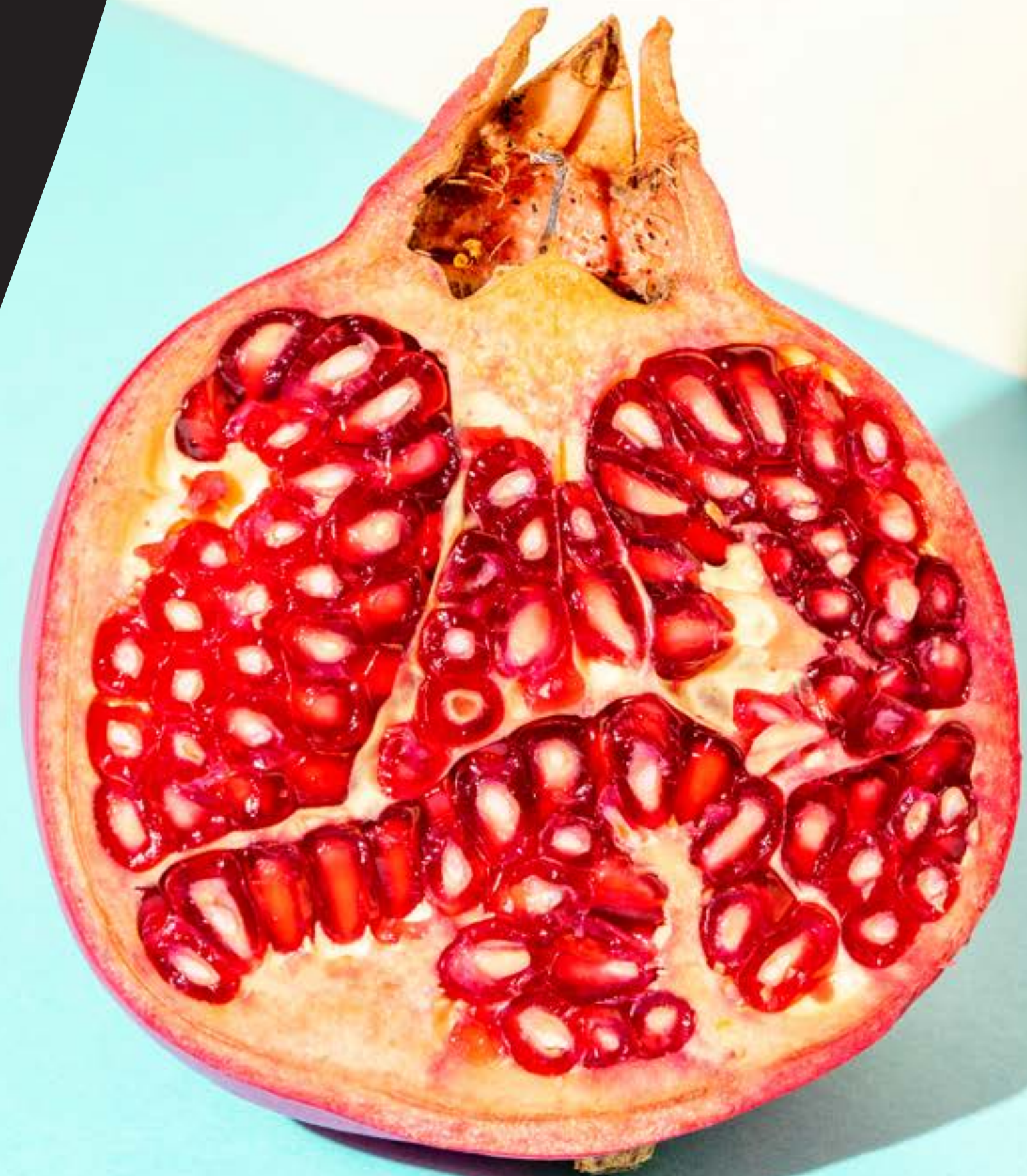


# 2021 Food & Nutrition Forecast

TODAY'S SPECIAL

**Predictive  
shifts in  
consumption  
behavior**

Check out Healthline Media's top predictions about food and nutrition in 2021. Learn how we'll address these shifts and how your brand can empower consumer nourishment and well-being.



**THE  
TREND  
LINEUP**

FROM HEALTHLINE MEDIA

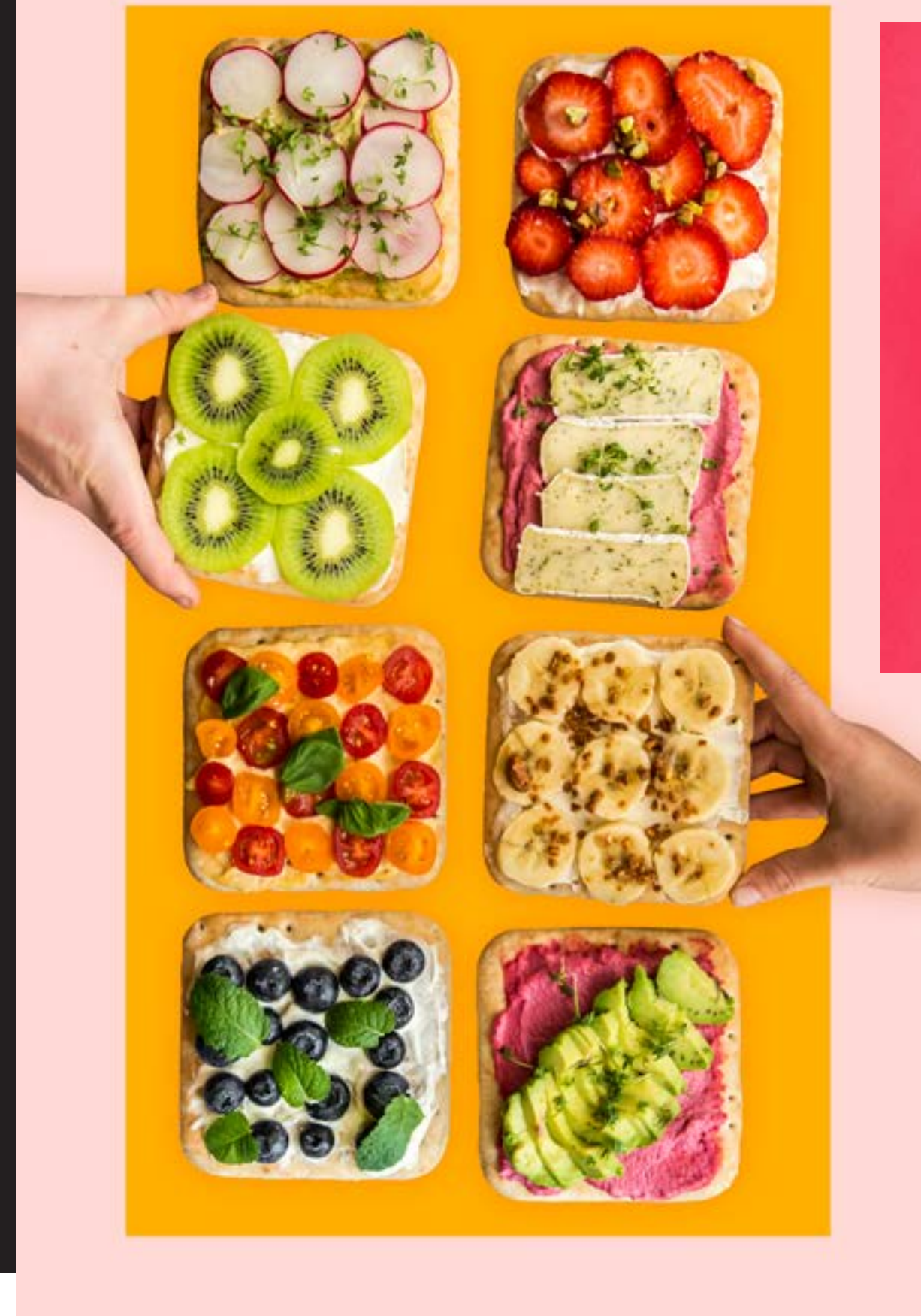


# Keeping it Casual

Consumers will be less willing to commit to extreme diets - from keto to vegan. Instead, we'll see them gravitate toward diets that allow them flexibility and fluidity between their monthly, weekly, and even daily meals.

**156%** ↑ year-over-year increase in search interest around flexitarian meal plans

Source: Google Keyword Planner, global, Sept. 2019 vs. Oct. 2020



## Key Takeaway

This approach to less-restrictive dieting stems from the desire to achieve long-term health, not just quick-fix solutions. Position your brand as a champion for sustainable wellness by driving home the realistic, simple ways that your product can enhance their daily lives.

*Hybrid diets are catching steam, and food products — whether meat or plant-based — will need to meet consumers where they are, which is in the middle.*

Healthline Media Trends Forecaster



# Breaking for Breakfast

Breakfast will get its well-deserved time in the spotlight this year. It will turn from an afterthought into something that is planned-for and cherished. For families, this rise-and-shine experience will shine a light on the importance of consistent and shared meals around the table.

## 50% spike

in search interest for breakfast recipes in the last year



*Expect increased interest in at-home gourmet coffee options and high protein solutions.*

**Healthline Media Expert Nutritionist**



### Key Takeaway

Cooking is a very personal experience that's not created equal. **Support consumers' varying skill sets**, including seasoned cooks and beginners in the kitchen. **Recognize consumers' varying affinities**, such as people who love to cook and those who feel burned out by it.

# Future-Friendly

Reducing their carbon footprint will be top-of-mind for consumers in the new year, and cutting back on meat consumption while buying from local sources is one way they'll go about doing it.

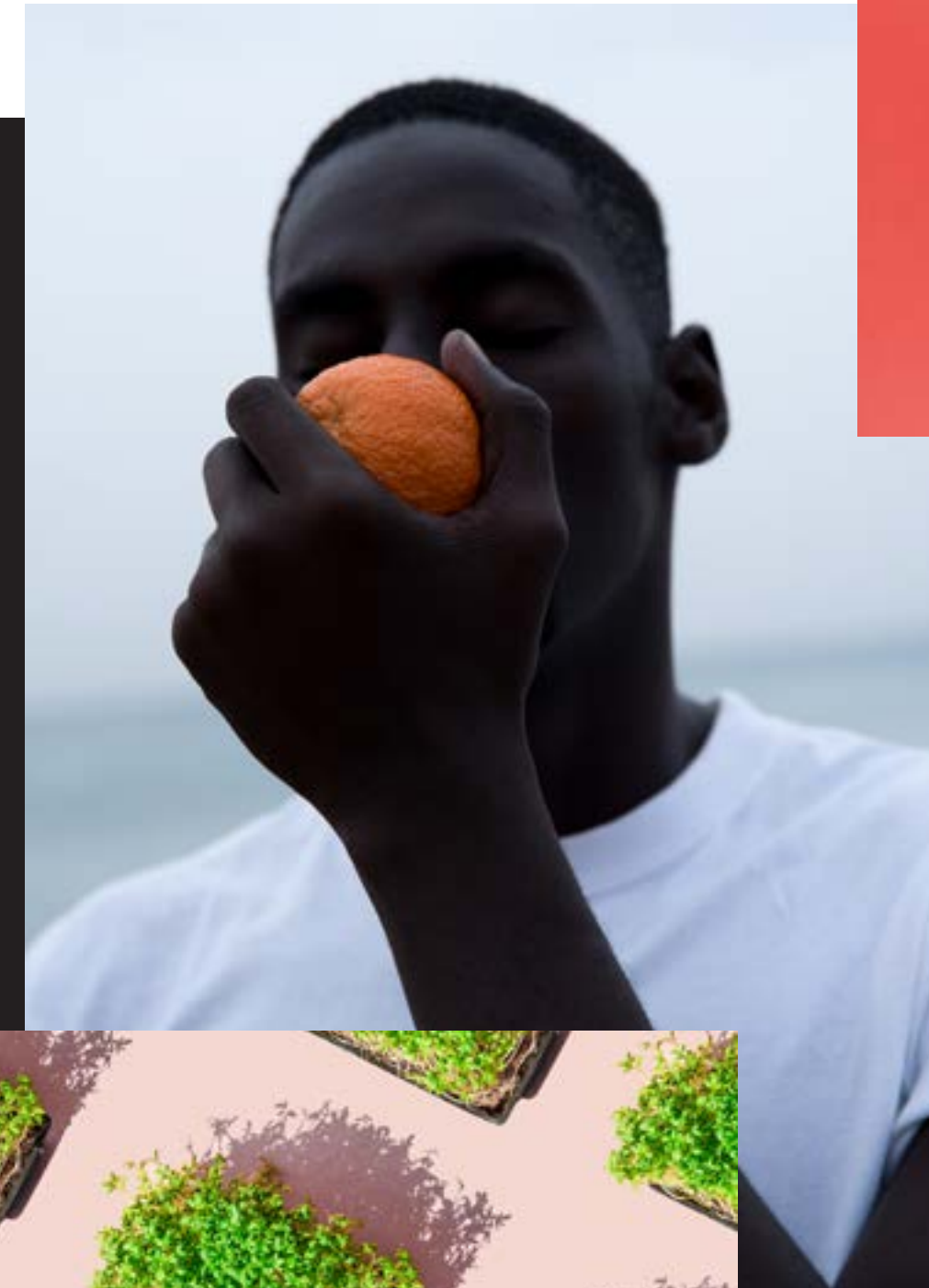
**30%**

increase in search interest around **sustainable eating**, including topics like **beef carbon footprint** and **climate change food calculator**

Source: Google Keyword Planner, global, June–Sept. 2020 increase

*Food locality will be key, from reliance on nearby supply chain sources to cultivation in consumers' own backyards.*

**Healthline Media Expert Nutritionist**



## Key Takeaway

Prove to consumers that your brand recognizes the role it plays — not just in their kitchens, but in their local communities and widespread environments as well.



# Baby Boosters

Strong immunity remains a shared objective for consumers worldwide, and we'll see that focus specifically take shape in the supplementation of children's health via vitamins, nutrients, and probiotics.

## 63%

year-over-year search increase for **children's vitamins** topics, including safe forms of **vitamin D** and **vitamin C**, with an ever-rising ceiling into 2021

## +160%

increase since the onset of COVID-19



### Key Takeaway

Parents aren't just setting healthy New Year's resolutions for themselves this year, but for the whole family. Align with their increasing emphasis on fine-tuning both their medicine cabinets and their refrigerators in ways that are safe and effective for the whole family.



# Meal Prep Comeback

With the onset of COVID-19 came a significant decrease in consumer demand around meal prepping, but expect it to come back in full force starting in the new year.

We've already seen interest in this time-saving activity

**RISE BY**  
**47%**  
**SINCE MARCH**

and don't expect it to slow down anytime soon



## Key Takeaway

Consumers want to feel in control of their mealtime routines, whether they're trying something new or sticking to what they know. Either way, play up your brand strengths that speak to helping consumers feel prepared and productive.



# Craving Connection



Dinner is served!! I am so stoked to see if this is at all as good as when my grandma would make it.  
[#cooking](#) [#food](#) [#foodie](#) [#chicken](#) [#friedchicken](#)  
[#familyrecipe](#)



**Desire and appreciation for emotional connection have never been higher, and this will inform consumers' purchasing decisions.**

They'll reach for food and beverage products that bring more to the table than just taste and nutrients.

They'll seek those that spark positive memories, celebrate their diverse backgrounds and identities, and ultimately have the ability to bring their loved ones together (physically or not).



## Key Takeaway

Consumer connections with food are both personal and shared. Celebrate this duality by focusing on messaging that not only makes your buyer feel seen and understood but also drives home the power of shared mealtime moments.

# Curious to learn more?

Stay tuned for the release of additional 2021 trend forecast webinars and reports in health and wellness.

For more trends and insights, visit us at [HealthlineMedia.com](https://www.healthline.com).

## About Healthline Media

As the largest health information property in the United States, we inspire 90 million people each month to take control of their health and well-being. We're committed to providing every individual with clear, credible, evidence-based health and wellness information that's distinguished by its compassion for the human experience.