



European Food Market

Trends and Opportunities

Thai-Swiss Food Tech Forum 2021

ABOUT me

- ✓ Lucerne University of Applied Science
- ✓ Food Import Company (NY), Product Manager
- ✓ Swiss Consulate (NY + SF), Trade Commissioner
- ✓ Switzerland Global Enterprise, Subject Matter Expert Food
- ✓ Edamama AG, Interims General Manager USA
- ✓ Currently Full-time MBA at Babson College in Boston
- ✓ Part-Time StatZero.io



IMPACT INVESTMENT AND ADVISORY FIRM

STAT ZERO

Corporates



Startups



Universities



Global Market Place

Corporates



Governments



Stat Zero is a global movement to use emerging tech, venture capital, and social innovation methods to accelerate the world towards zero poverty, zero-disease, and zero-pollution.



AGENDA

- ✓ GLOBAL TRENDS
- ✓ EUROPEAN + SWISS TRENDS
- ✓ NEXT STEPS



Global Food Trends



Consumer Preferences



Organic, Fair-Trade, Non-GMO

Healthy for you. Free From
(i.e. dairy products and gluten)

Reduced sugar intake

Vegetarian and Vegan Diet

Sustainability

(i.e. food waste during production and at home)

Traceability



Convenience & Food-to-go



COVID-19



Global Market Trends



Sales Channels

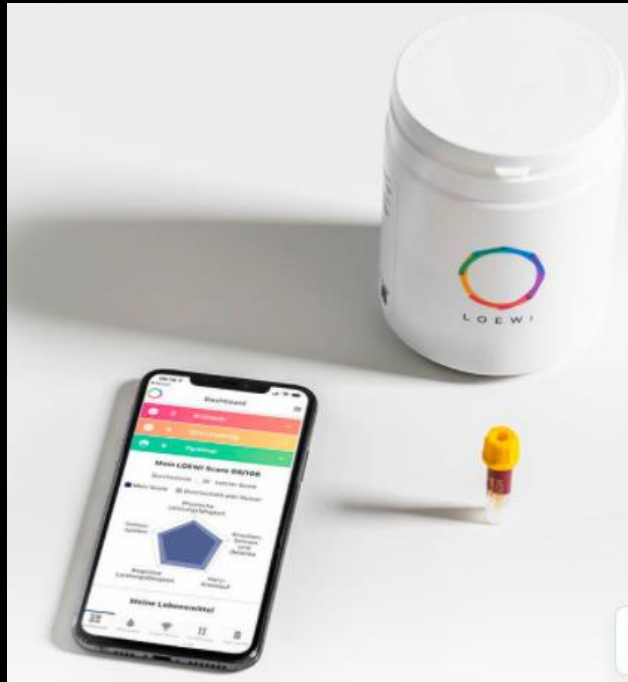
Foodservice ↓

Retail and Online ↑

Online and Social media for sales and marketing purposes on the rise



HEALTH



Personalized Vitamins by LOEWI

- Long-term effect of food
- Food to improve brain, states of mind and moods
- Personalized nutrition
- Trusting in science and safety
 - > Push in lab-grown foods
- Less Alcohol, more vitamin waters

TRANSPARENCY + NUTRITIONAL QUALITY

- **Negative** (energy value and the amount of sugars, saturated fats and salt)
- **Positive** (the amount of fiber, protein, fruit, vegetables and nuts, rapeseed oil, walnut oil and olive oil)





Convenience & technology

Online food shopping
(45% of Europeans)

Direct-to-consumer by farms

Home cooking
(leading to 'smart kitchens')

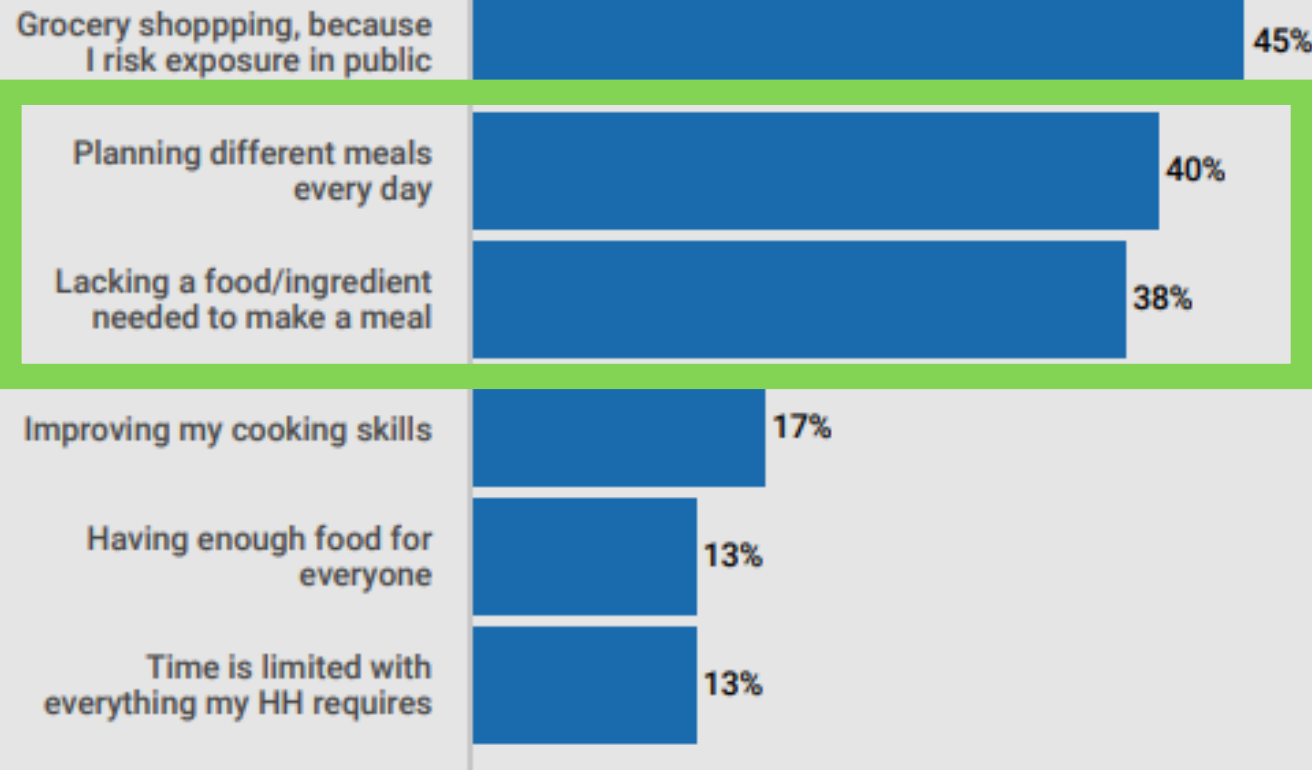
High-tech harvests
(increased customer acceptance)

Ready-prepared food



Eating at Home More Has Had Its Share of Challenges

Biggest Challenges When Meal Planning



25%
*sick of having to
cook more*



*However, 35%
found a new
passion for
cooking during
the pandemic*

Alternative Proteins

- Meat from animal cells
- Insects
- Plant-based protein



We grow our beef by harnessing the same natural processes responsible for muscle growth in a cow.

We start by taking a sesame-seed sized sample of cells, and nurturing them to naturally grow into beef. We can make 80,000 burgers just from that one sample – and the cow can live happily ever after.



Sustainability & Waste Reduction



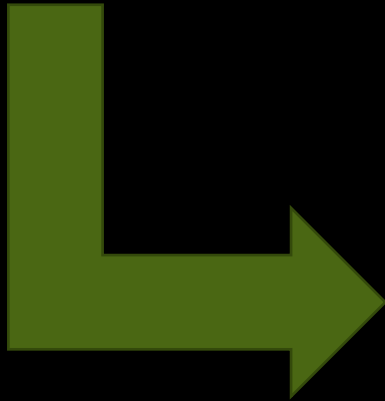
Reduce food loss and waste

Buy locally

Sustainable, intelligent packaging

Urban Food

CUSTOMER NEEDS



SOLUTIONS

MEET TOO GOOD TO GO

THE #1 ANTI-FOOD WASTE APP

Download on the App Store | GET IT ON Google Play

Currently the company is active in 14 European countries and since summer 2018 also in Switzerland, incl. partners like:

GLOBUS | MIGROS | [Logo] | [Logo] | WIESNER | [Logo]

New Flavors & Experiences

Expand palates and try new things

Foreign ingredients & flavors integrated

Food at home

Smart Kitchens



7.70

Pancho Villa Crispy Chicken
Fajita Kit

555g

SWITZERLAND

Population – 8.5 million

Language – German/Italian/French



- Organic products
- Hesitant trying out new products
- Honest and transparent labels valued
- Online marketing drives sales
- 80% of retail market covered by Migros and Coop



M

vs.

coop

NEXT STEPS

- ✓ Allocate necessary resources
(including time and budget)
- ✓ Learn about the market and understand
the consumer
- ✓ Recognize that each market is unique
(label, marketing material, pricing)
- ✓ Use new online platforms for product
placement and marketing
- ✓ Consider different sales channels
(i.e. Private Label)



Thank You



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