

SIAL

INSPIRE FOOD BUSINESS

PLANET FOOD

AN OVERVIEW OF CURRENT AND FUTURE AGRI-FOOD TRENDS AROUND THE WORLD

TASTE, TRUE, MEANING:
PLANET FOOD
COMMITTS!

SIAL-NETWORK.COM



COME XPOSIUM

WHAT IS SIAL NETWORK?

Over the years the SIAL (Salon International de l'Alimentation) network has established a global B-to-B events platform designed specifically for the agri-food industry across all continents. The main aim is to support the sector and the many members of which it is comprised in globalising production and taste processes whilst maintaining and showcasing their local roots.

Via the running of a series of events promoting the application of innovation and new technologies to agri-food, the SIAL network has quickly turned into a global-scale agri-food innovation laboratory and the leader for the presentation of new products and services, representing 10% of worldwide innovation for the sector.

The inaugural SIAL fair was held in Paris in 1964. At the turn of the new millennium SIAL started to become a truly international organisation, assisting its partners on their various markets and thereby strengthening the global standing of the SIAL event. At present, the SIAL network totals 9 trade fairs held in Paris, Montreal/Toronto, Shanghai, Jakarta, Abu Dhabi, New Delhi, Gourmet Selection and Djazagro and boasts a vibrant community comprising over 700,000 purchasers and 16,000 companies from 119 countries.

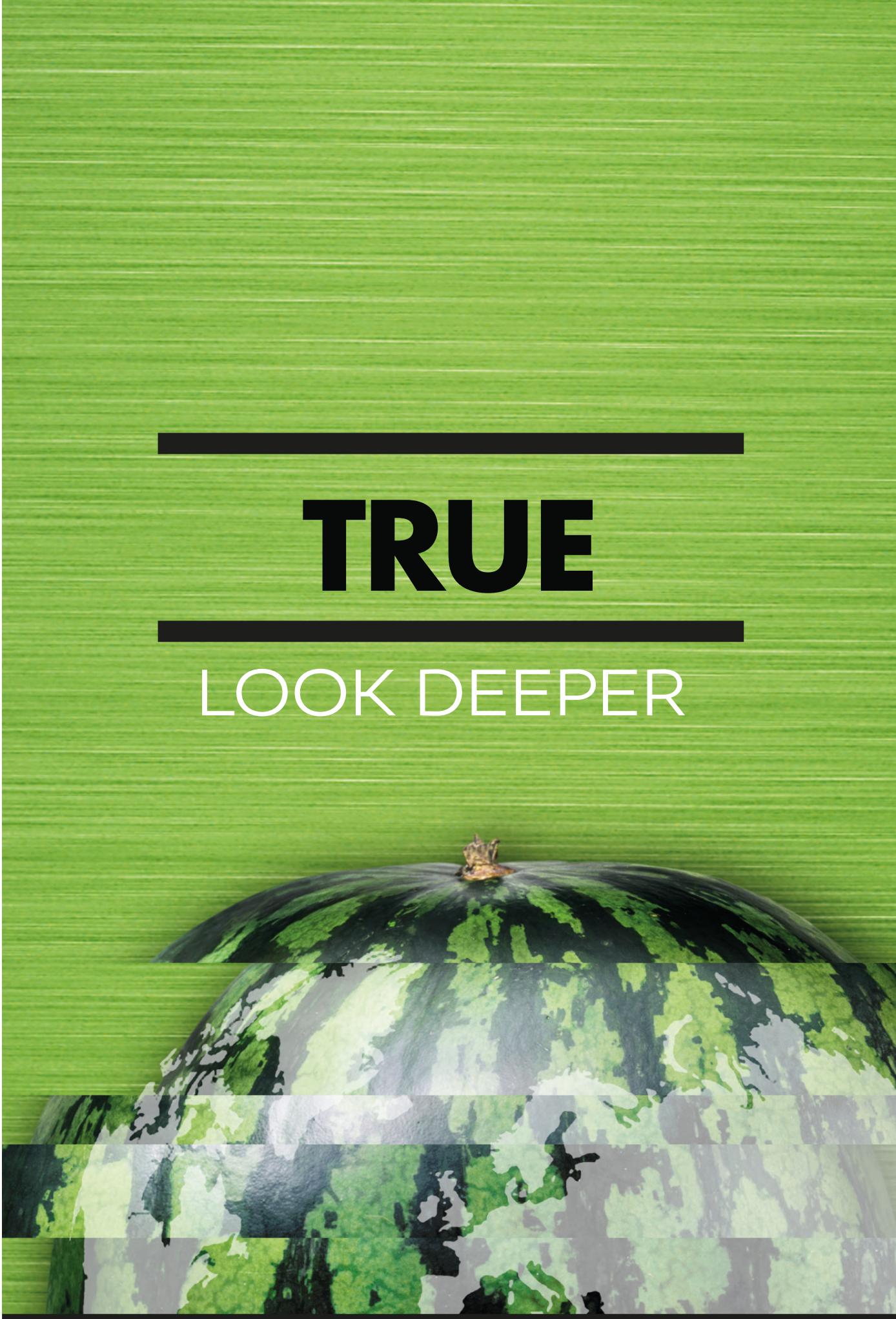
WHY PLANET FOOD?

Driven by its desire to help agri-food professionals take the right investment decisions and agri-food innovation direction, SIAL has been conducting since 2012 a study into consumption and agri-food supply trends, as well as out-of-home catering all around the world. The study is regularly updated and re-published in partnership with KANTAR TNS, XTC World Innovation and Gira Conseil. Agri-food professionals will be able to find all the results and trends established by this study in the Planet Food overview.

9
TRADE FAIRS
B2B

16,700
EXHIBITORS
from 119
COUNTRIES

700,000
ATTENDEES
from 200
COUNTRIES



TRUE

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LOOK DEEPER



PLANET FOOD FOR TRUE FOOD FOR MANUFACTURERS



The food industry is putting an increasing emphasis on products with a true, authentic taste, so that consumers can rediscover the pleasure of taste. Yet the "true" dimension, from the manufacturers' perspective, is also about pleasure and safety. Or when gastronomy and transparency are mixed together. Once this is cooked up, what does it produce? Let's find out.

A PLEASURE THAT IS ACCESSIBLE WHILE BEING HEALTHY!

If pleasure is now meant to be healthy, it is also proving accessible, in both senses of the term: within reach, and affordable. It is within reach thanks to the development of new online offerings, highly focused on wellness and health, and which are proving extremely popular particularly, but not solely, with the millennial generation in the developed world. Today it is possible to get healthy meals delivered at all times of the day at prices that are "accessible" to all.

Global trend



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RESTORING THE LINK
BETWEEN THE
CONSUMER AND THE
PRODUCT

Xavier Terlet

systems - growing vegetables in apartments, for example - are quite familiar.

Global trend, but stronger in Southeast Asia for self-production, and in America and Europe for local production.



THE FASHION FOR SELF- PRODUCTION AND LOCAL PRODUCE

At home or close to home is better!

To rediscover the taste of healthy food, manufacturers have for some years been placing the emphasis on self-production. What this refers to is any product that enables consumers to produce their food themselves. For a long time, this was restricted to growing herbs, but it has now been successfully expanded into vegetables, beer and other products. What is in fact important to consumers - and agri-food manufacturers have understood this - is restoring the link between the consumer and the product; bringing the former closer to the latter, even if this also means producing locally! Perceived as healthier and better controlled, local production is enjoying great success all round the world, with extra effort going into fresh produce that is unprocessed or subjected to very little processing. It is a trend that continues to grow in Europe and North America, but which has been in place for a long time in Southeast Asia where aquaponic

SAFE PLEASURE: FIRST AND FOREMOST ORGANIC PLEASURE

Organic is growing worldwide! This market, which is profiting from consumer awareness of food risks and, to a lesser degree, from the ecological concerns of consumers, is sparking the interest of more and more stakeholders. The numbers of producers, processors and distributors are growing. And the big brands, still very cautious until recently, now have definite "organic" goals. In this context of a change in the organic scale, the offering is becoming segmented. Other added values or benefits are increasingly being promoted, for Organic that is in harmony with social, environmental and allied values, such as local production, animal welfare, respect for traditional processes, fair pay for producers, and the absence of undesirable ingredients (palm oil, added sugars, GMOs, etc.). This offering is expanding to meet the needs of increasing numbers of people.

Global trend, but particularly strong in the USA, France, Germany and China.



PLANTS FOR PLEASURE

Safe pleasure is also about the guarantee of healthy pleasure. And the plant-based (or "vegetal") is a big part of this. In all the history of SIAL, never has the vegetal been subject to such a frenzy of innovation! Over the past two years the phenomenon has considerably accelerated, with an offering aimed not only at vegetarians but at this new category of consumers that we call flexitarians, who are ready to favour vegetarian ingredients as their main dish, although without abandoning meat and fish, which they tend to consume less frequently while opting for better quality. Consequently, the offering today includes a pleasure and convenience dimension that it did not have previously. Examples of vegetal "pleasures" include the many ranges of pulse-based preparations investing food store shelves, and products in the chiller cabinets based on plant milk (soy, almond, hazelnut, coconut, etc.).

Global trend, but particularly strong in Europe and China.



TRIBALLAT

Soy and wheat crunchy "fingers" nuggets



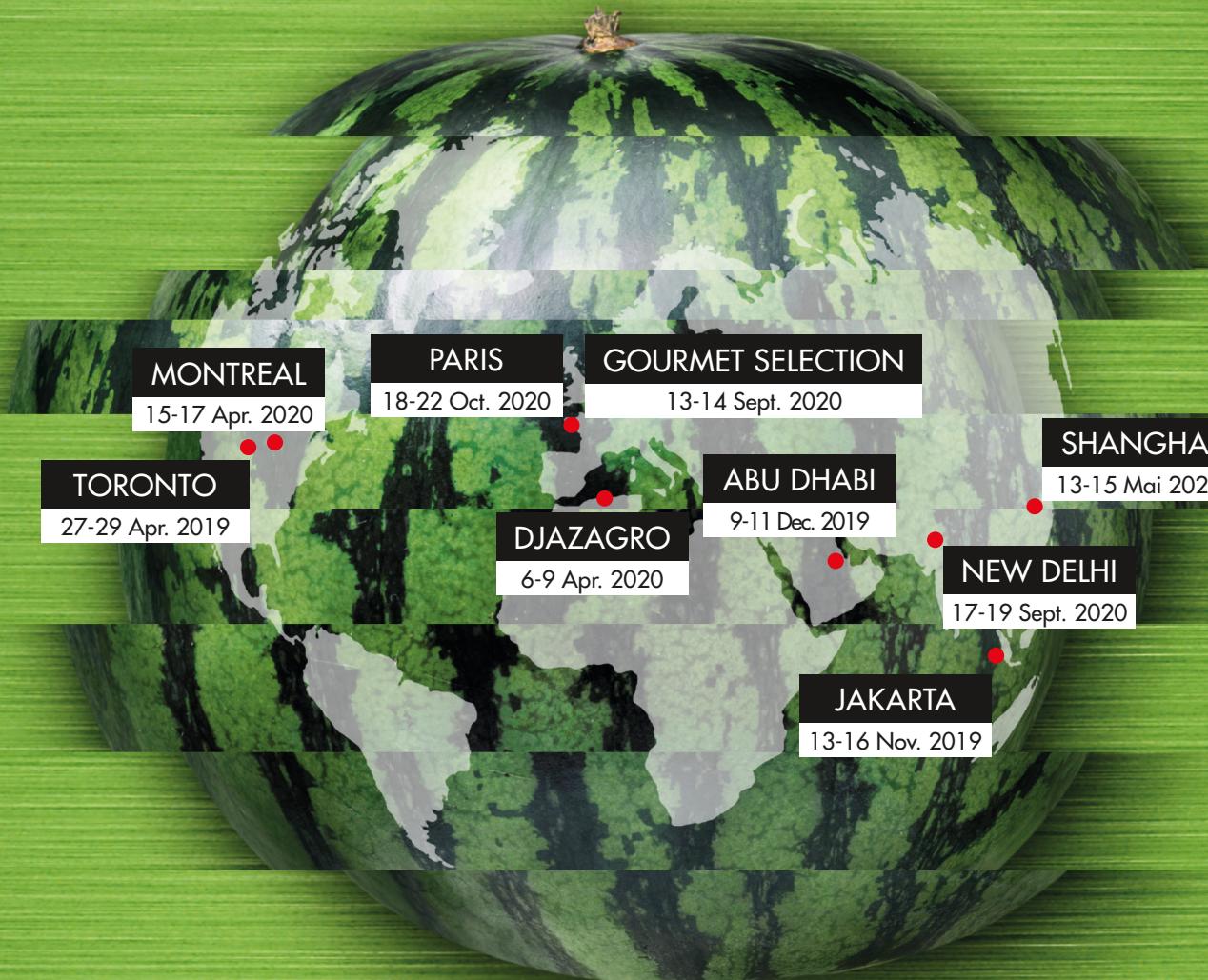
ANDROS

Tasty veggie dessert of coco milk and almond



INSPIRE FOOD BUSINESS

JOIN THE WORLD NUMBER ONE FOOD INNOVATION NETWORK



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9 leading B-to-B events*
16,700 exhibitors from over 119 countries
700,000 visitors from 200 countries

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