

Infographic: From Consumer Trends to New Product Innovation

General Mills

Consumer Trends Driving New Product Innovation at General Mills




+50% of people want more protein **protein** 



Why protein?

- Build muscle
- Curb hunger
- Feel full longer

Emerging sources:

- Ancient grains
- Plants
- Seeds

bold flavors **#1** Emerging flavor: **Sriracha**

39% of people seek NEW or Ethnic flavors

Top flavors

- Chili Sauce
- Chipotle
- Jalapeño



gluten free **GF**

More than 1 in 4 cutting back on gluten



Most sought after gluten free foods

- Bread
- Pizza
- Dessert

50% of gluten free eaters won't sacrifice taste

indulgence More people are choosing dessert-inspired snacks as a reward

Top three dessert flavors

- Chocolate
- Vanilla
- Strawberry



Emerging flavors: **coconut, macaroon**

whole grain 

48% of people eat more whole grains now than in 2009



The whole grain movement is driving demand for ancient grains

- Quinoa
- Couscous
- Brown Rice

Sources:

- IFIC "2014 Food & Health Survey," May 2014.
- Mintel "Search Widens for Protein Sources," February 2014.
- Technomic "The Snacking Occasion Consumer Trend Report," 2012.
- Mintel Menu Insights
- Datassentials Menu Trends
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- Technomic's Menu Monitor

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Published on Food Manufacturing (<http://www.foodmanufacturing.com>)

General Mills taps into the latest consumer-driven food trends with its new lineup of product innovation. **(General Mills)**

Source URL (retrieved on 01/29/2015 - 2:26pm):

<http://www.foodmanufacturing.com/news/2014/07/infographic-consumer-trends-drive-food-product-innovation>