

# 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.

### ➔ India has the highest number of vegans across the globe

In India, delivery orders for vegan dishes have increased by 50% recently.



50%



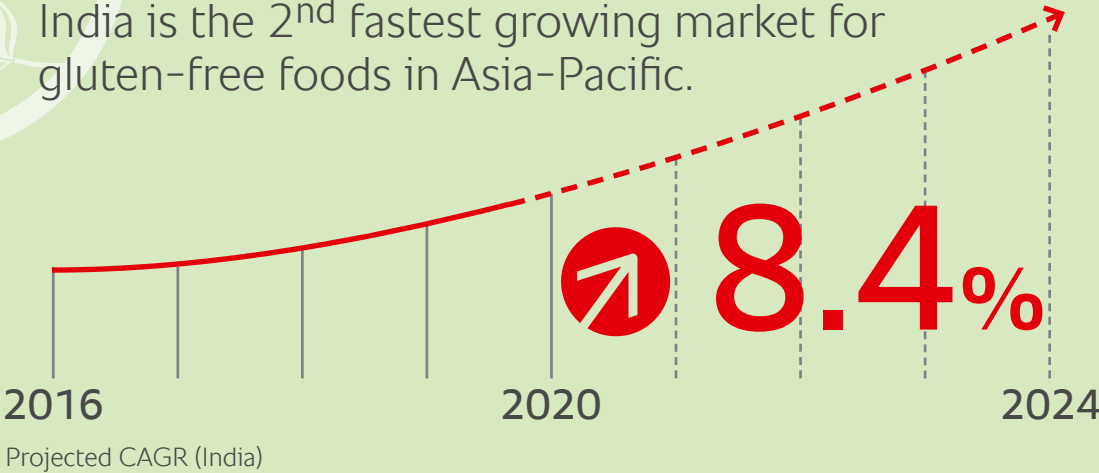
➔ 38%  
Vegetarians  
Pescatarians  
Flexitarians

➔ 62%  
Omnivore

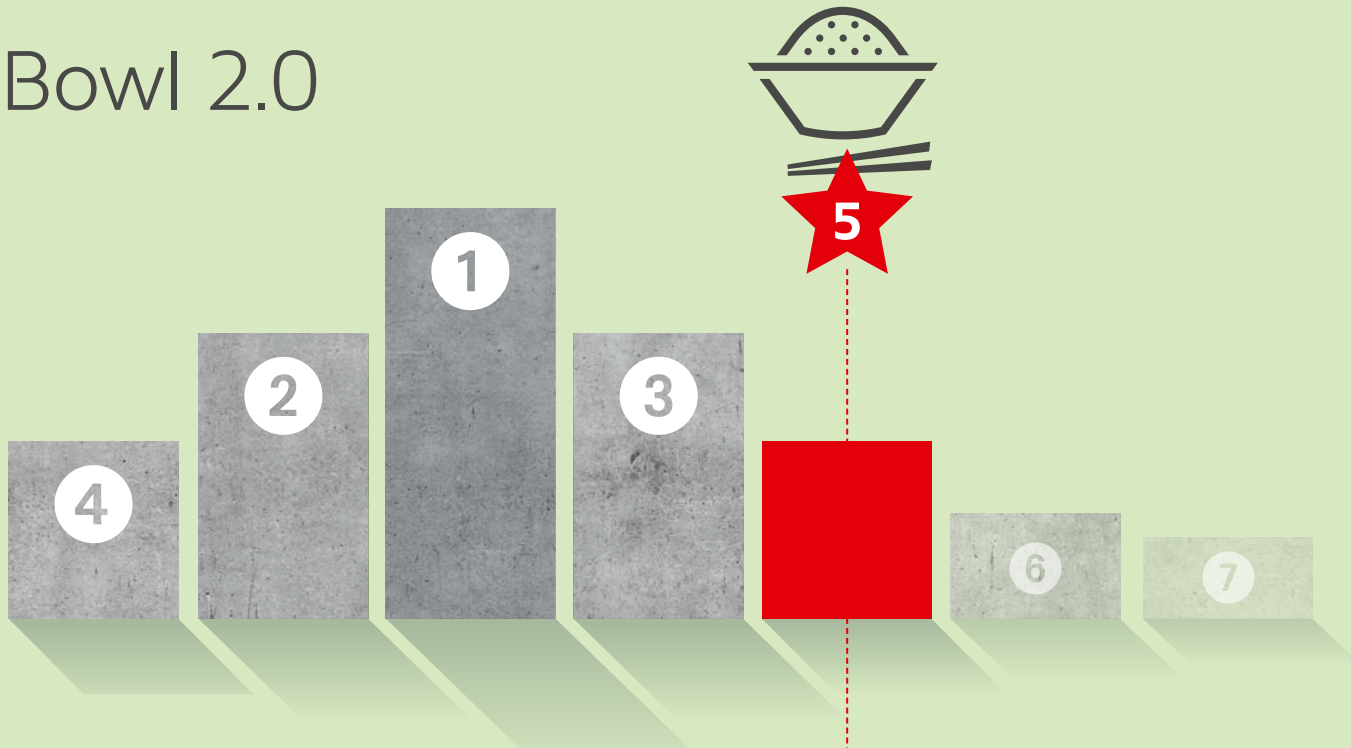


## Gluten-free products market.

India is the 2<sup>nd</sup> fastest growing market for gluten-free foods in Asia-Pacific.



## 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.