

A USSEC webinar event

Global Sustainability Trends in Consumer Behavior

June 27, 2024



Insights partner for innovation



Talk to Innova

Topics for today's discussion...



● A Current look at Sustainability



● Sustainable themes in soy-based products



● Key Takeaways

Presenter



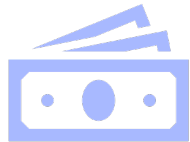
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Macro forces impacting consumer needs and behavior



More focus on health and maintaining a healthy lifestyle



The increase in cost-of-living



Potential political and global threats



The health of the planet



Technology transformations in the way we shop and live



Looking for easy ways to access good nutrition.



Balancing enjoyment with necessities.



Need to feel safe and guarding of resources. Relief from anxiety.



Doing what you can, to manage environmental impact.



Not getting left behind vs actively engaging with new opportunities.



Sustainability issues remain top of mind as the effects of climate change become more pronounced



A current look at sustainability

The health of the planet remains a primary concern for consumers



37%

of consumers globally

state that the **health of the planet** (*climate change, deforestation etc*) concerns them the most

And these concerns translate into direct action...

Almost **1 in 5** consumers globally have...



“cared for the wellbeing of the environment in order to live healthily in the last 12 months.”

“chosen more sustainably grown/produced products to support the environment in the past 12 months.”

Sources: Innova Lifestyle & Attitudes Survey 2024 (Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK and US)

Notes: Q: Which of these global issues concern you most? (Select up to 3)

Q: What aspects have you engaged in most to live healthily in the last 12 months? (Select up to 3)

Q: In which of the following ways do you seek to eat healthily? (Select all that apply)

It is all about values: honesty and transparency are key

56%

of consumers globally say **honesty** and **transparency** (ingredients sourcing) are the most important values related to food*

We're on a mission...

Our Footprint On The Planet

Reduced our emissions in scopes 1 & 2 by 84% compared to 2012



UK, Mar 2024

“Marinated tofu chunks **made from sustainable soy**..”

Our Amazing Beans

We love our plants and we love the fact that we only use sustainable soya ingredients in our plant packed products, so you can rest assured that our supply supports zero deforestation practices.

The soya beans we use in our product range are certified against one of these standards:

- Proterra Foundation
- Basel Criteria for Responsible Soy Production
- Europe Soya standard



In the past year, which of these actions have you taken to be more socially/ethically responsible in your food choices?

17%

Of consumers globally have chosen products **that support traceability: chosen products of traceable origin**

Source: Innova Database, Innova Trends Survey 2024 and Innova Lifestyles & Attitudes Survey 2024 (Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK and US), [Cauldron](#)

Note: Q: “To what extent are the following values important to you in your diet?” (Sum of extremely important and very important)

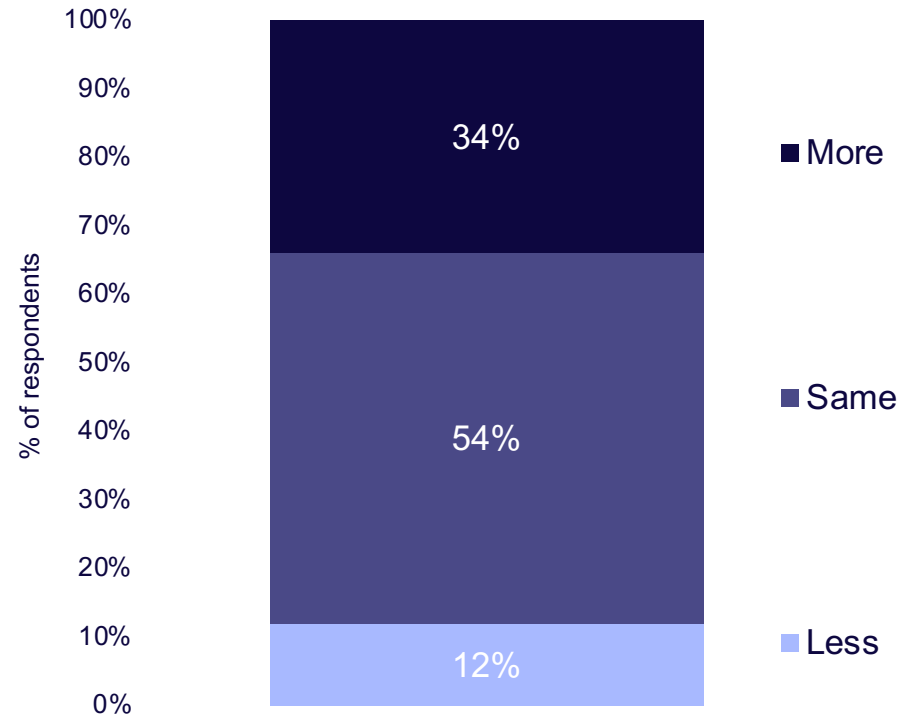
Sustainability driver: 1 in 3 consumers globally value on-pack environmental claims



25%

of consumers globally state that **sustainability (being kind to the environment)** is the most important value related to eating

Environmental information on labels: noticing more or less, last 12 months



♡♡ Earth Love Fund for the Earth Environment and Neighbors
Love the Earth 0.1% of sales is used for the global environment and the "Corporate Price Mark" neighbors.

Sources: Innova Packaging Survey 2023 and Innova Lifestyle & Attitudes Survey 2024 (Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK and US), Pulmuone

Note: Q: Which of the following factors or features have you noticed more or less when buying food and beverages in the past 12 months? – "Environmental information on labels"

Top & growing claims are linked to sustainability, diets & lifestyles

Top 5 positionings of F&B launches with soy and soy ingredients (% share)
(Global, Q2 2023 – Q1 2024)



Diving into the fastest-growing positionings

CAGR Q2 2019 – Q1 2024



Source: Innova Database

Notes: *Top positionings (ethical, health & lifestyle claims) as % of F&B launches with soy and soy ingredients tracked (Global, Q2 2023- Q1 2024)
Fastest growing positionings as % of F&B launches with soy and soy ingredients tracked (Global, CAGR Q2 2019 – Q1 2024)



Sustainable themes in
soy-based products

Innovation landscape of sustainability in food and beverage (F&B) with soy ingredients

1

Nurturing nature: Brands strive towards the health of planet



2

Demand for localization and ethical/social responsibilities



3

New farming technologies unlocked



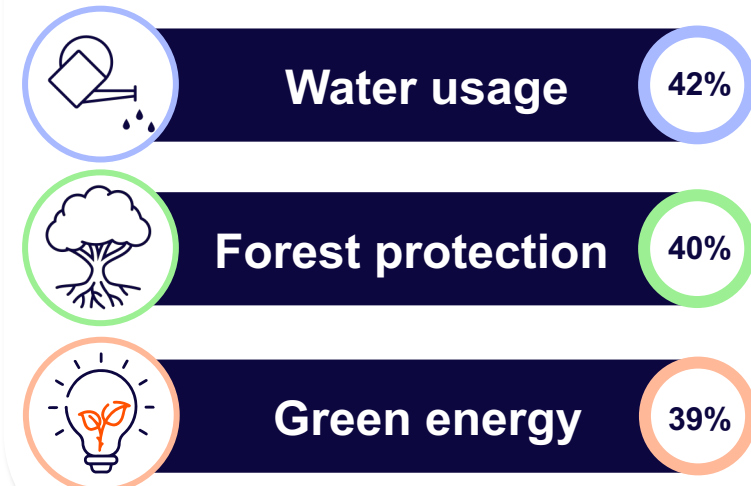
Nature Protection: One concept, multiple definitions



“When talking about **nature protection**, what comes up in your mind?”*



Top 3 Nature-related claims
that consumers globally are looking for



Source: Innova Trends Survey 2024 (average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US)
Note: Respondents can select all that apply out of 12, Q: Which of the following nature-related claims in food and beverages are you looking for? (Select all that apply out of 13)

Beyond sustainability: Manufacturers take actions to make a positive difference around nature protection

+45%

Clean Energy claims* in F&B with soy

Global, CAGR (Q2 21 - Q1 24)



The Natural Chip Co Potato Chips With Honey Soy Chicken Flavor

Hong Kong (import from Australia), Nov 2023

+23%

Biodiversity-related claims* in F&B with soy

Global, CAGR (Q2 21 - Q1 24)



Ingredients grown without pesticides or synthetic chemical fertilizers, to preserve **biodiversity**.

Since 2017, we have supported the “Bienvenue aux Abeilles” program, launched by 40 of our partner soya farmers.

Cereal Bio Batonnets Moelleux: Lemon And Algae Sticks

France, Dec 2023

+10%

Forest protection-related claims* in F&B with soy

Global, CAGR (Q2 21 - Q1 24)



They **donate 1%** of their annual sales to Eden reforestation projects, planting trees all over the world to **combat deforestation**.

Love Cocoa Peppermint White Chocolate

United Kingdom, Dec 2023

Source: Innova Database, Innova Lifestyle & Attitude Survey 2024 (average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US); [Cereal Bio](#); [Love Coco](#)

Note: *Refer to slide notes for specific free text search claims.

Unlocking sustainability: Claims about carbon emissions as a key sustainability metric



Carbon emissions associated with a product are the most important factor to determine how sustainable a product is

59%

of consumers globally agree

+25%

average annual growth in F&B tracked with soy & soy products with **carbon footprint related claims** (Global, CAGR Q2 2019-Q1 2024)



Singapore*, Mar 2024

with crisped soya pieces and roasted split peanuts



Slovenia, Sep 2023

Tetra Pak has reduced the **carbon footprint** of this package by **23%**



Sources: Innova Trends Survey 2024 (Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US), Innova Database

Note: Q: To what extent do you agree with the following statement?" (sum of agree/strongly agree); *Imported from United Kingdom

Minimizing food waste takes precedence for consumers to be more environmentally responsible

Which actions have you taken to support the environment or social situation in the past 12 months?



#1 Minimized food waste

#2 Recycled/
upcycled items



#3 Products with environmentally friendly/less packaging



#4 Chosen local products & services

Sources: Innova Lifestyle & Attitudes Survey 2024 (average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US)

Younger consumers are driving the upcycling movement

“A product that contains upcycled ingredients is more **appealing** to me than other products”

% of respondents in Europe who agreed

0% 20% 40% 60% 80%



49%
of Millennial & Gen Z
consumers globally

agree that **upcycled ingredients** are **better in quality** compared to regular ingredients

**Taking a stance against food waste.
Reusing soy pulp.**



Philippines (import from Singapore), Nov 2023

**MADE FROM
UPCYCLED SOY PULP**

“Soy Pulp, also known as Okara, is produced during the making of your favourite soy milk. Through this upcycling, we reduce wastage and do our part to save the environment.”



Growing consumer preference towards 'local' and 'localizing'; An opportunity for the environment and local community



1 in 3 consumers have noticed more **"locally produced products"** when buying food and beverages in the last 12 months

+16.4% average annual growth in F&B tracked with soy & soy products with **locally sourced claim***
(Global, CAGR Q2 2019-Q1 2024)



South Africa, Apr 2024
Homegrown: proudly local.
Contains: hydrolyzed vegetable protein soy



India, Sep 2023
Every ingredient is **handpicked and locally sourced**

Source: Innova Lifestyle & Attitude Survey 2024 (average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US)

Consumers care about brands' commitment to supporting social causes

What actions have consumers taken to be more socially/ethically responsible in food choices?

#1 "Supported local grower/ producers/ merchants."

#2 Chosen fair-trade products

#3 Chosen brands/ products that consider animal welfare



Indonesia, Jan 2024



Cacao trace certified: supports local farmers by paying more per kilo.

Canada, Jan 2024



Best Aquaculture Practices

Canada (imported from China), Jan 2024



Sources: Innova Lifestyle & Attitude Survey 2024 (Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK and US),

Note: Innova Database

Q: In the past year, which of these actions have you taken to be more socially/ethically responsible in your food choices? (Select all that apply); BAP – Best Aquaculture Practices

Pledges and partnerships: Efforts to improve the livelihoods of people and emphasizing positive social impact



22%

of consumers globally

would like to see brands/companies **Respecting Human Rights** to help the environmental/social causes



Indonesia, Sep 2023



“Lingkar Organik dedicates the sale of this product to the welfare of farmers and the education of Indonesian children in collaboration with the Sumbu Pakarti Foundation.”



Guatemala, Mar 2024

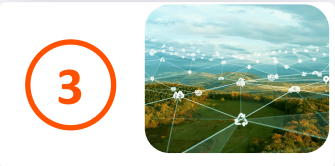


We believe that healthy foods grow from healthy hands, hearts and lives. So we are committed to trading fairly and organic farming. Through our **Food to Thrive Foundation** we provide education and empowerment to communities in the developing world to farm sustainably and to prosper.

Sources: Innova Lifestyle & Attitude Survey 2024 ((Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK and US),

Note: Innova Database; [Lingkar Organik](#); [Explore Cuisine](#)
Q: What would you like most to see brand/companies doing to help the environmental/social causes?

Environment-minded consumers show positive attitudes toward innovative agriculture practices



United States, Feb 2024

Positive perceptions on innovative farming practices

1. Regenerative farming
2. Weather tracking
3. Precision farming



“We're helping almond farmers implement regenerative agriculture culture practices.”

Sources: Innova Trends Survey 2024 (average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US), Innova Database

Note: Q: “Which of the following innovative farming practices do you have the most positive perception of? Select up to five

Developing unique solutions by leveraging cutting-edge science



“We researched many plant options, but came to the understanding that for our targeted result, soy plants are the best host to start with,”

**Molecular Farming Startup
NewMoo Debuts Liquid Casein from
Soybeans for Animal-Free Cheese**

green queen

28 May 2024



“Prefer sources **surplus ingredients from local businesses**, including day-old bread from Gardenia, **soybean pulp from Mr. Bean**, and leftover barley grains from breweries like The 1925 Brewing Co. and Brewerkz. Through this, Prefer is able to **upcycle and revolutionize a sustainable and alternative coffee source**, served at major chains catering to the masses.”

**Startup future-proofs coffee with
bean-free alternative amidst
climate crisis**

SINGAPORE
BUSINESS REVIEW
May 2024

Sources: [Green Queen](#), [Singapore Business Review \(Prefer\)](#)

Key Takeaways



Health of the planet remains the top concern according to consumers globally. Consumers are seeking products that value key themes around **sustainability**.

Opportunity

Companies should engage more to tackle the world's environmental problems. Environmental labels and storytelling on packaging will inform and educate consumers about sustainability.



F&B launches tracked with soy ingredients saw **increased growth in environmental claims**, due to increased demand for **nature protection**.

Opportunity

Consumers' demand for F&B launches focusing on specific nature-related claims remains high, which is an area that companies should still target.



Localization is a growing trend.

Consumers look for brands that support local communities and other social and ethical responsibilities.

Technology continues to advance, which results in new farming technologies coming to the market.

Opportunity

Companies supporting local communities, social responsibilities, and farming innovation showcase their sustainable missions to consumers.



UNLOCK OPPORTUNITIES FOR GROWTH

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