and beverages pre-pandemic, but it has grown since, with immunity-boosting solutions now being seen as particularly relevant. Google Trends Data showed a 500% spike in searches for “immunity boosting food” in line with COVID-19 in 2020. While functional care products that help boost the immune system and balance the stomach saw a 43% rise in consumption occasions since the start of the pandemic, according to our Demand Space study, placing it fifth in our growth list.

“

I definitely added more food items to the list like ginger and grapefruits and oranges because I know citrus foods are good for your immune system. I want to get my immune system as absolutely as strong as it can be due to COVID-19.”

– Michael, USA

Why consumers look for immunity boosters



Across the two dozen categories we assessed, natural emerged as the #1 reason for consumption. Similarly, non-natural ingredients – preservatives/additives/colourants – were the #1 reason for dissatisfaction, ahead of cost.

Opportunity

Immunity boosters

More than half of global respondents in our research this year say they are increasingly choosing products that support the immune system, rising to around two-thirds in Nigeria (68%), India (67%) and South Africa (65%). Our immunity-boosting study[20] shows that consumers are often not choosing specialised products, but well-known categories with traditional health associations, notably juice and dairy – plant-based rates highly, too. Product associations vary by country: value-added white milk over-indexes for its immunity-boosting association in China (65% versus 36% globally), for example, and has seen consumption increase considerably as a result.

Naturalness is key to immunity-boosting products. Across the two dozen categories we assessed, natural emerged as the #1 reason for consumption, together with the effectiveness of the solution and providing the right nutrients. Naturalness is also the reason consumers tend to focus on food as an immunity-boosting solution, rather than other forms of supplements: they also see it as healthier, safer and free from additives and preservatives. There are regional differences, however, with more than a third preferring supplements in China (39%) and the USA (35%).

In terms of products, juice/nectars, tea-based, dairy products and shots are the most consumed for immunity reasons, again while not being perceived as specialised. Vitamins and citrus are the best-known ingredients and also the most interesting for the future.

Immunity boosting is a complex topic and is not widely understood by consumers, especially non-users of immunity-boosting products. There is a need/opportunity both to educate consumers on ingredients and their benefits, and to provide clarity through simple, factual information. Health claims need to be credible, not exaggerated, and the benefits need to be easy to understand. The advice of experts is important to consumers – looked for in healthcare professionals, online or via TV programmes.

Notably, the main benefit consumers look for in an immunity-boosting product is as much mental as physical: they want to feel mentally active, energised, resilient and able to handle stress well. Other perceived benefits vary by age and gender, including glowing appearance (young women), confidence (men) and feeling rested and protecting one's long-term health (older people).

Sustainability is a fundamental package requirement for an immunity-boosting product, demonstrating once again that health and the environment go hand in hand. Environmentally friendly is the #1 packaging requirement mentioned, cited by 50% of respondents, significantly ahead of functionality.

"Immune system is like a house built by bricks. Quantitative accumulation leads to qualitative transformation."

– Liú, China

"For me, it is crucial not to use too many chemicals and instead to rely more on the possibilities of nature."

– Otto, Germany

6 must-haves for immunity boosters

Mainly a **juice or dairy product,** but plant-based also shows good potential

Rich in vitamins (C, D, B, A) and other healthy ingredients such as berries, citrus, honey and ginger

Without artificial ingredients, such as preservatives, and without added sugar

Making the user feel **energised and mentally active**

Packaged in an **environmentally sound, functional** and **safe portion pack,** to be consumed mainly at home and occasionally on-the-go

Labelled with **clear, simple and visible information** related to its benefits

Case study

Dabur Real Immuno Mango+, Nepal

Dabur Nepal has been successful in winning the trust of discerning consumers with its high-quality products. In response to increased consumer demand for immunity-boosting products during the pandemic, the company launched Real Immuno Mango+, Nepal's first fortified juice, in July 2021.

Fortified with the "Power of 5", i.e. five proven immunity-boosting ingredients – honey, tulsi, ashwagandha, vitamin C and zinc – the new product offers a perfect blend of health and taste. Combining Dabur's in-depth understanding of local needs with Tetra Pak knowledge and innovation, it is already proving popular with consumers. "The concept of Real Immuno Mango+ was appreciated by consumers as they found it highly relevant during this COVID-19 situation," says Abhaya Gorkhalee, Head of Marketing at Dabur Nepal.

Real Immuno Mango+ is priced at NPR30/- for single serve Tetra Brik® Aseptic 180ml and NPR250/- for Tetra Brik® Aseptic 1 litre. Distribution has been extended across Nepal, and the launch supported with a full range of activities including TV commercials featuring celebrity endorsements, digital, print and on-ground activations.

Sticky trend

Mental health in the spotlight

COVID-19 has increased awareness of mental health, with nearly half (46%) believing that their mental wellbeing has been impacted by the pandemic. Many are modifying their behaviour to help compensate. To that end, as we have seen, consumers are creating new routines and rituals, often including new consumption occasions for comfort and to maintain energy. They are planning more as a means of taking control: 42% saying they are planning meals in advance more than pre-pandemic, while 45% say they are decluttering, organising and planning more generally. Mental health is at the core of future wellbeing, with many consumers and brands recognising that it is part and parcel of physical health.

46%

believe that their mental wellbeing has been impacted by the pandemic

Opportunity

Self-rewarding indulgence

Related to snacking, particularly as a form of comfort, there is a return to using food and beverages as a simple reward, with nearly a third (31%) saying they are "enjoying little food treats without guilt" more than pre-pandemic. This is likely to continue as an affordable indulgence in a time of ongoing financial uncertainty. There are chances for products that deliver on this appetite for indulgence, such as through premiumness, visual appeal or by creating new rituals or special consumption occasions, including "time for myself". There is a clear consumer tension between the trends for healthy eating and self-rewarding indulgence to compensate for down moments – essentially, between physical and mental health – providing an opportunity for brands that can resolve it.

Case study

Dimes, Turkey

Dimes' recently launched smoothies, with 100% juice content, are positioned as a great-tasting, convenient and healthy snack or meal replacement, notably for breakfast. "We all know we need to eat more fruits and vegetables, and get more antioxidants, vitamins and minerals into our diet," says Dimes' Marketing Director, Duygu Süleymanoğlu. "A good smoothie has all of that." The smoothies are available in three different flavours – banana/strawberry/apple (red), pineapple/banana/coconut/apple (yellow) and raspberry/strawberry/mulberry/apple (purple) – and packaged in Tetra Prisma® Aseptic 330 Square carton packages and 250ml bottles. The new smoothies are formulated to offer a dense texture, as well as a refreshing taste, to meet the need for a satisfying consumption occasion.

Opportunity

Evening relaxation

There is a growing focus on sleep and its importance to both mental and physical wellbeing. Since the pandemic began, researchers around the world have documented a surge in sleep disorders. For example, two in three Americans report they are now sleeping either more or less than desired.[21] Upended routines, more screen time, increased alcohol consumption, and dissolving boundaries between work and private life are just a few of the factors contributing to problems.[22]

"Evening relaxation" has seen a 43% growth in occasion occurrence since the start of the pandemic, placing it sixth in our Demand Space growth list. The ideal experience for this occasion helps the consumer to relax and feel completely calm and at peace, while delivering the functional benefit of aiding sleep. Secondary emotional benefits include "helping me comfort myself", and there are additional functional benefits (good for bone, brain, heart). Suitable products include flavoured milk, milk-and-juice blends and milk-based smoothies.

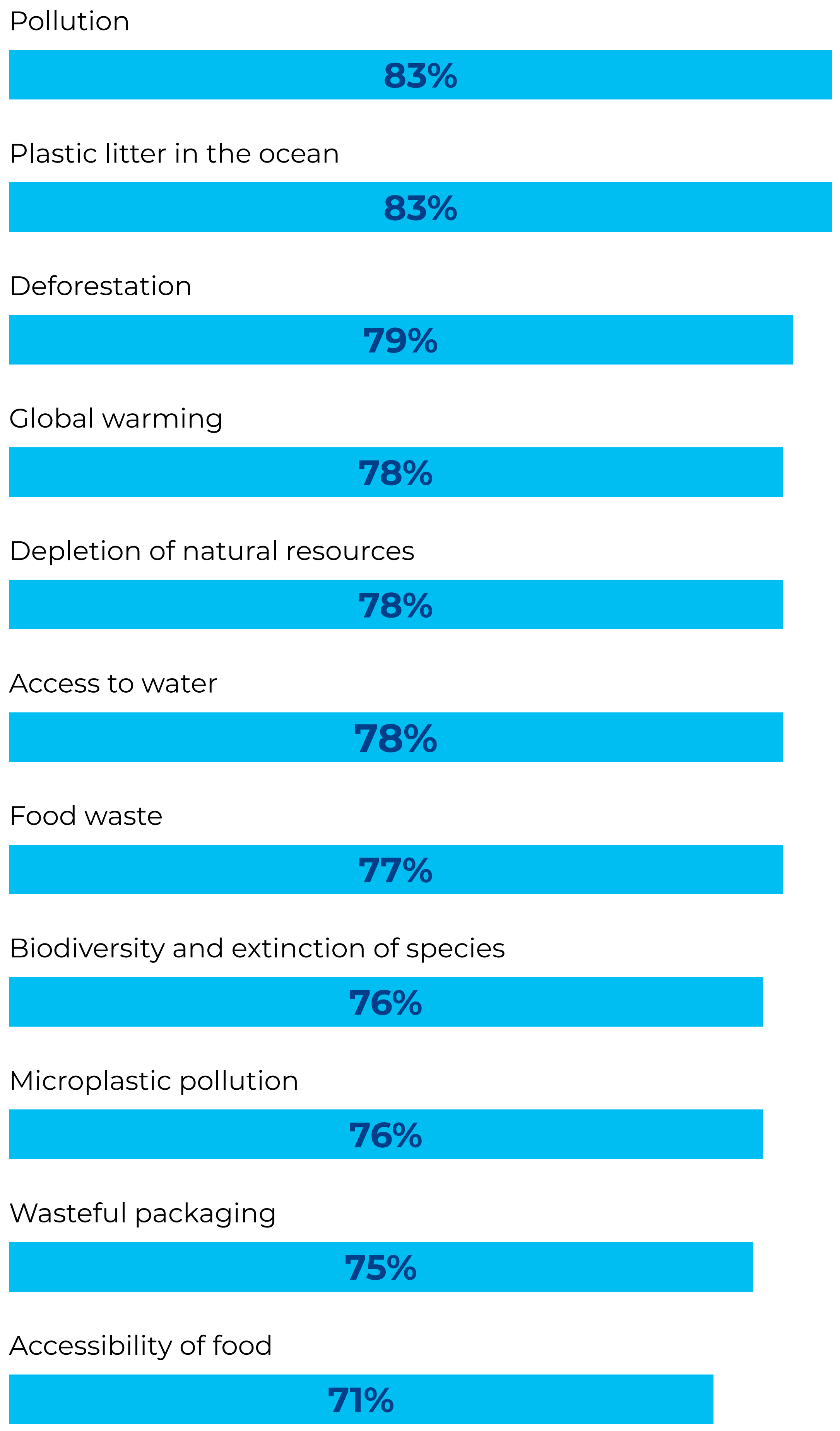
Environment – Bigger than ever.

Concern for the environment is not going away. Environmental issues are the **#2 global concern**, even slightly up on 2020, cited by exactly half of consumers this year.

In fact, UK respondents are actually more worried about the environment than COVID-19 (63% versus 58%) – and this in a poll conducted before the release of the latest report from the UN’s Intergovernmental Panel on Climate Change (IPCC) in August or the UN Climate Change Conference of the Parties (COP26) in Scotland scheduled for the end of October.

Concern for the environment has continued to broaden to include wider sustainability issues, notably around society, with a heightened focus on community and social justice. And it has deepened, too: half of global respondents now believe that “every choice I make in my daily life affects the environment”, while the number of people “tired of the fuss that is being made about the environment” has fallen for the third year running. The trend is particularly strong among educated women with children, who want to take action and change the status quo.

Worry about the environment remains very strong



Sticky trend

Concern for climate change

Global warming/climate change is still high on the list of environmental issues, cited by 78% of respondents, ahead of accessibility of food (71%) and food waste (77%).[23] Moreover, 65% believe that governments should prioritise addressing climate change in the post-pandemic economic recovery – rising significantly higher in emerging markets, notably India (81%) and China (80%). Even more (68%) believe that if businesses in their country do not act now to combat climate change, they will be failing their employees and customers.[24] And still more feel the burden of responsibility themselves, with 72% agreeing that “individuals like me” need to act now, or they will be failing future generations. Again, figures are generally higher in emerging markets.[25]

Opportunity

Responsible consumption

Consumers increasingly look for brands to be transparent and provide them with the information they need to enable informed, responsible choices. Over a third of consumers say they are choosing brands based on their sustainability credentials more now than they did before the pandemic.
In our Demand Spaces study, the number of occasions on which consumers have a drink to satisfy a need related to “responsible consumption” has risen 45% since the start of the pandemic. Relevant emotional benefits are dominated by “making the right choice for the planet”, while functional benefits are topped by “healthy for me/my family”. The ideal package would be made of natural paper – environmentally sound and recyclable – with clear information on ingredients and their origin.

35%

say they are choosing brands based on their sustainability credentials more now than they did before the pandemic

Trewin Restorick,
Founder and CEO,
Hubbub

“The findings of this year’s Tetra Pak Index chime with our own recent polling of UK consumers to get their thoughts on climate change, ahead of COP26. Nearly two in five have been prompted to act as a result, but only 25% think they are doing all they can. That’s why it is key to make it clear and easy for consumers to do the right thing such as driving collective action towards recycling and circularity.”

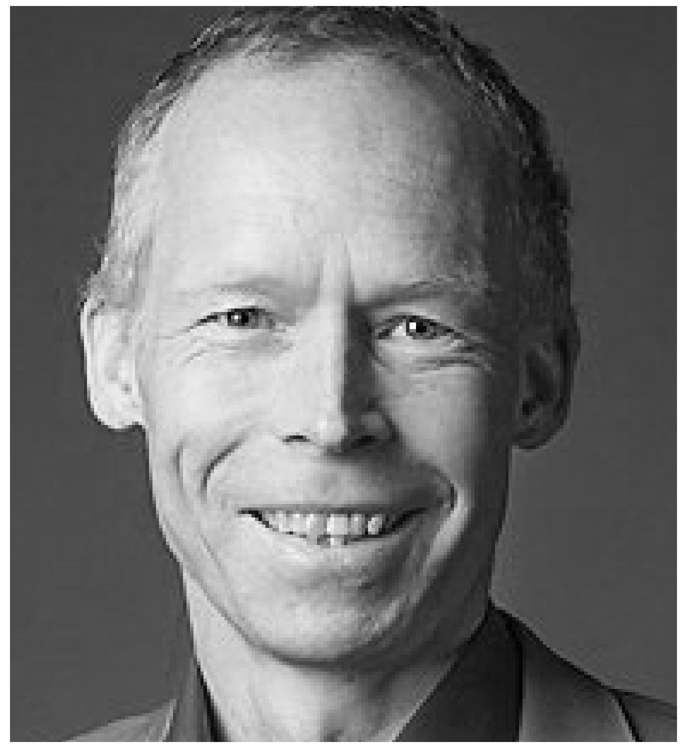
Rachel Kyte,
Dean,
The Fletcher School at Tufts University

“There is a growing global political consensus that the post-pandemic recovery must include a transformation of food systems, to make them more resilient, nature positive and climate neutral. The potentially game-changing solutions put forward by Tetra Pak show how purposeful companies can make change happen through innovation, long-term focus, and system-wide collaboration.”

Governments need to prioritise actions against climate change

65% of the global population agree that governments need to prioritise actions against climate change in the economic recovery after COVID-19, but figures vary across the world

Johan Rockström,
Director,
Potsdam Institute for Climate Impact Research



"There is a growing concern among citizens across the world over risks of irreversible changes due to human-induced global warming. A sense of urgency and willingness to act differently are rising features. People want to do more to become better 'planetary stewards' and to protect and regenerate the global commons – especially in developing economies."

Daniel C. Esty
Yale University and author,
Green to Gold

"It has been important in the COVID-19 context that all of us have been given both red lights indicating what we should not do, and green lights that specify what we should do. A successful response to climate change will require further focus on the green lights and incentives to drive innovation and inspire companies across our society to deliver solutions."

Sticky trend

Worries about waste – especially food

Waste is a growing concern for consumers, with food waste and wasteful packaging cited as leading environmental issues by three-quarters of global respondents.[26] It's an issue that is close to home for many consumers, with nearly half of respondents saying they are now worried about the amount of waste their household is producing. This reflects the greater amount of time spent in the home during the pandemic, with more meals and snacks prepared and consumed, and more online shopping and takeaway food deliveries, making the household waste "footprint" more visible now than ever.

Consumers are being more proactive as a result. 46% say they have been making a greater effort to sort things properly (cartons, glass, plastic) for recycling since the pandemic. And 50% say they are likely to increase recycling in the next year as part of their personal contribution to tackling climate change.

Consumer action to reduce food waste is particularly strong. Strikingly, 54% of respondents say they are throwing food away less than before the pandemic – one of the highest figures for a reduced activity in our whole research. That's partly because consumers are paying more attention to proper storage and expiry dates, cited by exactly half of respondents, so there is less spoilage. But even more (55%) say they are planning meals more carefully in order to limit household food waste, while 40% say they are buying more products in portion sizes for the same reason.

Looking ahead, 81% of consumers expect they will make the same or a greater effort to avoid throwing away food when pandemic restrictions are removed, topping the list of shifted behaviours – with 39% expecting to try harder to avoid food waste going forward, rising higher in emerging markets.[27]

Collaboration across the value chain is essential to **improve how cartons get recycled**

Design for recycling

Consumer awareness and engagement

Collection and sorting

Recycling capacity and solutions

Recycled material use and applications

Industry coalitions

Opportunity

Right-sizing and labelling

There is a need/opportunity for right-/portion-sized products, as well as information on portioning, to help consumers with their meal planning. Clear and simple labelling with expiry dates is also key – especially online, where it is considered deficient. "I can't easily check the best before date/expiry date" is the number one pain point when purchasing online, according to our e-commerce research.[28]

Clear labelling is key

Sticky trend

Avoiding over-packaging – and plastic

Since the pandemic, consumers have paid significantly more attention to how their food is packaged, focusing on hygiene and food safety on the one hand, and freshness and the environment on the other – creating a tension that was explored in detail in last year's Tetra Pak Index. As the pandemic unfolded, many consumers were willing (or even forced) to make a trade off; more packaging and waste for the benefit of increased safety and hygiene. Some countries and regions paused their bans on plastic bags or single-use plastics, prompting consumer concern that recent progress in reducing virgin plastics and recycling would be undermined.

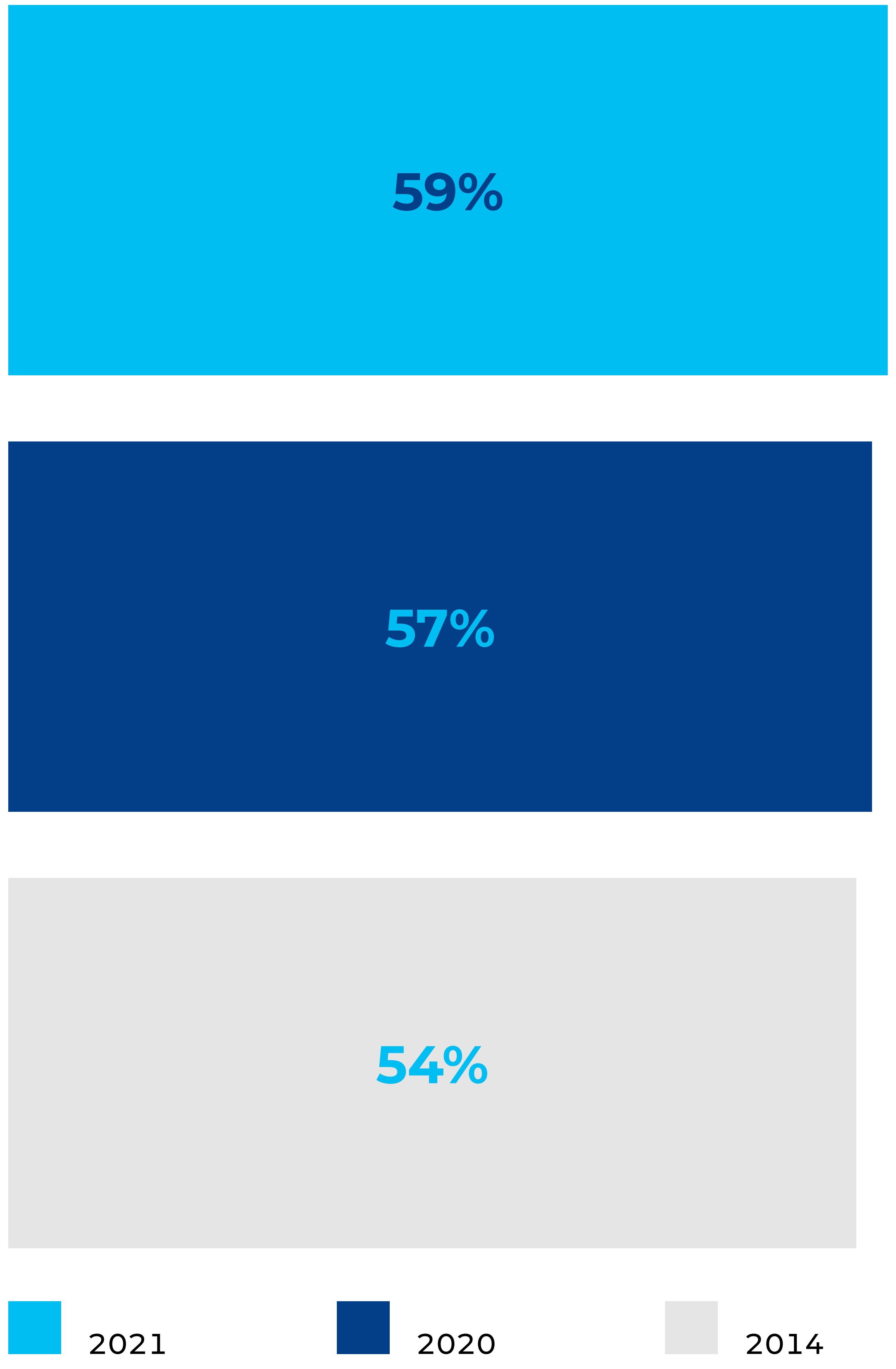
Such consumer concerns emerge again this year. More than half of global respondents now say that they "really care" about how food and beverages are packaged. More than a third say they are choosing sustainable packaging (38%) and avoiding over-packaged products (36%). When asked about what changes they are likely to make in order to combat climate change specifically over the next year, avoiding excess packaging heads the bill, cited by 59% of respondents (versus 57% in 2020). This is particularly high in South Korea (79%) and China (70%).[29]

Plastic in particular continues to be an issue for consumers, with 42% saying they are consciously using less since the pandemic – that's more than the amount saying they have increased their shopping for online groceries.

42%

consciously using less plastic since the pandemic

Avoiding products which have a lot of packaging



Avoiding over-packaging tops the list of changes consumers say they might make in order to limit their contribution to climate change.[30]

Opportunity

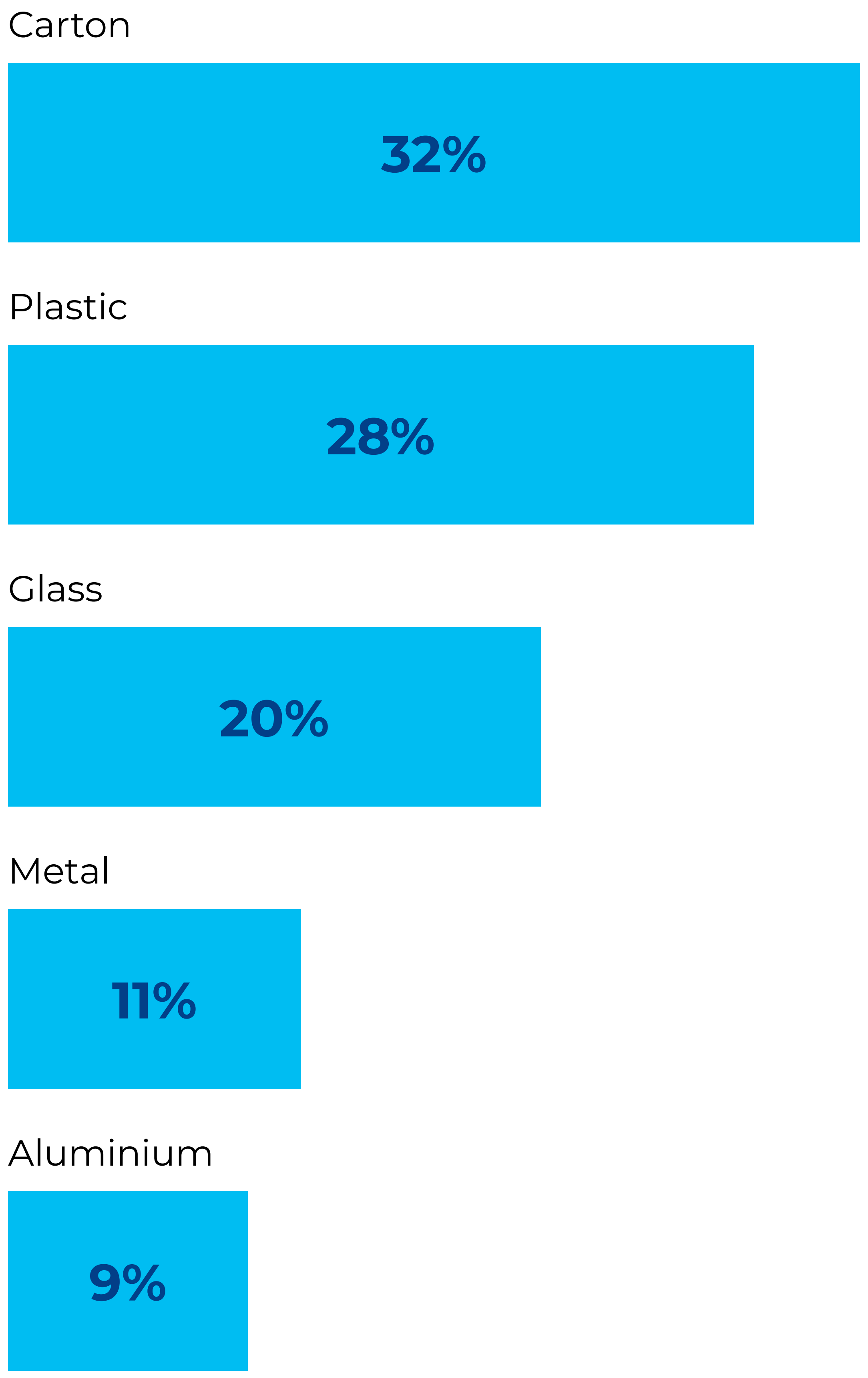
Packaging innovation

Consumers clearly care about the environment and waste, and 61% of respondents in our environment research expect food and beverage companies to lead the way in finding solutions – ahead of the government (on 60%) and packaging companies (on 57%). There is an opportunity for those that do: 84% of respondents say the usage of environmentally sound packaging would make them more likely to consider the brand.[31]

84%

wanted the brands they buy to make it easy to recycle the packaging of their products

When considering online purchases, carton is rated as the ideal packaging material



Opportunity

Education and information

As consumers strive to take more action, a clear knowledge gap is emerging, with more than a third of respondents saying they are searching for information on how to sort and recycle properly, as well as advice on how to limit food and packaging waste. There is an opportunity for brands to demonstrate sustainability leadership by helping to provide such information.

Opportunity

Carton wins online

According to our e-commerce study, consumers rate carton as the ideal packaging material overall for online purchases of the categories researched.[32] It is appreciated for a variety of reasons, but the top three perceived advantages all relate to the environment: it is recyclable (40%); it is environmentally sound (35%); and it is easy to flatten when sorting into the recycling bin (34%). This suggests that the properties of the package can boost a product's sustainability credentials, especially online.

Case study

Valio, Russia

In November 2020, Valio became the first company in Russia to offer its locally produced milk range in renewable carton packages. By choosing Tetra Brik® Aseptic Edge – a renewable carton package, made mainly of paperboard and sugarcane-based plastic – Valio is expecting to reduce fossil-based plastic in its packaging by 52 tonnes per year and significantly cut its greenhouse gas (GHG) emissions by up to 98.5 tonnes of CO_2-eq. a year. Put another way, that's approximately equivalent to the amount produced by a car driving 1,894 times around the equator.

To coincide with the introduction of the new package, Valio also launched Russia's first capsule collection of designer clothing made entirely from recycled materials and recycled fabrics. The Valio Plant & Milk Design collection features T-shirts fashioned from a fabric dubbed "milk silk", which is made from milk that is unfit for human consumption and discarded on the farm. The range also includes items crafted from Pure Waste fabric, which is made from residues from the tailoring of Tiruppur, the epicentre of the knitwear industry in India. The decorative details on the products are made from granules, derived from polymers and aluminium components that are separated when recycling carton packages.

“We try not to waste food in the house. We have a timetable we use and we cook majorly twice in a day. This is just to manage what we have because you don’t know what is going to happen next.”

– Grace, Nigeria

Seven leading consumer actions around sustainability

While attitudes are evolving, for many consumers sustainability focuses on waste and packaging, as this list shows.

- Less overbuying/**reducing unnecessary consumption**
- Purchasing in **bulk**
- More **planned** purchasing
- Purchasing **local** and/or seasonal products
- **Limiting waste,** both food and general
- Selecting products that **don’t contain plastic**
- Sorting for **recycling**

Changhua Wu,
CEO,
Beijing Future Innovation Center,
and China Director, Office of Jeremy Rifkin

"Biosphere-conscious, we must change our behaviours of consumption and steward the planet. This will also enhance our adaptivity and resilience in the age of cascading crises. The 2021 Tetra Pak Index shows the positive trend of human collective actions, but with remaining say/do gaps to be bridged. More urgently than ever, companies are at the frontline to enable consumers to make informed and responsible decisions. Maybe small steps for each of us, collectively, they make a big difference."

Malini Mehra,
Chief Executive,
GLOBE International

"The profound impact of COVID-19 has turned lives and economies upside down. Behaviour change has been sudden and at scale. Climate change will be similarly disruptive and demand deep societal engagement. Progressive brands can play their part in driving this engagement by allowing for a sustainable transformation, and by providing people with guidance and support to establish mindful consumption habits that are real and achievable."

I prefer products that have a limited amount of packaging and avoid things that are overly packaged. We think about how much of it gets wasted, what's recyclable and how much space it took to transport them. Are they shipping you a bunch of air?"

– Luciana, USA

Packages talk about the brands behind them

They should
- convey the **product and its qualities**
- adjust to **consumers' needs**
- speak about the **brand's values**

Protection
- Strong enough to ensure undamaged goods
- Health concern for well-sealed/resealable packs

Convenience
- Easy to store
- Easy to open and close
- Adapted to on-the-go consumption when relevant

Information
Clear and visible information about the product – including expiry date, certifications, QR codes, ingredients

Sustainability
- Limiting amount of packaging material
- Recyclable

Originality
- Appealing shape, design, colours
- When bought online, the pack should match the one on display on the website

Case study

Yew Tree Dairy, UK

Yew Tree Dairy is one of the UK's largest family-owned milk processing companies. It supplies milk, cream and skimmed milk powder mainly to the foodservice sector throughout the UK and Europe. Having entered UK supermarkets last year, the dairy player recently made the decision to add cartons to the packaging portfolio associated with its white milk range. To answer consumers' growing sustainability requirements, Yew Tree Dairy went for Tetra Rex® Plant-based, the world's first fully renewable package. Launched in 2014 and manufactured solely with paperboard and sugar cane-based plastic, the solution has collected multiple awards and generated a solid sales success, with more than 3.5 billion units distributed across the globe to date.

A key deciding factor for Yew Tree Dairy to initiate their partnership with Tetra Pak was the availability of end-to-end traceability of all packaging materials, including the plant-based plastics, plus detailed operational data on the Tetra Pak® TR/27 and Tetra Pak® TR/28 filling machines to demonstrate their performance. The move is also expected to help the dairy player to differentiate its offering, in a market currently dominated by large size HDPE and PET bottles.

Yew Tree Dairy started to supply chilled white milk in the new packages into foodservice in November and is planning to enter one of the main UK retailers with this renewable package – from early 2022.

Sticky trend

Keeping it local

Shopping locally and sourcing local products has increased significantly as a habit. Just under half of consumers say they have made a purchase specifically to support local businesses during the pandemic, and about the same proportion say they are eating more locally produced food now. This demonstrates the growing link between the environment, as consumers seek out shorter supply chains, and society, as consumers look to support their community, beyond their immediate friends and family. There is an issue of trust here, too, with more than half of consumers saying they trusted farmers/producers most to ensure a safe supply of food, ahead of manufacturers, governments, NGOs and scientists.

35%

are choosing brands based on traceability credentials

Opportunity

Heritage and provenance

More than a third of consumers say they are choosing brands based on local provenance/traceability credentials more now than they did pre-pandemic – equal to the amount choosing brands based on sustainability credentials. There is an opportunity for brands that use locally sourced ingredients and partner with local organisations, allowing consumers to make choices that benefit their own communities. Heritage and tradition is a part of this trend, offering opportunities for products with traditional recipes and heritage ingredients, as well as heritage designs and local patterns and languages on packaging.

Summary and conclusions

The top ten takeaways

1 COVID-19 has rewired consumers, pushing them to explore ways to become “a better me”, and creating a multitude of new “sticky” habits that look set to last. The personal, economic and environmental fragility we all have experienced during the global pandemic is giving rise to a new mindfulness with a particular focus on health, food protection, the environment and community.

2 Food safety is a top priority too, driven by the spotlight the pandemic has shone on health, combined with secure food systems which remains one of the leading concerns for consumers.

3 “Responsible consumption” is a strong and growing trend. Nearly half of respondents believe that every decision they make in their daily lives has an impact on the environment. Consumers are actively mindful of climate- and food-related challenges and want to respond, individually and collectively, in a way that will make a difference.

4 This broad trend of caretaking, mindfulness and empathy is global, but is particularly strong among educated women with children, who want to take action and change the status quo.

5 The home has been redefined as sanctuary, workplace, classroom, entertainment hub, shopping mall and more, significantly shifting daily routines and rituals. With mindful consumers screaming for sustainable, zero-waste ways of living, there are exciting opportunities for food and drink brands to gain relevance by helping those new habits stabilise. The easier to adopt/maintain these lifestyles are, the more likely they are to last.

6 Having been denied freedom and choice by the pandemic, consumers want to regain control of their lives in whatever ways they can. They are more proactive, looking for ways to make a difference: in their own lives, by improving their own physical and mental wellbeing, including through their choice of diet and ingredients; and in the environment around them, such as by recycling more and reducing food waste. We’re also seeing a rise in traditional “back to basics” values, including home cooking, eating with the family and minimising waste.

7 Shifting from protecting health to preventing illness is one of the “sticky” trends identified in the report, with consumers increasingly looking for products that meet their emotional and functional needs. In addition, with food perceived as a central component of mental wellbeing, consumers are embracing “guilt-free” snacking. This creates opportunities for brands focusing on “a better me” profile to find a space on post-COVID-19 shopping lists.

8 Consumer action to reduce food waste is particularly strong. With greater focus on meal planning, more than 50% of respondents say they are throwing food away less than before the pandemic. Four in five expect they will make the same or a greater effort to avoid throwing away food when pandemic restrictions are removed, topping the list of shifted behaviours.

9 The pandemic has made consumers more thoughtful, with greater empathy for others. They have a new appreciation for meaningful connections, with friends and family and beyond – and shared food and beverage experiences often play a key role in making these connections enjoyable and fun.

10 Consumers are also more conscious of the need to support wider society, especially their local community, providing opportunities for brands positioning themselves around heritage/local provenance to win loyalty.

Research and methodology

The research for this Index is based on the following:

- **Annual global research on consumer attitudes:** A bespoke survey in partnership with Ipsos, comprising 500 online interviews during May-June 2021 in each of the following markets: Brazil, United States, China, South Korea, India, South Africa, Nigeria, UK and Spain. This is the default research throughout this report; if no attribution is given to a reference, either directly in the text or in an endnote, this is the research being referred to.

- **Mobile ethnography:** A bespoke qualitative study in partnership with Ipsos, involving 10 consumers per market across four countries – Spain, US, China, Nigeria – with five days' interaction with consumers via mobile.

- **Desk research:** A thorough review of existing data and reports.

- **Culinary consumer research, in partnership with Ipsos:** 1,000 interviews per country in seven markets (USA, China, Japan, Saudi Arabia, UK, Spain, Brazil).

- **Immunity-boosting consumer research, in partnership with Lexis:** 800 respondents per country in nine markets (USA, Brazil, Germany, UK, Ukraine, India, China, South Africa, Turkey).

- **E-commerce consumer research, in partnership with Lexis:** 1,200 respondents per country in ten markets (Germany, UK, China, Japan, Brazil, Mexico, Turkey, Saudi Arabia, South Africa, France).

- **Sustainable Packaging Consumer Research 2021, in partnership with Lexis:** Our latest environmental survey, run in summer 2021 and comprising a total of 12,000 consumer interviews based on an online questionnaire in 23 markets: Germany, France, UK, Italy, Saudi Arabia, Turkey, South Africa, China, India, Japan, Australia, Brazil, USA, Mexico, Chile, Poland, Sweden, Spain, Russia, Greece, Serbia, Dominican Republic, Argentina.

- **Demand Spaces, in partnership with Ipsos:** 22,500 interviews across nine markets (Brazil, China, Egypt, Germany, India, Saudi Arabia, Sweden, USA, Vietnam). In this study, we analysed beverage consumption moments and grouped them by occasion and need, identifying 12 Demand Spaces.

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