

eatentlon
Food extrapreneurship



POST CORONA

REINVENT THE NEW NORMAL



INTRODUCTION

Like a butterfly effect, the covid19 flapped his wings country after country. Small & invisible, the virus has the power to lockdown one third of the human population. Our seemingly stable system turned into a wild chaos & is leading to change.

Reaction was the first move towards this crisis. And the pandemic reminded us what our essentials are. Food was topline : the mission to keep feeding the citizens. This unpredictable situation has adversely affected our global food supply chain struggling with the sudden demand's expansion while controlling issues from deficiencies from this one.

After lost livelihoods and weeks of lockdown, it is now time to reevaluate the business, to assess the strategy : are we still aligned with the future ? Indubitably, will we experience behavior change. Emotions will take a bigger part of the purchasing acts when the expression "Time is money" became reality.

During this wartime atmosphere, consumers discovered their kitchen again and families are gathering for a cooking session. Some of them were resilient to new technologies, but had no other choice to order online.

The food industry offer will have to be agile in order to minimize the impact this crisis have and will have. After countless virtual meetings, these companies will have to reinvent themselves and be part in the new normal.

How will consumers will shop & consume post corona crisis ?

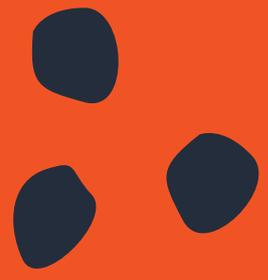
Hereunder are abstracts of the possible scenarios :



REACT



REEVALUATE



REINVENT



FOODTECH VS HUMANITY

Consumers will be more likely to do their groceries online. The lockdown was the occasion to try out a new technology to ease our daily routines. Part of these new consumers will continue ordering online their food supplies. They will order mainly dry goods while getting their fresh food from their local producers. The challenge for grocery stores will be to find the right balance between the high tech and the low tech; emotion & human relations.

"Society is driven by its technology but defined by their humanity"



CLOSER TO FOOD

Consumers will be more likely to support their community, in response to their need of acting for change. At a citizen level, they will pay more attention at buying local products. This will also answer their concerns on food safety, more than ever important. The offer will have to be less dependent to foreign sources and adapt it with domestic market. Finally, getting closer to their food will get them closer to humanity; the farmers.

COOK SOLUTION

Nowhere to eat, consumers have rediscovered their kitchen during lockdown. They spend time to bake bread and cook meals. We can forecast that this behavior will be less likely to stay after lockdown. Considering we go back slowly to our daily routines, how much time in cooking are consumers willing to keep? Cooking solutions should therefore be the new mindset to balance this time.



OUT OF HOME EATING

Sceptic restaurants have had to switch their sales channel during the lockdown from food dining to meal kits or even grocery store. Through an external actor for delivery or not, consumers can order & support their favorite restaurant. We can expect that many of the restaurants will continue providing these new services to their consumers. Leading to a "no-touch" world, this industry will need to adapt to new safety regulations and consequently their entire food service offer.



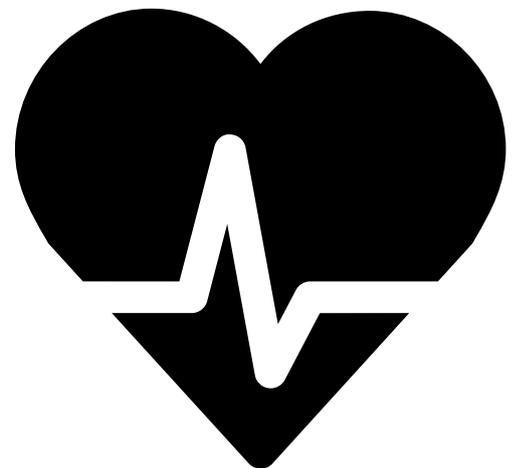
COST OF LIVING



Uncertainty & Anxiety will drive the consumption. The new situation will push consumers to save budget during the post corona period. Lower cost food products & comfort food are categories expected to rise after lockdown, not to mention the resurgence of private labels. However, important brands could also reassure consumers with their reknown quality & therefore battling with retailers.

PRO ACTIVE HEALTH

After superfood, can we expect superfruit ? Coronavirus has araised awarness of the correlation between food & health. Willing to be strong to fight the invisible ennemies, consumers are adapting their diet with the new superfood ensuring best their immunity. We can expect a rise of health claimed products in the next years.



CONCLUSION

- Consumption increase in [Low tech] proximity stores VS [High tech] online ordering
- Feeling to be stronger together : More interest in local food resources & consequently local economy.
- More time but no full time in the kitchen : Demand of food solutions like ready to cook/assemble.
- Catering is the new norm of food delivery, the restaurant is coming to the consumer.
- Better than healthy movement on the rise : health claims will be more important then ever. Consumers are ready to pay more for their immunity.
- In an uncertain context, consumers will expect more transparency to guarantee food safety.
- Buying power loss causes the comeback of private labels, low cost and comfort food in the offer.
- Consumer standards for quality, origin & technology will be rebased



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