



TASTE/TOMORROW

From consumer insights to innovation



A foodstep into the future

Puratatos 
Reliable partners in innovation



What is Taste Tomorrow?

Taste Tomorrow is the world's largest ecosystem for consumer understanding in bakery, patisserie and chocolate. Through in-depth insights into global and local consumer behaviours, attitudes and choices, Puratos' proprietary research program offers a foodstep into the future by tracking the evolution of trends and unveiling new ones.

OUR CONSUMER UNDERSTANDING ECOSYSTEM

With Taste Tomorrow, Puratos continuously monitors trends by combining the latest digital technologies and semantic artificial intelligence techniques. We also question more than 17.000 consumers in 40 countries, talk with 80 foodies in trend-setting cities and interview both customers and industry experts. This data is complemented with a global trend spotting network, exhaustive sensorial research and unique partnerships with researchers, flavor houses and universities.



The results? Always-on insights in bakery, patisserie and chocolate all over the world.

9 FOODSTEPS INTO THE FUTURE

It's taste above all when buying bakery, patisserie and chocolate. However, consumers want to be wowed by all their senses. Since the coronavirus outbreak, the price also became a key decision driver.

Consumer expectations around health continue to evolve. Healthy food is about less and more at the same time. Highlighting power ingredients that provide health & taste is the key to success. Hygiene has also become an important focus, and consumers are looking for functional food to boost their immunity.

Freshness defines the consumer's perceptions of quality. Let them experience freshness. The smell, time of baking, short shelf life, look & crunchiness all play a crucial role. During the pandemic, unpacked products made consumers uncomfortable. Freshly packed with 1-2 days shelf life has become popular.

Consumers are looking for craftsmanship and are willing to pay more for handcrafted products. It's about food with a human touch. Showcase your expertise and share your traditions and heritage. Today, artisans are the most trusted shopping location for hygiene and food safety.



Food, lifestyle, and ethics are closely linked. Consumers increasingly want to make ethical food choices, taking into account their personal values, the planet's interests, and the people living on it. Locally sourced products are also considered to be more trustworthy.

Consumers read the information on the packaging. Clear labels & information from field to fork contribute to creating the necessary transparency. Technology can be an enabler.

With so little time & such busy lives, consumers demand the ultimate convenience. The pandemic substantially accelerated the digitization of our industry. Today consumers expect easy, online ordering and delivery solutions.

If taste is king, experience is queen. Consumers want to be amazed & surprised. This goes beyond food. The total eating experience matters more than ever. There is a switch from out-of-home to in-home with a set of new hygiene protocols.

Food is getting personal. Consumers now see food as an expression of self, so custom-made bread, patisserie and chocolate are highly appreciated. Given the increasing presence of digital wearables, the data is available to develop this further. First initiatives on DNA based, personalized food triggered consumer interest but turned out not yet scientifically grounded.

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