

2021 CONSUMER MACRO TRENDS

Discover the trends that will impact innovation in 2021.
Want more? Wixon customers get exclusive access to the trends that create meaningful connections with consumers.



HEALTH

Mindful Eating

Consumers choose health over diet

Functional

Immunity, Cognitive Function, Fortification

Stress Relief

Seeking relaxation and comfort



QUALITY

Value + Values

Reasonable price with meaningful cause

Convenience

Fast-track easy packaging and prep

Authenticity

Natural taste is key with consumers



EXPERIENCE

Adventurous Eaters

Younger consumers seek exciting options

"Hometainment"

Explore new frontiers at home

Community

Provide a sense of belonging

Contact your Account Manager to discuss how your company can create targeted innovation in 2021.
NEW TO WIXON? Reach out to begin your journey to custom taste.