

# Huhtamaki

## Q3 Trends Report



Plastic Bans | Gen Z | Menu Trends



# A PUBLIC AGAINST PLASTIC

Bans on plastic bags and/or straws are on the rise to combat the hundreds of tons of plastic waste currently polluting bodies of water and harming the animals that inhabit them.

63%

of the Arctic Ocean is

**slightly polluted**



6

*city governments*  
have enacted a ban on  
**plastic bags, straws or**  
*both since 2016.*

Corporations are also making a stand against plastic.



*Switching to strawless lids that resemble "sippy cups."*



**American Airlines**



*Replacing plastic straws and stirrers with biodegradable straws and wooden stirrers.*

# NextGen Cup Challenge

Led by  & , businesses & entrepreneurs alike are working to develop materials for a **fully recyclable, compostable cup.** 

## Colleges & universities are also joining the cause.



*Duke University* has a ban on disposable plastic, such as straws, bags and utensils.

*The University of Portland* gave away **400 reusable stainless-steel straws.**



*North Carolina State University* switched to **paper bags campus-wide**



# THE NEXT GENERATION

Making up 25% of the U.S. population, Gen Z is the next generation of young consumers likely to have a heavy influence on the restaurant industry.

## Who is Gen Z?



AGES APPROXIMATELY **12-24**



The **most ethnically diverse** generation.

**\$828**  
**billion** in  
SPENDING POWER

*spent \$78 billion*  
**at restaurants in 2016**  
*(second to baby boomers).*



What is Gen Z looking for?

## NEW FOODS

Growing up with access to **other cultures' food** has made **Gen Z** open to **exploring new cuisines.**

**41%**

*find out about  
new foods &  
food trends  
while in a restaurant.*

**71%**

*enjoy trying  
new dishes &  
FLAVORS.*

**67%**

*consider themselves  
adventurous  
e a t e r s .*

What is Gen Z looking for?

# AFFORDABILITY

**Gen Z searches for deals** at a *higher frequency* than other generations.

**93%** *say discounts*  
**drive them to try**  
*a new restaurant.*

What is Gen Z looking for?

# CONVENIENCE

Gen Z *chooses* fast-casual restaurants at a 50% higher rate than full-service restaurants.



What is Gen Z looking for?

# TECHNOLOGY

From **apps** to **mobile kiosks**, Gen Zers prefer **digital ways** to *order their food*.

*Average*  
**5 screens**  
**per day**

**25%**  
*say they are*  
**ONLINE**  
all the time.

*Spend 2.5x more*  
**on social media**  
than watching TV.

**58%**  
*go online*  
to choose  
where to eat.

What is Gen Z looking for?

# NUTRITION

**Over half of Gen Zers** value *substantial nutritional content* in their meals.

**41%** *are willing to*  
**SPEND MORE**  
*for quality, healthy food.*

What is Gen Z looking for?

# CHOICE

Gen Z **values customization** that *build-your-own concepts* allow.



Bowls



Make-your-own pizza



Salad

What is Gen Z looking for?

# MOBILITY

*Always on the go*, Gen Zers **value** being able to **eat in transit** or **order takeout**.

**70%**

*like when they have*  
**LEFTOVERS**  
*they can take with them*  
**for another meal.**

What is Gen Z looking for?

# PRESENTATION

Gen Z places an *emphasis* on appealing, “*Insta-worthy*” foods.





# WHAT'S TRENDING

## Plant-Based Meals

Veggies are reigning supreme! Many consumers are switching to plant-based menus because of the health benefits that accompany a vegetable-rich diet, and restaurants are following suit.

## Common plant-forward menu offerings:



*Grain bowls*



*Meat substitutes*



*Beverages*

## Recent vegetable ventures:



### FOUR SEASONS

*The Four Seasons Los Angeles: Their menu has been dubbed "Folia" (Latin for "from the leaves") and features items like kelp noodles with cashew pepper sauce and coconut cream pie.*



*A&W: Collaborated with Beyond Meat, a plant-based meat substitute company, to offer a meatless burger in its Canadian locations.*



*White Castle: Debuted veggie sliders in 2015 and black bean sliders in 2018.*



*It's predicted*  
that **plant-based**  
items will make up

**50%**

*of menus by*

**2025.**



# Global Flavors

From spicy and sour to downright funky, young consumers are showing an increased interest in experiencing different flavors as a result of being raised in a culturally diverse era.

## Global Flavors

**40%** *of Americans say*  
**they feel open**  
*to trying new cuisines.*

**Today's popular cultural cuisines:**

Mediterranean | Peruvian  
Korean | Indian | Middle Eastern | African  
Latin American | Indigenous American

# Sauce

Menu items with a “special” sauce, like household condiments or sauces featuring global flavors, are taking over culinary menus.



## Global Flavors | Sauce

**22%** *of U.S. diners say they would be motivated to try an unfamiliar flavor if it's paired with a familiar format.*

**28%** *of condiment shoppers say international varieties help them experiment with new cuisines.*



## Today's popular sauces



**Achaar**  
*an Indian  
tomato relish*



**Muhammara**  
*a Syrian/Turkish  
hot pepper dip*



**Toum**  
*a Lebanese creamy  
dipping sauce*

# Huhtamaki

Today's consumer is younger and more vocal than ever. From raising environmental concerns to desiring more adventurous menus, it's imperative that foodservice providers listen and respond to customer demands to keep up in Q3.

Huhtamaki North America stays at the forefront of these trends to help your business navigate the ever-changing foodservice landscape.