

CONSUMER

TREND CANVAS

TREND: Organic food X Delifrance

1. ANALYZE

2. APPLY

Basic Needs

Which deep consumer needs & desires does this trend address?

Honesty
Simplicity
Transparency
Healthy lifestyle

Drivers of Change

Why is this trend emerging now? What's changing?

Shifts: Long-term, widespread macro changes Triggers: Recent, short-term changes or technologies

obesity
Welfare diseases
Food with e-numbers

People eat healthier, the need for transparency.

More and more people do sports.

Emerging Consumer Expectations

What new consumer needs, wants and expectations are created by the changes identified above? Where and how does this trend satisfy them?

Fresh prepared food

Transparency about the ingredients

They could have a healthy dinner at a gasstation

Inspiration

How are other businesses applying this trend?

AH-to go

La place

Innovation Potential

How and where could you apply this trend to your business?

expand assortment with fresh, organic food, like juices, egg-wraps or a spelt pasta.

YOUR INNOVATION(S!)

Make your own smoothie by editing some fresh food into the blender at the gasstation

Who

Which (new) customer groups could you apply this trend to? What would you have to change?

People who are always on the road en looking for a nice, healthy snack or dinner.