

May 14<sup>th</sup>



# COVID-19

## IMPACTS & OPPORTUNITIES

WEEKLY NEWS



foodarom.com

# Plant-based food: sustainable, healthy, innovative.



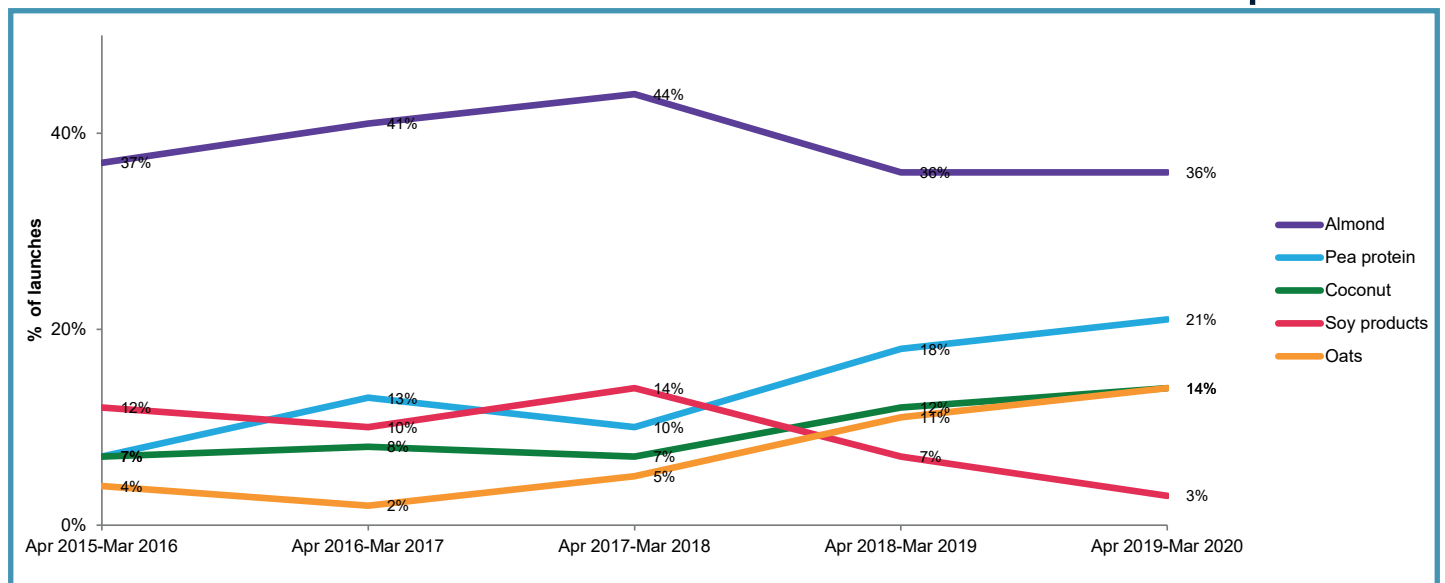
Since the beginning of Covid-19 pandemic, the global emissions have dropped due to reduced industrial activity and travelings. Global environment sustainability is now a real concern for consumers around the world. The need for sustainable and healthy food is growing; plant-based products are once again emerging.

## REASSURE CONSUMERS ABOUT ECOLOGICAL CREDENTIALS

Consumers of plant-based products are, by nature, informed and aware of environmental issues. This demonstrates the need for brands to clearly communicate their commitment to sustainability, such as through carbon reduction strategies, local and short supply chains and eco-friendly packaging.

## PLANT-BASED DAIRY LAUNCH ACTIVITY

North America



Sources: Mintel & Foodarom





## INNOVATIVE PRODUCT LAUNCHES IN EUROPE

1

Ginger & Turmeric  
Immunity Oat shot



2

Hemp milk ice cream  
with lemon and ginger



3

Superfood coffee shake  
with almond milk dates  
& quinoa



## INNOVATIVE PRODUCT LAUNCHES IN NORTH AMERICA

1

Adaptogenic  
wellbeing Turmeric  
Almond Latte



2

Cherry Amaretto dairy-  
free ice cream made  
with avocados



3

Sesame and pea protein  
creamy milk



Source: Mintel

**FOODAROM**<sup>®</sup>

# COVID-19

## IMPACTS & OPPORTUNITIES



We are here for you.



**FOGDARCM**<sup>®</sup>