

**KANTAR TNS.**

What expectations  
and behaviours do consumers  
have in terms of food  
and food innovations?



**FOOD  
360** **2018**

Discover Food 360™, the international reference study on consumers' behaviours and expectations in terms of food innovations, led by Kantar TNS.

Since 2012, the Food 360™ study has been exploring, taking stock of and revealing consumer profiles across the world: eating behaviours, attitudes and perception of food, health and innovation.

## Food 360™ 2018: Getting the best of food

Today, we are witnessing a real groundswell driven by the new consumer demands in terms of TASTE, TRUE and MEANING. This actually reveals the power that consumers have taken over their food.

### THE COMEBACK OF TASTE

Taste has always been one of the first criteria in the choice and re-purchase of a food product. But today, consumers' taste requirements are more stringent, more elaborate and more qualitative. More than ever, pleasure is associated with food, high-quality products and the discovery of new tastes/flavors/textures.

### THE AGE OF TRUE FOOD

What does "true food" mean? This refers to food that is more authentic, more natural, healthier, but also safer food. Consumers are increasingly aware of the impact of food on their health. They are thus becoming more and more careful about what they eat. The need for transparency has never been so strong. This "true" requirement leads consumers to favor products that provide them with signs of reassurance such as naturalness, organic products and quality labels.

### THE QUEST FOR MEANING

This theme is certainly the one in which the expression "towards a chosen food" becomes clear. In a world of digitalization and globalization, consumers want to restore meaning to their food, thus affirming their free will, values and individuality.

This quest for meaning is expressed through three behaviours:

- Do shopping differently by favouring short supply chains (producers stores/cooperatives, farm shops)
- Change their eating habits by favoring or reducing the consumption of certain products, by being more and more attentive to the origin of the products but also to biodegradable packaging and animal welfare.
- Act as an essential link in the Planet Food chain preferring local products, fighting against food waste and even being, in some countries, willing to pay a little more to ensure that farmers/breeders are well paid.

More than ever, consumers expect all the stakeholders of Planet Food to really commit to healthier and better quality food.

### A study carried out by Market Intelligence experts from Kantar TNS

This Food 360™ study is carried out by the Market Intelligence department at Kantar TNS. This team includes 45 experts in market framework and consumer understanding studies (analysis of market dynamics, usages and attitudes, needs segmentation and consumers typology), conducted both in France and worldwide.

### Methodology for the 2018 edition of Food 360™

This exclusive and unparalleled study is carried out for SIAL every two years.

#### 10 countries/zones covered:

France, Great Britain, Germany, Spain, Russia, Poland, USA, China, South East Asia (Malaysia, Indonesia) and the Middle East (United Arab Emirates, Saudi Arabia, Qatar, Oman and Bahrain).

#### For each country:

sample of 500 individuals aged 18 and above (18-55 years old in China, the Middle East and South-East Asia) representative of quotas in terms of gender, age, region and social-economic criteria.

#### Countries surveyed:

- > Germany, Spain, Great Britain, France, Poland and United States: nationally representative samples
- > China, Russia, Middle East and South East Asia: urban areas

#### Interviews carried out online in March-April 2018

### Conditions of Sale for the 2018 edition of Food 360™

#### International report for all countries

€5,000 excl. tax\* for the complete study for all countries with developments in comparison to previous editions (report in English)

#### Report per country

€1,800 excl. tax\* for the report per country with evolutions in comparison to previous editions and several international benchmarks (report in English for all countries and in French for France)

#### Oral presentation of results on your premises

- > €800 excl. tax\*
- > Outstanding invoices for travel costs outside of Paris/Paris region

#### Available: one week following the order date

\*Kantar TNS is subject to VAT at the current rate of 20%.

### About Kantar TNS

Kantar TNS is one of the world's largest research agencies with experts in over 80 countries. We provide actionable insights to help companies make impactful decisions and drive growth. With expertise in market understanding, innovation, brand and communication, shopper activation and customer relationships we help our clients identify, optimise and activate the moments that matter to drive growth for their business.

We are part of Kantar, one of the world's leading data, insight and consultancy companies.

#### For more informations:

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