



THE OMMMMMM  
OF MMMMMMM



*Consumers are growing,  
Food trends are evolving,  
And global tastes are rising*



## DISCOVER WHAT'S NEW IN FOOD, FLAVOURS & THE FUTURE!

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Our constant pursuit of what's next in food & flavours continue as we enter the new decade.

This year, we're taking a bold step forward as we bring you some interesting key factors that drive the consumer spending decisions and will eventually shape the global markets over the next decade.

Also, we explore the rising trends in food & beverage focusing on improving people's health and wellbeing as well as elevating food experience by creating more meaningful meals.

The heat levels are on for our Flavour Forecast as we give you the unique spice blends and must-have sauces ranging from mild to medium to spicy. These versatile tastes answer our insatiable need to explore what's next in global flavour.

It's time to dip in and enjoy the OMMMMMM of MMMMMMM.

Sincerely,  
McCormick Flavour solutions ASIA PACIFIC, Marketing and Insights Team

**McCormick Flavour solutions**  
GENUINE FLAVOUR • INSPIRED SOLUTIONS



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# I. EATSIGHTING

2030 Global Consumer Trends

*Discover the core drivers of consumer behaviour that will shape global markets over the next 10 years.*

## 7 KEY FACTORS THAT DRIVE CONSUMER SPENDING DECISIONS:



### 1. WELLBEING

Seeking physical and mental wellness.



### 2. EXPERIENCES

Seeking and discovering stimulation.



### 3. TECHNOLOGY

Finding solutions through technology in the physical and digital worlds.



### 4. RIGHTS

Feeling respected, protected, and supported.



### 5. IDENTITY

Understanding and expressing oneself and place in society.



### 6. VALUE

Finding tangible, measurable benefits from investments.



### 7. SURROUNDINGS

Feeling connected to the external environment.





## 1. WELLBEING

### What it's about

A holistic approach is becoming a key motivator of consumer behaviour, underpinned by convenience, transparency, and value.

### What's Happening Now?

Consumers are seeking holistic solutions that move away from instant results.

### What's Next?

Longevity and convenience will converge, with consumers looking for wellbeing across everything they do.

**40%** of **Chinese consumers** track their real-time healthcare data through wearable devices .



## WHAT TO EXPECT



### In 2020

- Convenient, non-obtrusive wellness solutions in the home.
- Products touting mental health benefits gain traction.
- Widespread adoption of synthetic and lab-created ingredients.



### In 2025

- Benefits of blood-based solutions in beauty, drink, food and personal care become widely acknowledged.
- Red meat consumption move from mainstream to luxury to taboo.



### In 2030

- Over-population and geo-political changes create new ways of existing in communities, with shared facilities and resources becoming essential.
- Development of micro-robotics in the bloodstream to proactively and preemptively fight threats.



## 2. EXPERIENCES

### What it's about

It's about seeking and discovering stimulation. Consumers are experiencing powerful emotional connections to brands that are creating a point of differentiation.



### What's Happening Now?

Traditional boundaries like age and gender that dictate who should experience what, when and how are falling by the wayside.

### What's Next?

Education as an experience rather than a necessity will develop as people seek the new and non-traditional.

**50%** of **US consumers** who've attended live podcasts or fan conventions say that it made them feel like part of an exclusive group.



## WHAT TO EXPECT



### In 2020

- Interest in purposeful travel and leisure activities surge.
- A more holistic approach to experiences where being in the moment of a mindfulness activity is as important as the end benefit.



### In 2025

- Online providers takeover existing bricks-and-mortars to bring services such as Netflix Cinemas.
- E-sports rise to the top as one of the most lucrative entertainment markets, with competitiveness being the core driver.



### In 2030

- Greater importance placed on 'shutting down' for pleasure.
- An emphasis on reaping physical and emotional benefits from 'nothing experiences', in particular, the impact on work and life priorities.







### 3. TECHNOLOGY

With 5G expected to link 125 billion devices by 2030, mobile technology will blur the lines between time, travel, and location for work, learning, and leisure.



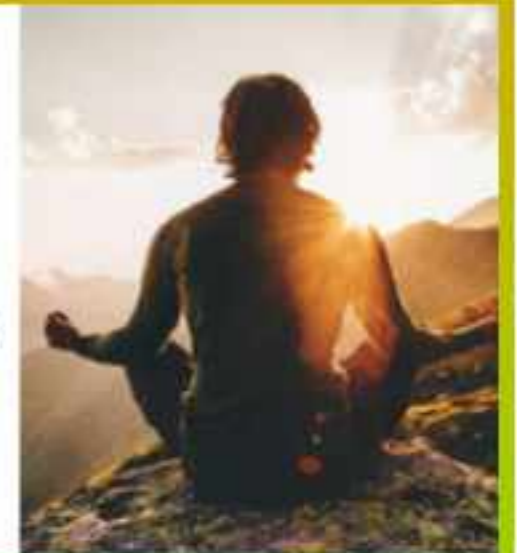
### 4. RIGHTS

"Cancel culture", or "call-out culture", is on the rise.

Consumers will move toward a more conscious approach to data sharing in 2030.

### 5. IDENTITY

Consumers are challenging the status quo, moving away from the rigid definitions of race, gender, and sexuality, and choosing a more self-defined, fluid approach to identity.



### 6. VALUE

Consumers are redefining value through the lens of the impact their purchases have on the world.



## OTHER GLOBAL CONSUMER TREND DRIVERS



### 7. SURROUNDINGS

If (as predicted by the United Nations) the human population reaches 8.5 billion by 2030, we'll all be seeking better ways to maximize the space we have and create better ways to share limited resources.



## II. THE FOODTURE

What's New & Rising for 2020-2021?

*So much can change in a year, so we pulled out the most salient new and rising topics for the year 2020 – 2021 in food and beverage.*



# 1. RENEW ME

## MENTAL WELLNESS

Our focus was once exclusively on heart health, but has now escalated to our brains. Protecting our brains is front of mind for most consumers.



### TRIDENT COFFEE

Nitro cold brew coffee with MCT oil.

*Hot health ingredients like MCT oil are gaining traction for their purported memory benefits, as are rosemary and coffee.*

### BAR SHIRU

This retro bar is all about taking time out to be still and listen to your favourite vinyl tracks.

*There has been a rise in openings of Japanese listening bars.*



## FORTIFIED & FUNCTIONAL

Consumers don't just want food, they want function. What's more, they want food that offers multiple functions and great taste.



### NUDE CHOCOLATE

Premium bars infused with 'super blends' of herbs and Reishi, a medicinal mushroom in Asian culture.

*Medicinal mushrooms are key players within the functional world and can easily be incorporated into smoothies, coffee, chocolates and dishes.*

### MOVING MOUNTAIN

Their vegan burger and hotdog is fortified with Vitamin B12 to match some of the nutrients found in a beef burger.



*The rising vegan trend means brands are quick to add nutrients like B12 and vitamin D to prevent deficiency.*

## ME AT MY BEST

Personalization is everything, specifically within the realms of health because there's no one more important than me.



### YO! SUSHI

A "personalized genetic-based nutrition" which utilizes DNA testing to tailor dish recommendations based on genetic sensitivities.

*The future involves DNA testing from companies that can also join up the dots and offer specific foods and recipes for individual genetic make-up.*



### The DNANudge Box,

band, cartridge and App combine to analyze your specific genetic traits related to nutrition – right at home. All it needs is a saliva swab.



## 2. ELEVATED EXPERIENCE

### SHOW & TELL

Chefs are finding their voices and telling us about their food. Social media is the modern-day way for chefs to tell their stories - and consumers are desperate to connect.



**BERLE FARM, NEW YORK**  
put the name of their cows on the jars. Certified Organic since 1997.

*Chefs taking pride in their raw ingredients, creating influencer-worthy content on social media.*

### YELLOW SYDNEY

showing off Jerusalem artichokes ready to be teamed with goat's yoghurt, leek, black lime and sage.



*Showing off raw ingredients before cooking pays homage not only to the ingredients but also to the consumers.*

### CULINARY COLOURS

Colour is crucial to our food and drink, yet the evolution this year centers around colour as an art form - mosaics, bold single colours and edible flowers.



### THE FATTY BAO, MUMBAI

Blue rice sushi (from butterfly pea) with fresh mango and avocado.

*Fresh and vibrant purples, yellows, blues and greens are the colour palette of the moment.*

### EL&N, LONDON

Pink ribbon pasta salad.

*Bolder technicolour is a sure-fire way to get your food and drink Insta-ready, because it's never too soon to appreciate the power of a successful social media presence.*



### LOVE COOKING

We're returning to our kitchens and reconnecting with our love of cooking. It can also be an outward expression of self, a shoring up of identity and a gentle way to communicate that with others.

Pappardelle with wilted greens, hazelnuts and ricotta salata meal kit from **SUN BASKET**.



*Better meal kits and the phenomenon of Netflix means staying in is better than going out.*

### LITTLE COOKS CO. KIDS COOKING KITS

Making cooking with kids easy, fun and healthy.



*Gen Z and millennials take ownership and responsibility over their cooking, with many unafraid to experiment.*





### 3. ECO SYSTEM

Food has finally begun to seriously tackle the ecological crisis through interventions that preserve and promote biodiversity.



### 4. THOUGHTFUL CAPITALISM

People starts taking things into their own hands to make the world of food a more morally sound one.



### 5. PRAGMATISM RULES

Previously unthinkable solutions for saving the planet and acting more ethically are gaining traction.



### 6. DON'T DAMAGE ME

Food and drinks are becoming more involved in the pursuit of beauty and youthfulness.



### 7. FRICTION FREE

Advanced technology is being welcomed as a means for providing what, how and where we eat.



### 8. ENGINEERED MAGIC

Highly engineered food is becoming increasingly accepted – and even glamorized.



### 9. CULTURAL EXCHANGE

Other cultural ideas, practices and traditions are being increasingly welcomed as a way of creating new and interesting food.



### 10. CULTURAL TRANSFORMATION

Traditional food and drinks are being fundamentally reimagined.



### 11. WONDROUS NATURE

Food is being increasingly inspired by the ideal of an untouched natural beauty and power.



### 12. DEEPER FLAVOUR

New, exquisite and exciting flavours are being searched for and discovered in such extraordinary ways.

## OTHER FOOD & BEVERAGE TREND DRIVERS



# III. THE FLAVOURACLE

Flavour Forecast 2020 Qtr. 1

*Dip, sprinkle and spoon these unique spice blends and must-have sauce on just about everything!*



## WHY SAUCED & SPICED?

With their rich textures and bold tastes, they make it easy to experience exotic flavour without going all in on an entire global cuisine.



VERSATILITY



CUISINES



FLAVOUR  
ENHANCEMENT

## THE RISE OF GLOBAL TASTES



### HEALTHIER CHOICES

Sauces and spice blends are increasingly marketed as organic and better for you, with new options such as low-sodium or low-sugar varieties supporting restrictive diets.



### MILLENNIALS

Driving the saucing trend are millennials, who developed their taste for eating out, often in ethnic restaurants, and turn to condiments for an affordable way to replicate those flavours at home.



### INTERNATIONAL AND INNOVATIVE NEW FLAVOURS

Consumer tastes are fast-changing and companies are responding with more adventurous ethnic options.







## SAUCED & SPICED: XO SAUCE

Traditional XO sauce is a medium spicy seafood sauce that was developed in Hong Kong during the 1980s, and now is commonly used in southern Chinese regions and throughout Asia.

This umami-packed condiment is the whole package - savoury, smoky, sweet, spicy and salty - thanks to key ingredients like dried shrimp, cured ham, chilies, onion, oil and more. Its unique, chunky texture is more like a relish or chutney, rather than a typical sauce.

THE NAME "XO", WHICH STANDS FOR "EXTRA OLD" LIKE COGNAC, SIGNIFIES ITS ORIGINAL PURPOSE AS A LUXURY FLAVOUR.



**Tofu Noodle Bowl with Vegetarian XO Sauce**



**Italian-Style XO Sauce**



**Pork & Broccolini Stir-Fry with Italian-Style XO Sauce**



**STREET XO**

Bogan Bun Burger with Gouda, bacon XO jam, Lucky sauce, pickles, grilled red onion and rocket. (Lucky Buns)



**EAT YOUR XO GREENS**

Brussel Sprouts with XO & bunya nuts. (Bistro Blackwood)



**VEGGIE XO**

Veggie XO Slaw. (Arch Rivals)



**FUSION XO**

Clarence River Prawn with melon, feta and mint and XO sauce. (The Press Club)



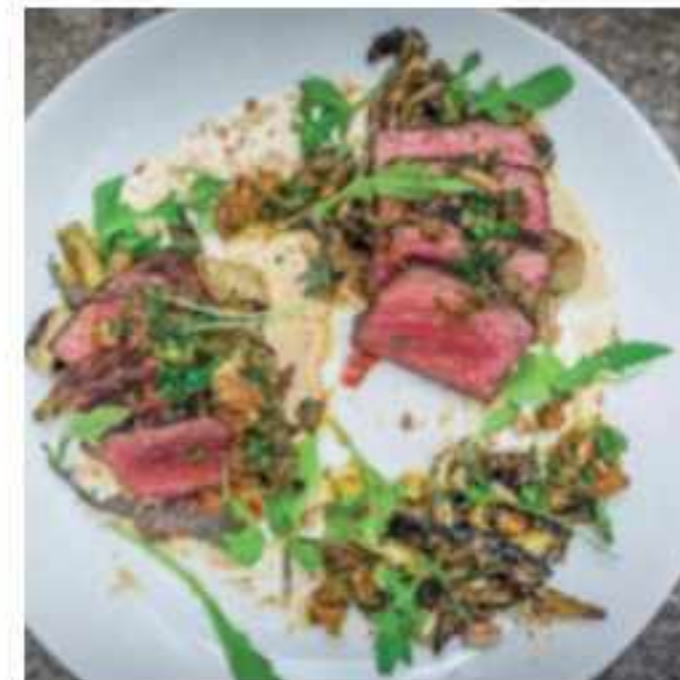
**HAM XO**

Duddell's Sautéed Scallop and Geoduck in XO sauce



**OFFAL XO**

Egg noodles with XO sauce, chicken crackling, pepperberry and sea urchin. (Sunda Dining)



**MEAT XO**

New York strip with smoked mushroom XO. (Alden & Harlow)

**NEW TAKES ON XO SAUCE**

As with any broadly adopted culinary import, familiarity has also led to extensive reinvention.

Source: McCormick Flavour Forecast 2020 Quarter 1

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## SUYA SPICE

Suya spice, generally made with ginger, hot chili powder and ground roasted peanuts, brings a nuttiness and medium heat level to the table.



Grilled Swordfish & Cauliflower Skewers with Gunpowder Spice

Generously sprinkle this blend on any dish for an instant flavour boost.



Hot Gunpowder Spice (Milagai Podi)



Grilled Suya-Spiced Wings



West African Suya Sauce



Roasted Vegetable Suya-Spiced Flatbread



Mushroom Suya at Ikoyi



## GUNPOWDER SPICE

Its official name is Milagai Podi, which translates to chili powder. However, Gunpowder Spice is the name most commonly used by south Indian food fans. It's a dry condiment made from smoothly ground roasted dal (lentils), sesame seeds, chilies, cumin, coriander, and other spices.

Source: McCormick Flavour Forecast 2020 Quarter 1

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