

April 23rd



COVID-19

IMPACTS & OPPORTUNITIES

WEEKLY NEWS



foodarom.com

A demand for total well-being.



Total wellbeing **highlights the need for health solutions that complement consumers' physical and mental health.**

Wellbeing has been one of the biggest consumer lifestyle trends in recent years, and the COVID-19 outbreak will only serve to intensify people's focus on their health. It could also mean a change in focus in terms the aspects of health that people are prioritizing.

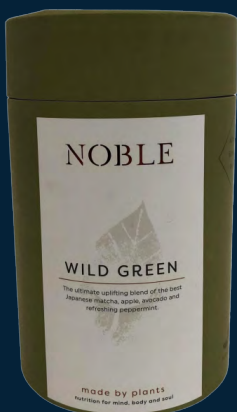
We are seeing a significant growth in the use of meditation or mental wellbeing app especially among younger and middle-age consumers. This interest could continue to rise as concerns turn to the mental and emotional well being.

Brands will need to contribute in consumers' lives by providing physical and mental wellbeing solutions.

We would see a growth in food & beverages offerings holistic solutions.

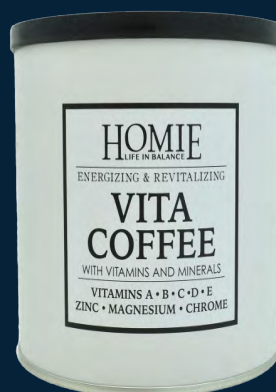
RECENT HOLISTIC MARKET PRODUCTS

WILD GREEN BLEND



The ultimate uplifting blend of the best Japanese matcha, valued for its antioxidants, apple, avocado juice, refreshing peppermint, natural flavouring, nettle, moringa, yerba mate, baobab and Siberian ginseng.
UK

ENERGIZING COFFEE



enriched with 12 vitamins and seven minerals, including vitamins A, B, C, D en E, zinc, magnesium and chrome, that are said to contribute to reducing fatigue, and enhance mental functions.
SWEDEN

Source: Mintel

Better me mobile applications.

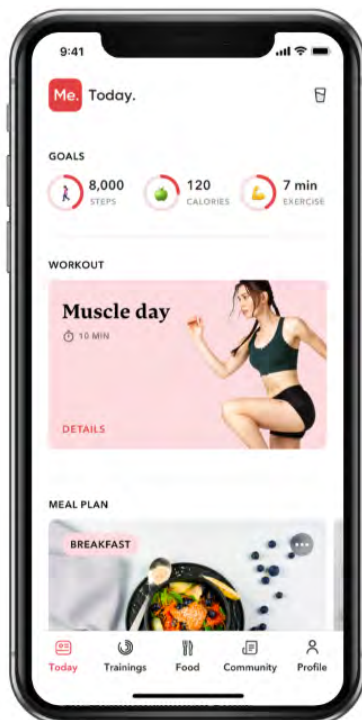


LOOKING AND FEELING YOUR BEST WITH PERSONALIZED PROGRAMS

Better Me offers an ecosystem of apps ranging from meditation and yoga, to nutrition and exercise, which can be used in conjunction with each other.

These apps offer personalized programs with you in mind. It's a kind of virtual assistant to help you looking and feeling your best!

Usage of these apps is expected to rise over the coming months. Those with a focus on bodyweight exercises or those with minimal equipment will flourish.



Check it online !



<https://betterme.world/>

Source: Mintel

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On-the-go eating: New packaging

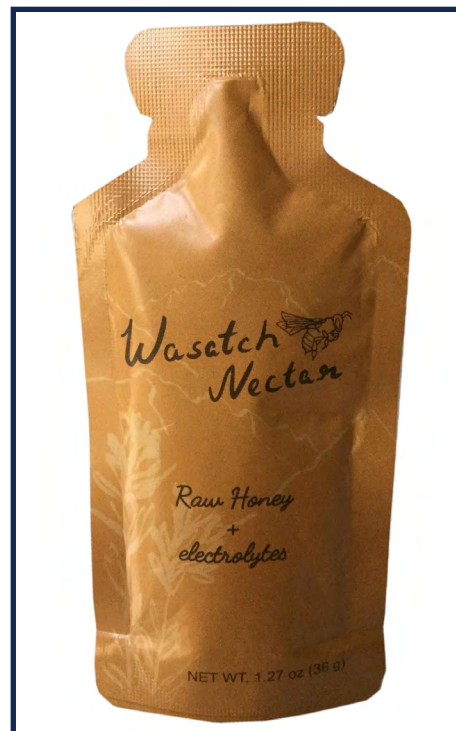


There is an opportunity to innovate around **hygienic solution for ON-THE-GO products.**

The hygiene of on-the-go eating will be impacted by COVID-19. 56% of US consumers eat on the go at least occasionally and post-COVID, they will look for safer ways of doing so.

Asia has seen products that can be eaten with one or no hands (to keep phones clean).

**POUCHES OFFER A HYGIENIC SOLUTION:
INNOVATIVE PACKAGING SHOULD EMERGE!**



Source: Mintel

COVID-19

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