

NOW//NEXT



Special Edition: Confectionary Trends

TRENDS IN CHOCOLATE AND SNACKING

This month we focus on the trends emerging in chocolate and snacking.

Consumers are increasingly aware of the importance of their wellbeing and are opening up to the fact that their snacking moments can be functional as well as indulgent. More brands are using CBD in their products, using claims that reference beneficial ingredients and natural energy.

Sustainability continues to be a key tension to be resolved in this sector, with emerging brands driving the agenda.

Finally, technological advancements are becoming more and more common place as a tool in the arsenal of brands seeking to give consumers even more engaging experiences.

Before we dive into these trends, we wanted to touch briefly on how Covid19 is affecting this sector, and share our thoughts on the challenge.

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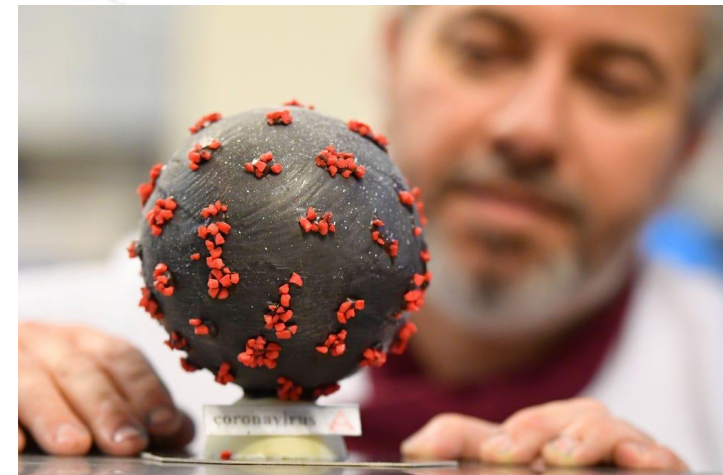
1. An Introduction to Huxly
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3. Examples of innovation in response to 3 key trends:
 - Wellbeing
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A TIME OF CHANGE

With society told to stay home and with stress unavoidably high, people are spending more time with their families, close to the snacks drawer and wanting a sweet treat to brighten their days.

All industries are facing change and worry in these uncertain times. Many areas of retail have been closed, but grocery has remained open for providing essentials. Although some confectionary brands might have been or be winning with the panic buying and 'snack factor' of quarantine they are losing out on spontaneous purchases.

We are also seeing people taking things into their own hands and creating their own snacks and meals, as a way of being resourceful and passing the time. Baking recipes are circulating on social media, and hashtags like #cupboardcooking are trending on popular social media platforms.



French chocolatier Jean-François Pré with his creation: The Coronavirus Easter Egg.

MEET HUXLY

Huxly is a new brand, innovation and communications development agency. We're revolutionizing food and drink marketing by putting sensory product attributes back at the heart of brand building.

We are a unique team of strategists, designers and sensory scientists who use radically new approaches to build stronger, more successful brands. Being part of the MMR group gives us a global network of researchers and strategists, powerful digital tools and a data science capability. This allows us to understand strategic and cultural situations globally and develop inspiring creative solutions.

We believe that people are complex, but great brands are simple. For marketing to succeed we need to understand our customers' motivations and their emotional, functional, social and sensorial relationships with our products. This already difficult task takes place in a fast-changing world, as new trends and commercial alliances transform the landscape in which we work.

What we do

BRAND POSITIONING

Understanding the needs and ambitions of your consumer, their sensory experience of your products, and your brand's role in society to create a compelling, consistent experience

INNOVATION

Mapping out new areas for your brand to expand into, generating stretching ideas, and building those into stronger and more meaningful innovations that consumers will love

COMMUNICATIONS DEVELOPMENT

Understanding consumer responses to early stage advertising ideas and refining them to create more compelling, relevant and credible copy

Get in touch joe@huxlyglobal.com

HOME COOKING & BAKING

With more time at home with their families, more time on many people's hands, and a real sense of people wanting to be resourceful whilst supplies seemed low, many people have turned to baking.

This is causing people, in some cases, to swap their traditional shop bought baked goods with homemade ones, boasting relaxation, creativity and acting as a family activity.



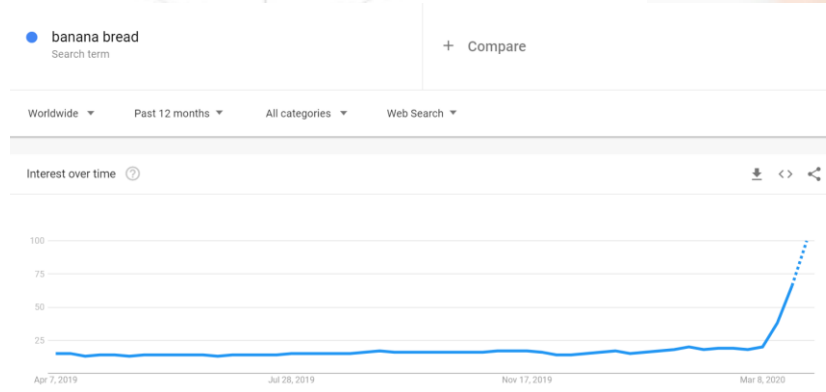
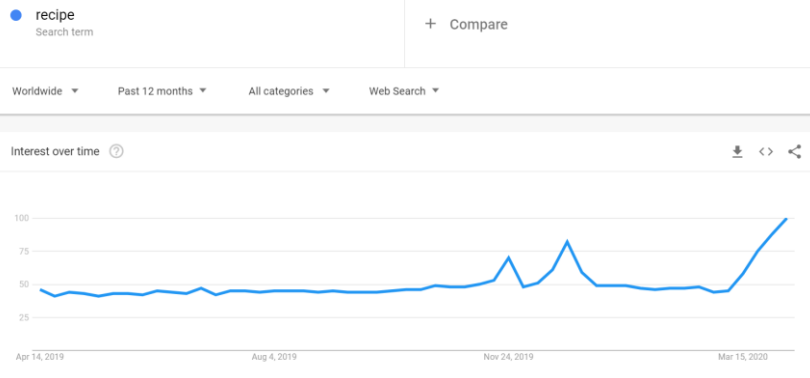
ON THE SEARCH FOR INSPIRATION

Covid19- A time of change

Families are needing to be creative with how to spend and manage their time, how to feed their families economically and how to entertain themselves.

Many consumers are taking to the internet to source inspiration big and small, including recipes. Certain recipes have been searched for more than others. At the start of the lockdown in the UK for example, banana bread recipes were being searched for in unprecedented intensity.

‘On social media, feeds that not long ago overflowed with pictures of elaborate restaurant outings and dreamy far-flung travels have transformed seemingly overnight (...) the endless scroll is instead saturated with images of trapped-inside baking projects, mingled with musings on how to get the most mileage out of dwindling pantry staples.’



<https://www.thekitchn.com/banana-bread-official-comfort-food-coronavirus-23021239>



STOCKPILING

Covid19- A time of change

Around the world, while news and uncertainty spread as fast as the virus itself, society took to stockpiling. In these unprecedented times of change and fear, people wanted to ensure some security and control somehow. This materialised as bulk buying, filling cupboards, fridges and freezers with anything their family might need.

The main item on the agenda in the UK was toilet roll, some suspect this might be due to the large size per unit, meaning an empty shelf is more obvious, thus ensuing panic and desperation.

With some families stocking up as if it was to last for weeks and weeks, most grocery areas were influenced, including confectionary, with people wanting to ensure they could satisfy their sweet tooth, as well as their hunger.





Wellbeing

CBD Chocolate entering Luxury



1. Wellbeing

What is it?

CBD products are booming in the US and we are seeing them appear in lots of areas of confectionary, from wellbeing orientated supplements to luxury, craft chocolate.

Why does it matter

- These gourmet chocolates were created to fill a gap in the market for CBD edibles. These chocolates appeal to a new area of CBD consumers, those that care deeply about the quality, origin and prestige of luxury chocolate as well as the benefits of CBD itself.
- CBD companies promise their consumers the feeling of calm and composure, making it an attractive choice for busy, stressed consumers.

Source:

<https://www.trendhunter.com/trends/cbd-chocolate>

<https://www.trendhunter.com/trends/cbd-infused-chocolate>

Chocolate for a Time of Day



“At Good Source Foods, we are about the health and well-being of all people. We want to redefine the “better-for-you” segment of the food industry by formulating our product to satisfy your appetite without overeating.”



What is it?

- US brand Good Source pride themselves on their transparency and their belief in providing ‘the right ingredients at the right time of day’.
- This range of three chocolates has been developed to optimise your ideal state at three times throughout the day:
 - **Morning jump:** Ginger root to assist brain function & memory and Green Tea to provide energy
 - **Afternoon Boost:** Walnuts, rich in antioxidants and proven to improve cognitive performance as well as cayenne pepper, boosting the metabolism and reducing appetite
 - **Evening calm:** Dried cherries, a natural source of Melatonin as well as lavender, cumin and oats

Why does it matter?

Good Source are providing a well-being focused snack for the consumer which is natural and guilt-free, to help them get through their day and make the most of their sleep.

Source:

<https://www.goodsourcefoods.com/about-1>

'Smart Chocolate'



1. Wellbeing

What is it?

A sweet treat packed with Nootropics Alpha-GPC and L-Theanine to boost brain function. As well as these functional elements, this Nyrvana product is also all natural and sweetened with natural sweeteners creating a genuinely indulgent and satisfying treat that increases your energy.

Why does it matter?

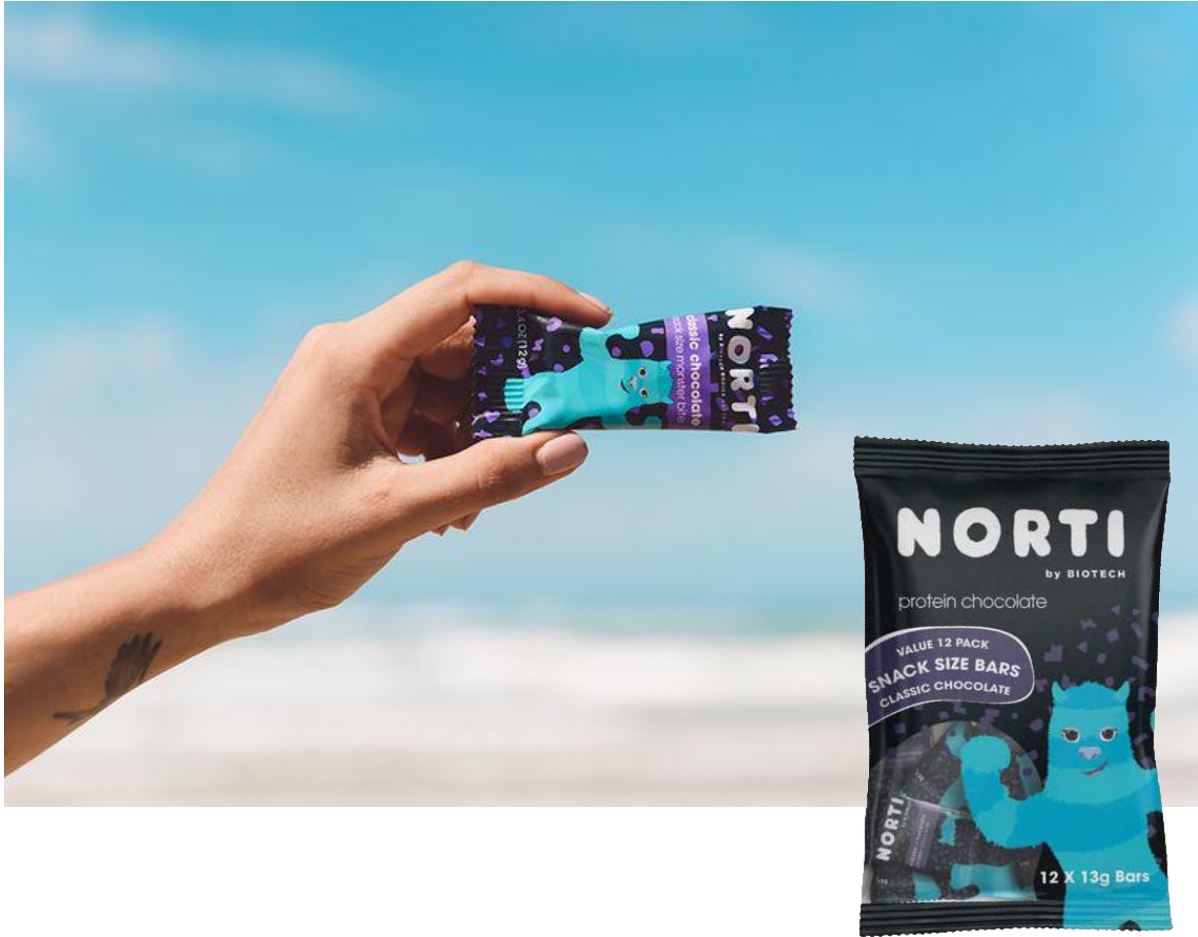
Consumers are looking for guilt-free snacking more and more, and this product serves as a solution to this. Not only does it taste indulgent, to satisfy their chocolate moment and cravings, but also gives them a great energy boost and boosts brain function to continue with their busy lives.

Sources:

<https://www.trendhunter.com/trends/smart-chocolate>

<https://nyrvana.com/>

Kid-friendly Probiotic Chocolate



What is it?

These children focused snack bars are all vegan and packed with 20 essential amino acids, enzyme blend as well as pre and probiotics to promote gut health and ‘fuel active, growing bodies.’

Why does it matter?

- Children will always crave a tasty treat, and Norti is providing a treat which children will enjoy that will also appeal to health conscious parents.
- Norti is part of a fast growing market of health aware professionals providing sweet treats to do more than just curve cravings.
- It is becoming increasingly well known, that improving one’s gut health is highly beneficial to one’s overall health and wellbeing as well.

Source:

<https://www.trendhunter.com/trends/monster-bars>

<https://nortinutritionusa.com/products/monster-bar>

Vegan Galaxy



What is it?

Mars brand Galaxy (the UK equivalent of Dove) have released a new vegan bar, in three flavors:

- Caramel & Sea Salt
- Caramelized Hazelnut
- Smooth Orange

Why does it matter?

- We are seeing large brands create vegan products more rapidly than ever, to serve increasing demand.
- Galaxy is known, sensorially, for its smooth texture and indulgent nature. Smoothness and creaminess have previously been lacking from good value vegan bars.
- This fills that gap and is sold at a much more accessible price point than other premium vegan chocolates.

1. Wellbeing

Source:

<https://www.trendhunter.com/trends/galaxy-chocolate-bars>



Sustainability

Societal focus on the environmental impact of their everyday life choices.

Less waste, more fruit



'Nestlé has developed a natural approach that allows it to extract the pulp and use it in chocolate, with no compromise on taste, texture and quality.'



2. Sustainable

What is it?

KitKat Japan have launched a KitKat with chocolate that uses the beans as well as the pulp of the cacao fruit.

Why does it matter?

- A large majority of the flesh in the Cacao plant is wasted, typically in the cocoa industry.
- At KitKat, they have found a way of using this fruit to sweeten the product, meaning less waste.
- This kind of innovation is sure to make waves in the chocolate industry, showing the potential for a more environmentally sustainable approach.

Source:

<https://www.nestle.com/media/news/nestle-japan-launches-kitkat-cocoa-fruit-chocolate>

<https://www.confectionerynews.com/Article/2019/12/11/Nestle-Japan-launches-KitKat-with-cocoa-fruit-chocolate>



Bean to Bar

What is it?

Land chocolate is a UK chocolate company founded and carefully produced by just one man, Phil Landers.

Why does it matter?

- Landers is passionate about Fairtrade chocolate, supporting the bean farmers and ensuring the highest quality and most meticulous attention to detail in the creation of every single bar he creates by hand.
- He ensures in his small batch process that the highest care and love is put into making his bars delicious and sustainable.
- Chocolate is following the same path as beer, with rapid growth of small, authentic craft manufacturers. They are creating new codes for quality. The challenge for mainstream chocolate manufacturers will be to maintain premium perceptions when the rules of premium are being rewritten.

Source:
<https://landchocolate.com/>

2. Sustainable



Compostable and Reusable Chocolate Box



"We believe that balanced food choices bring well-being and all our products and services can be part of it."



What is it?

Fazer have released a chocolate truffle box which is reusable and compostable made of wood chippings and binding agents, in collaboration with Sulapac.

Why does it matter?

- Fazer is bringing an eco friendly angle to their premium chocolate, helping to fulfill their aim to bring well-being to the consumers.
- Consumers can feel reassured that they are making informed, sustainable choices with the treats.

Source:

<https://www.fazer.com/about-us/fazer-well-being/>

<https://www.trendhunter.com/trends/compostable-chocolate-packaging>

Napkinized

What is it?

KFC have announced that they are going to replace all their paper with napkins, including receipts and the paper which covers their trays.

Why does it matter?

This means that no extra napkins are needed, whilst also providing extra wiping options for their customers. By doing this, KFC are giving the wasteful receipt a more functional purpose. Multi functional choices in packaging like this might not take away single use completely, but they will at least stretch the use of each item meaning that quantity can be cut down.



Source:
[https:// www.trendhunter.com/trends/meal-recipept](https://www.trendhunter.com/trends/meal-recipept)

2. Sustainable



Home Compostable Packaging



2. Sustainable

What is it?

- Conscious Chocolate have released home compostable packaging to encase their raw chocolate bars.
- The company refer to themselves as 'the original raw vegan chocolate' and they have been selling their chocolate around the world since 2014.
- In 2019, they collaborated with packaging manufacturer Qualvis to create this zero waste, fully compostable solution to confectionary wastage.

Why does it matter?

- Conscious chocolate has succeeded here in developing eco-friendly packaged, high quality, handmade chocolate for a very reasonable price point.
- This new initiative is sure to inspire their competitors to pick up the pace and follow suit, especially as it is so affordable.

Source:

<https://www.trendhunter.com/trends/conscious-chocolate>

<https://www.consciouschocolate.com/>

Biodegradable Paper Packaging



What is it?

- Winner of the packaging award at the ISM trade fair in Cologne this year, this packaging solution by CHOCAL is completely biodegradable and adaptable to a range of products.
- Both sides of the packaging can be printed on and the unique sealing on the sides keeps the products fresh and contained.

Why does it matter?

- Brands are aware of the harm that single use packaging has on our environment and so more and more are finding innovative solutions like this.
- With companies showing that low waste is possible, it makes it difficult for larger corporations to ignore innovation for long.

Source:

<https://www.trendhunter.com/trends/biodegradable-paper-packaging>

Multi functional packs

What is it?

A rice brand in Thailand have created beautifully authentic and waste-free focused packaging which has two lives.

Why does it matter?

- Though not in the confectionary industry, this innovation displays the multifunctional abilities of packaging, meaning less waste and more gain.
- Not only has it got another life after it's original use, but the material these boxes are made from is sustainable and resourceful.

'Our challenge in packaging design is to reflect all these organic rice growing processes. We design the package by using the chaffs which is the natural waste from the husking process.'

Sources:

<https://thedieline.com/blog/2020/3/6/srisangdao-rices-packaging-can-be-reused-as-tissue-box>



2. Sustainable





Technology

Live-stream Food Ordering



What is it?

- Throughout December 2019, chicken shop Wingstop partnered with gaming livestream program Twitch to bring users their perfect chicken order to accompany their gaming.
- This was done with the 'Wing Calculator', through which the gamers answered interactive questions to reach an order recommendation.

Why does it matter?

- Online streaming reaches a huge and growing audience.
- This is mutually beneficial from an advertising point of view for the brands. Wingstop is being presented to the consumer in an exciting, unique way, and Twitch is also getting recognition and intrigue by partnering and getting involved with this special promotion.
- This represents a further evolution of digitally ordered, delivered food. The rise of delivery apps like Grubhub and Deliveroo will enable fast food brands to compete with traditional ambient snacks at a wider range of occasions.

4. Technology

Source:

<https://wingsider.wingstop.com/wingstop-twitch-ftw/>

<https://www.trendhunter.com/trends/twitch-users>

Augmented Reality Boxes



What is it?

Australian creative agency Kinetic have collaborated with Kinder and Kellogg's to create AR boxes. These incorporate coloring and technology to bring the child's designs to life through an AR app.

Why does it matter?

- Kinder and Kellogg's are stepping out of the box and using this fun initiative to push sales at point of purchase.
- They are marketing this around the promise that it improves and increases family time by encouraging children to be creative with the allure of exciting AR technology.

Source:

<http://thekineticagency.com.au/project/kinder-chocolate-scribble-safari>

<https://thedieline.com/blog/2019/7/11/kelloggs-new-boxes-combines-cereal-coloring-and-a>

Driverless Delivery



What is it?

- The use of autonomous delivery vehicles is booming.
- In 2019, the Prime Scout began being pushed out to deliver across the US, trialed in Washington.
- Walmart has begun trialing driverless delivery using Nuro's R1 self-driving cars.
- These delivery robots can autonomously navigate around pedestrians, pets and other obstacles on their deliveries.

Why does it matter?

- The adoption of this type of initiative by mega corporations Walmart and Amazon marks a clear turn in delivery; towards the use of robots and self driving vehicles in commerce.
- Technology and engineering are pioneering for easier, more cost efficient and faster ways of delivering goods to their consumers.

Source:

<https://www.trendhunter.com/trends/amazon-scout>

<https://www.trendhunter.com/trends/driverless-grocery-deliveries>

In-car Ordering

What is it?

- BMW are trialing an in car ordering service partnered with the Olo app, which will be installed in the car's dashboard.
- Consumers will be able to view their recent orders and pay with a pre-attached card linked to the dashboard.

Why does it matter?

- This is another example of seeing food ordering become easier and also enter new spaces than before.
- Traditional ambient grocery brands will increasingly need to compete with delivery services, who can deliver hot, fresh, interesting food at a wide range of occasions.

Source:

<https://www.trendhunter.com/trends/olo-app>

4. Technology



Uber Eats Drone



“Delivering in urban areas is extremely hard, only uber can do this because we can leverage our courier network to land these delivery drones on cars.”

What is it?

- Uber Elevate have been developing a first of its kind delivery drone, which has began trialing in urban areas as part of their development process.
- In late 2019, they released this most recent design for the drone, with six rotating wings.

Why does it matter?

- These drones have been designed to service tight packed urban areas, where traffic levels are high, making delivery less than efficient.
- Moving things into the air, frees up space and ease for Uber, as well as making the ordering to receiving process much faster for customers; thus improving customer satisfaction.

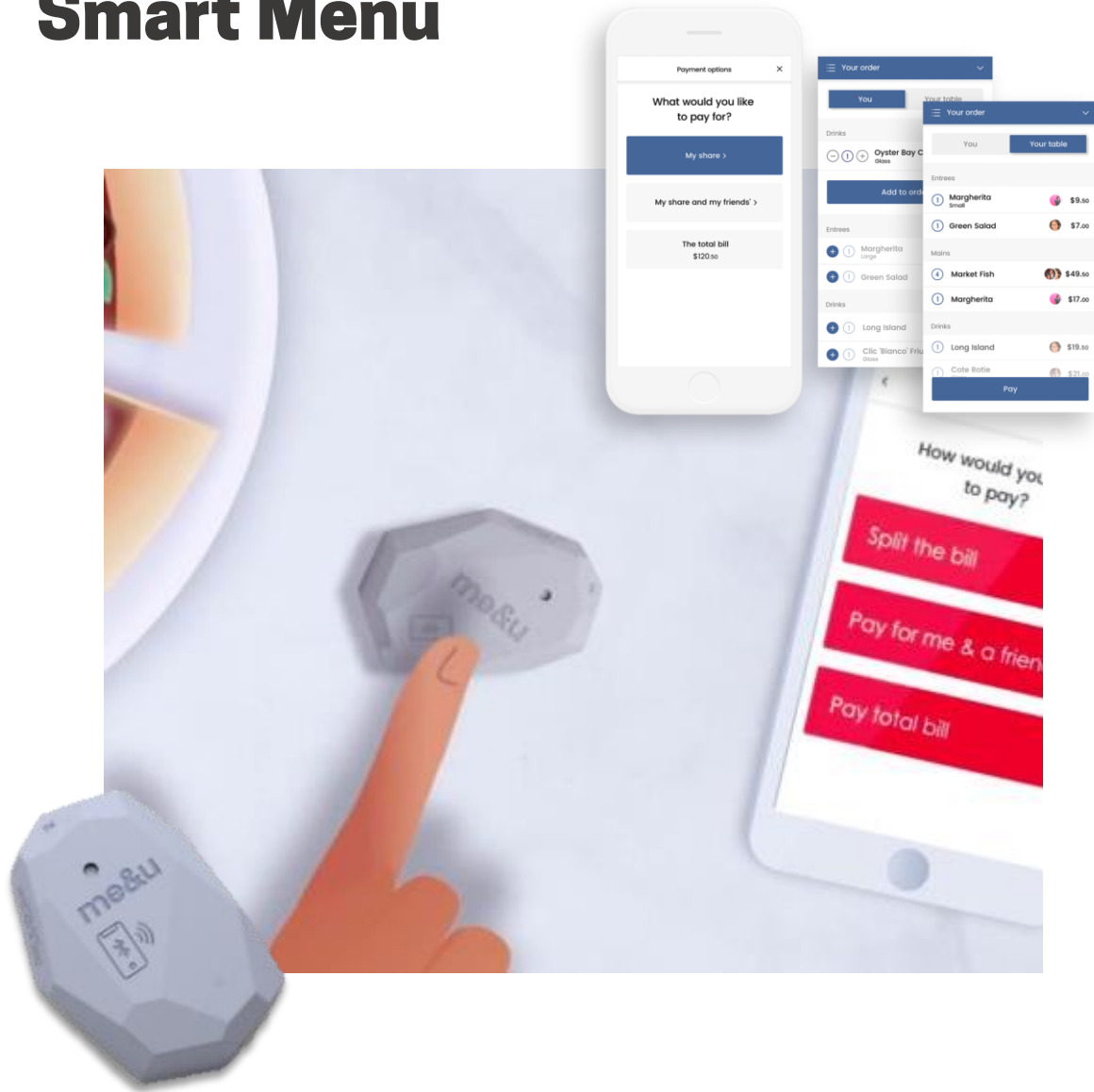
Source:

<https://www.theverge.com/2019/10/28/20936410/uber-eats-food-delivery-drone-design>

<https://www.trendhunter.com/trends/food-delivery-drones>

<https://www.youtube.com/watch?v=0yMv16p8FO8>

Smart Menu



What is it?

- Me&U have developed a smart menu which allows consumers to place their orders through an app connected to a beacon on the table.
- This deems the need to get the waiters attention unnecessary and thus makes the ordering and dining out process faster and more seamless.

Why does it matter?

- Here we see a very small implication of technology impacting a huge bracket of the hospitality industry, service.
- By replacing waiters with this technology, it is not only minimizing jobs but also devaluing the human interaction between customer and waiter.



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