

Local Vs Global: How Ingredient Trends Reflect Cultural Shifts

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Scope

Key findings

GLOBALISATION BOOSTS LOCALISATION

Consumers' eating habits are increasingly globalised
Consumers respond to globalisation with localism
COVID-19's impact on globalisation and localisation in food

THE GLOBALISATION OF FOOD: THE DRIVERS AND PRACTICES

Value shift from material wealth to experiences is seen in all generations Condiments play a key role in bringing international flavours to the table Harissa and yuzu are becoming the next s riracha and ginger Taiwanese bubble tea booms in Asia, especially in Singapore and Japan Bubble tea is featured in product developments in snacks and desserts Food delivery and Netflix maintain food globalisation during COVID-19 Consumers' curiosity will drive further globalisation in food

RESPONSE TO GLOBALISATION: BACK TO LOCAL

The rise of food nationalism

Locally sourced is the new hot topic in ingredients

Craft brands and smaller brands are in the spotlight

Global players' localisation strategies: the case of Pringles

Soy sauce in Japan: premiumising everyday essentials with local flavours

COVID-19 increases demand for safety and for natural ingredients

Back to local in food: six key features

What local brands should offer beyond local ingredients and flavours

CONCLUSION

Local food versus exotic food: what mood state does it feed?

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