

Social Insight

Instagram is changing the way we shop. More than 130 million people are tapping on photo and video **shopping posts** every month and **7 out of 10** hashtags are related to a brand!

With over **25 million business profiles**, Instagram reaches across the industry from niche craft and boutique businesses to high street and high-end brands.

The focus is on visually stimulating and aspirational product placement, working with influencers to tap into passive user desires.

Source:

omnicoreagency.com/instagram-statistics
wired.com/story/instagram-in-app-shopping-feature/



Shoppable Moments

Instagram becomes a digital shopping mall

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Political Insight

With an **ageing global population**, the policy focus is on ensuring people **live healthier** and more **independent lives** for as long as possible.

Consumers are increasingly aware of the **link between diet and health**, seeking to **eat clean** in order to meet their **wellness goals**.

Supermarkets will evolve to offer **subscription meal kits** that are **nutritionally balanced** and **personalised** to meet individual needs. These meals can be delivered across informal and formal care settings.

Source:

foodnavigator-asia.com
supermarketnews.com



Clean Eating

Subscriptions for Healthy Ageing

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Technological Insight

Block chain technology, **QR coding** and **augmented reality** are paving the way for perfect transparency and traceability, delivering the **entire story of a product** straight to the consumer.

Purchasers can scan a product code and view the **source of origin**, the **nutritional value**, the **safety** and **sustainability standards** and any associated **environmental impacts**.

This technology enables **informed decision-making**, builds **brand reputation** and develops a **stronger connection** with consumers.

Source:

foodsafetytech.com
foodnavigator.com



Tech-enabled Data Stories

Traceable and trustworthy tagging

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Environmental Insight

Consumers will look to the supermarket to be a leader in a model of **circular sustainability** that takes in the **entire product life cycle**.

Supermarkets will lead efforts in supporting **bio-based initiatives** from **plant welfare** and **regenerative agriculture** to **new packaging design** and **alternative sustainable ingredients**.

Recycling alone is not enough - supermarkets will drive the creation of new **food ecosystems** including **supply chain service models**.

Source:

deloitte.com/economics-future-food/Uber-eats
ausfoodnews.com



How happy are your products?

Bio-initiatives within circular systems

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