

## Press release

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## **Consumer trend Lifestyle Eating: Influence and impacts on industry**

**Quality is gaining ever more importance alongside price as a purchasing criterion; sustainability and health awareness are playing a growing role. But how should the food industry react?**

The share of consumers with a raised consciousness is on the increase. Trends such as clean eating, vegan diet or flexitarian lifestyle are rapidly becoming ever more popular and directly affect the food processing industry. Manufacturers and growers will have to react faster and faster to lifestyle eating if they do not wish to miss a profitable customer base or even lose it entirely.

**Consumer demands:** Across the board, a transparent and preferably certified food chain is desired while quality requirements are increasing. Microbial contaminations linked with recall campaigns strike a painful blow to the food processing industry. Food processing steps therefore need to become increasingly safer.

**Impacts on the entire value chain:** Manufacturers of machines for the food industry will have to provide solutions ensuring virtually risk-free production. Suppliers to the food industry as well as suppliers of substances such as lubricants will have to react quickly in the face of increasing quality requirements and emerging consumer needs such as gluten-free, lactose-free or vegan products by providing specific solutions if they are to avoid marginalization.

**Are you interested in more background information, trends and strategic concepts, regional details and specific distribution?**

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