

Healthy eating trends.

when the
WORLD
turned upside
DOWN



What Matters Most?



Baby Boomers

Moderation/
serving size,
and portions.



Generation X

Superfoods
and superfruits
in smoothies,
salads, and
bowl builds.



Millennials

Foods with
fewer artificial
ingredients
and that are
less processed.



Generation Z

Growing interest
in vegetarian
and vegan food,
many citing
ethical reasons.

Plant-based food.

➔ The number of vegans in Australia

grew by 9.6% between 2015 and 2020. Australia is the 2nd most popular nation for vegans in 2020, only behind the UK.



➔ 2%
of the
population
are vegans

➔ 12,1%
of the
population
eat all or
mostly all
vegetarian

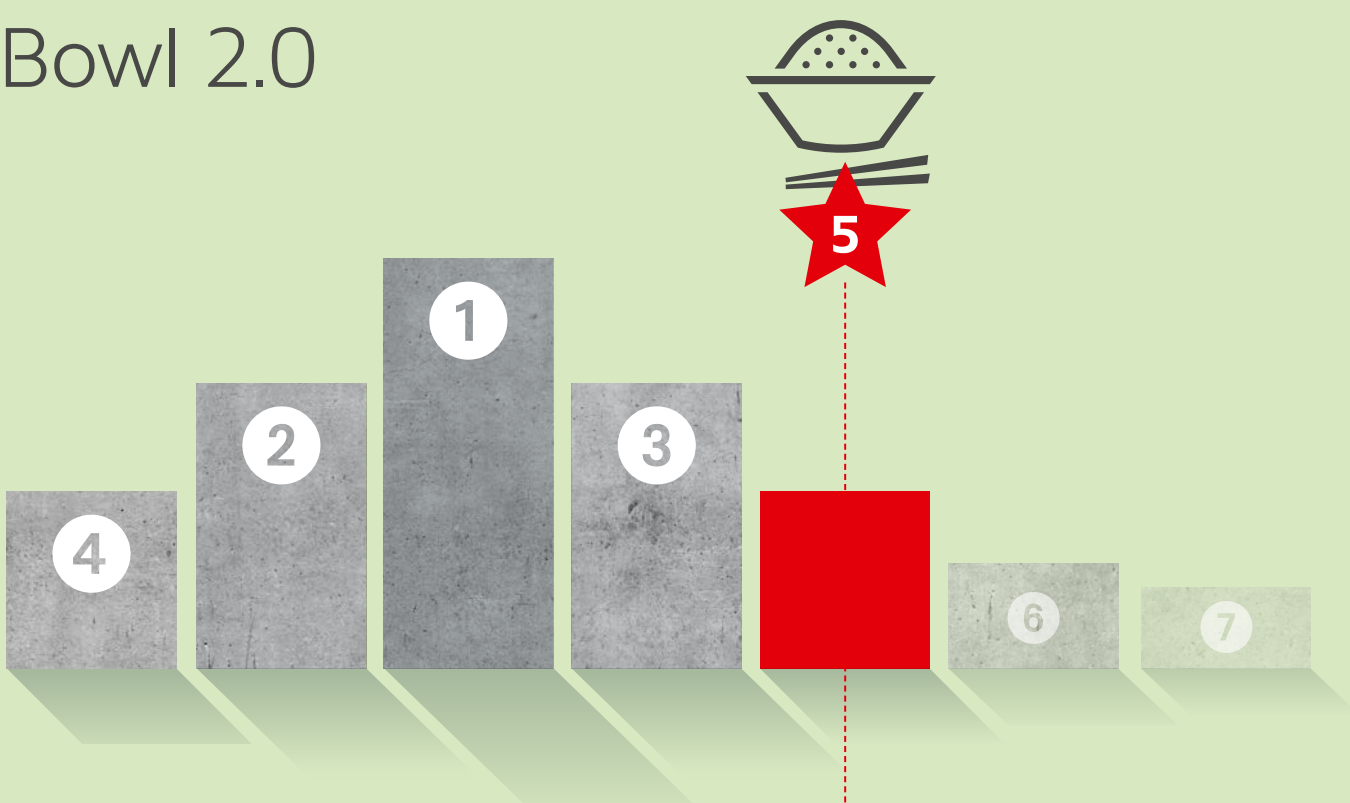


Gluten-free options.

Gluten-free products market size.



Bowl 2.0



➔ Menu trends 2020

Healthy bowls came in fifth out of 133 menu trends in the National Restaurant Association's USA. What's Hot 2020 culinary forecast.