

# 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.

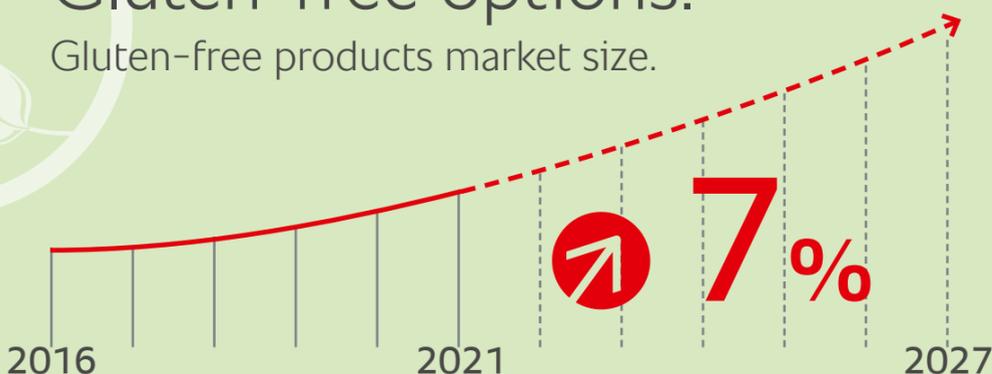
### ➔ Number of vegans in Europe

Doubled in last 4 years.  
3.2% of European population.

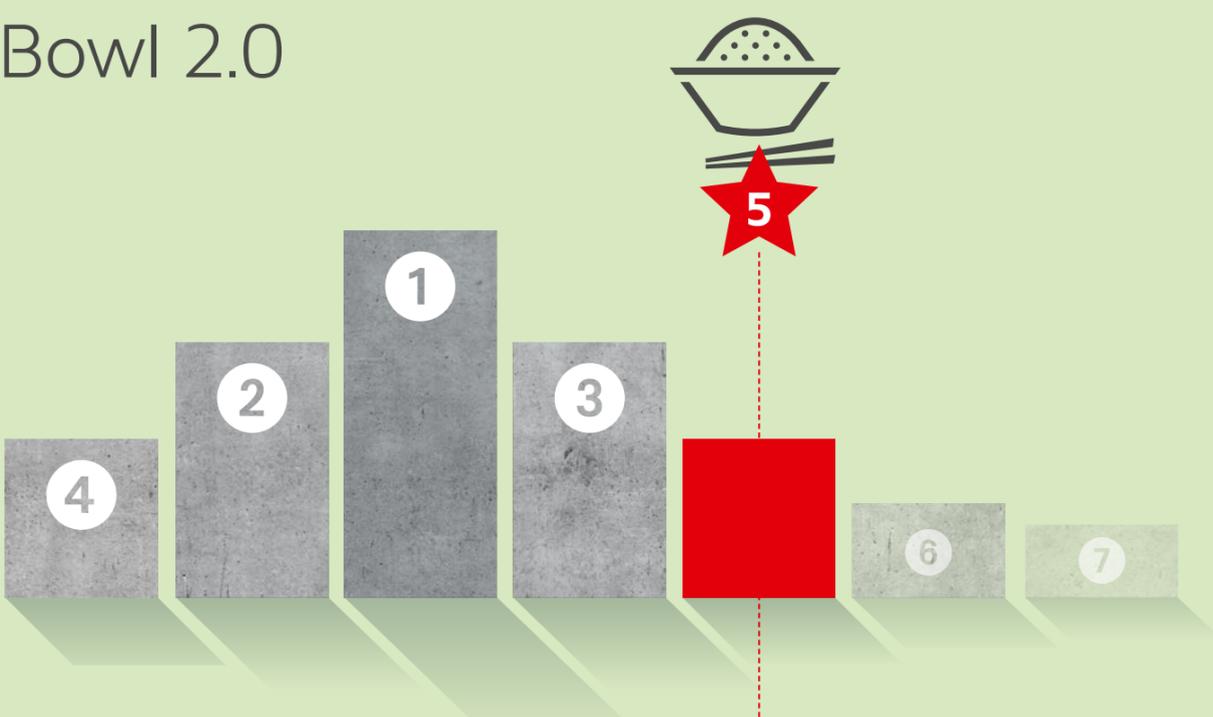


## Gluten-free options.

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.