



17.-19.2.2021

TRENDS BIOFACH 2021

The ecological and sustainable turnaround is taking place in people's minds and on their plates. In 2020, many people around the world have started to rethink and have made a shift towards a more balanced and healthier lifestyle for themselves and their families. This is clearly reflected in the increased demand for organic food.

Issues such as climate change, species extinction, the exploitation of the planet or the waste problem, have already prepared the ground for the rethinking before Corona. The desire for better health, good nutrition (stay@home & cook@home), a sustainable lifestyle and a new global balance, are reflected in the trends in the international organic market. After all, everyone has a responsibility for themselves, for their fellow human beings and for the planet we live on. Increasingly, consumers are willing to spend more money on this because they recognize that they are doing something good for themselves and the world.

Organic manufacturers prove every year that improvements and innovations are always possible.

Here are the trends 2021:

1. Plant-based products / milk substitutes

Vegetarian and vegan products continue to be extremely popular. The universal availability and the ever-increasing range of plant-based products is fulfilling this trend. New additions include products made from regional ingredients and from association goods. Plant-based drinks and milk substitutes have long gone beyond soy as a raw material. The choice of raw materials for plant-based drinks ranges from rice, coconut, soy and to nuts and many blends that also meet special requirements (suitable for "barista" foaming). In addition, there are delicious plant-based milk substitutes (cooking creams, "Ghurt", cashew cheese etc) and refined convenience from the refrigerated shelf. Recipes are becoming more sophisticated with something for every taste and occasion. In the meantime, these not only meet the tastes of many, but also fulfill the desire for a sustainable lifestyle in which the consumption of animal products, especially meat, is reduced or replaced altogether. (Good for the body, the climate of our earth.)

2. Sugar-reduced and sugar-free products

Sugar, or rather the reduction or avoidance of it, has long been the focus of health-conscious consumers. The problem is often the hidden sugar in the products. Many breakfast cereal manufacturers already offer tasty sugar-reduced and sugar-free compositions, in which other ingredients provide the flavor and sweetness. This is especially essential for the healthy nutrition of children. Fruit sweeteners and special types of sugar such as palm blossom sugar instead of cane and beet sugar is also a good way to go with chocolates and bars, and makes us feel and enjoy sweetness differently.

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17.-19.2.2021

3. Food with additional benefits

Our food should be our remedy. This has long been a maxim for nutrition-conscious consumers. Repeatedly, however, it is special "Superfoods" and "Functional Foods" that are in fashion. After Chia, Aronia, Kurkuma and co. now hemp in any form - as seeds in muesli, powder, tea, hemp oil and in pill form - has arrived on the market. Ginger is experiencing a second bloom in the form of shots and in teas, as a healthy root and as a flavor. Health-maintenance and strengthening the immune system was, of course, high on the corona agenda this year.

4. Sustainability and social responsibility

Waste avoidance is a keyword that is closely linked to the topic of sustainability and specifically with packaging and responsible handling. "Unpackaged" is on the shopping list of a growing number of consumers. Predestined unpackaged foods are dry products, cereals, flakes, nuts, etc. in any form. More and more natural food stores are responding to this consumer demand, manufacturers and wholesalers are offering corresponding bulk packs. In the course of the worldwide fight against an invisible enemy, customers are also thinking about social responsibility for small farmers in the countries of origin and fair supply chains (keyword supply chain law). Additionally, regional fairness and regional value creation are in demand and desired, because the pandemic has highlighted the strong global fusion and dependence of commodity flows.

5. Enjoy healthy

We stay at home - the mantra of 2020, which of course also means, "we cook at home". Closed restaurants, daycare centres, cafeterias and canteens have created entirely new requirements. Together with growing health awareness and the need to do something good for oneself at home, to cook healthy meals for oneself, one's partner, and for the family. Evidence of this is provided by a number of new products: starting with spices for breakfast porridge, which thus becomes a highlight. Basics in surprising variations such as protein-rich legumes, pasta, special Interest products with oils (for wok or baking) or spice mixtures make an imaginative varied, healthy cuisine simple. And if time is of the essence, organic frozen food is ready for the oven. New spreads have been created for snacks. Looking for a reward and something special? Sure thing, chocolate and candy bars as well as sparkling wine and delicious instant meals are ready to enjoy.

Permanent category from 2021 – „Unexpected specials “

Innovations have always been a strength of the organic sector. There are no limits to the imagination in the recipe kitchens of the manufacturers. There are always new products to discover. New raw materials, new combinations, innovative production processing or simply products that make you think, "I would never have thought of that". Rarities, unique items, trendsetters. It remains to be seen how they will hold their own on the market and whether they will find their customers. This range



17.-19.2.2021

extends across all product categories, from health drinks with hemp extract, through coconut mayo to white chocolate with Earl Grey flavouring. Staying open to new flavours is the motto here.

You are searching for some concrete product examples for our trends –do not hesitate to visit the trend page on our eSPECIAL platform.



17.-19.2.2021

TRENDS VIVANESS 2021

The megatrends of sustainability and health shaped the cosmetics year 2020 worldwide to an unimagined extent - and the mindset of many consumers changed. Today, sustainability includes other aspects such as the attitude of manufacturers along the entire value chain. Quality is defined more comprehensively and is not limited to ingredients, but also includes ethical and ecological aspects. Taking care of yourself and others, doing something good for yourself while acting responsibly - 2020 has shown us that this is possible!

Defined trends:

1. Waterless beauty/solid cosmetics

Solid cosmetic products in natural cosmetic quality are experiencing a boom. Not only in hair washing and showering, more and more solid cosmetics are replacing conventional products. Also e.g. deodorant creams and solid hand creams are increasingly finding their way into bathrooms. Water-free products fulfill several aspects: they are functional and plastic-free, they conserve resources and the environment by reducing transport emissions.

2. Me time & Comfort

The care routine changed due to the pandemic: more attention is paid to the daily beauty routine at home and me-time becomes one of the most important time-outs in a busy daily routine. It is the time to do something good for yourself! Beauty rituals are recharged with high-quality products, more frequent use of one's favorite products and supplemented with beauty tools. DIY products provide for creativity in the field of body care.

3. Safe beauty & health-booster

Increasing safety is more current than ever - also by choosing products that strengthen one's own health. Innovative products such as those for holistic oral hygiene, as well as wellness and health products that offer support for an increased hygiene factor, meet the need for preventive natural products to strengthen one's own health.

4. Circular beauty/economy

The idea of a circular economy is becoming more central - also for cosmetics and personal care products. Waste prevention Zero Waste in itself now falls short of the mark; today, this involves the social commitment of companies, both in manufacturing and in retailing. Companies are taking on more and more social



17.-19.2.2021

responsibility, going beyond the one aspect. Regionality of raw materials, refill systems and oversizing are gaining in importance.

5. Science-based beauty/efficacy

Natural cosmetics with immediate effect! Visible and above all proven science-based efficacy plays a decisive role in facial care. The research and development of effective modern active ingredients based on natural substances, today stands up to any comparison and is the result of intensive research and development. Active ingredients from nature, cosmetically fine textures - whether for the daily beauty routine or as a booster - determine the trend in facial care.

Permanent category from 2021 – „Unexpected Specials “

Unconventional innovations that provide a breath of fresh air should not go unmentioned! The Unexpected Specials complement the trend categories in terms of surprising product ideas and therefore have their own separate section!

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