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## BACKGROUND

- Amazing planet - Earth
- Humans are differentiated by culture and their lifestyle
- Growth of the human Cycle
- \*Necessity.

## AIM

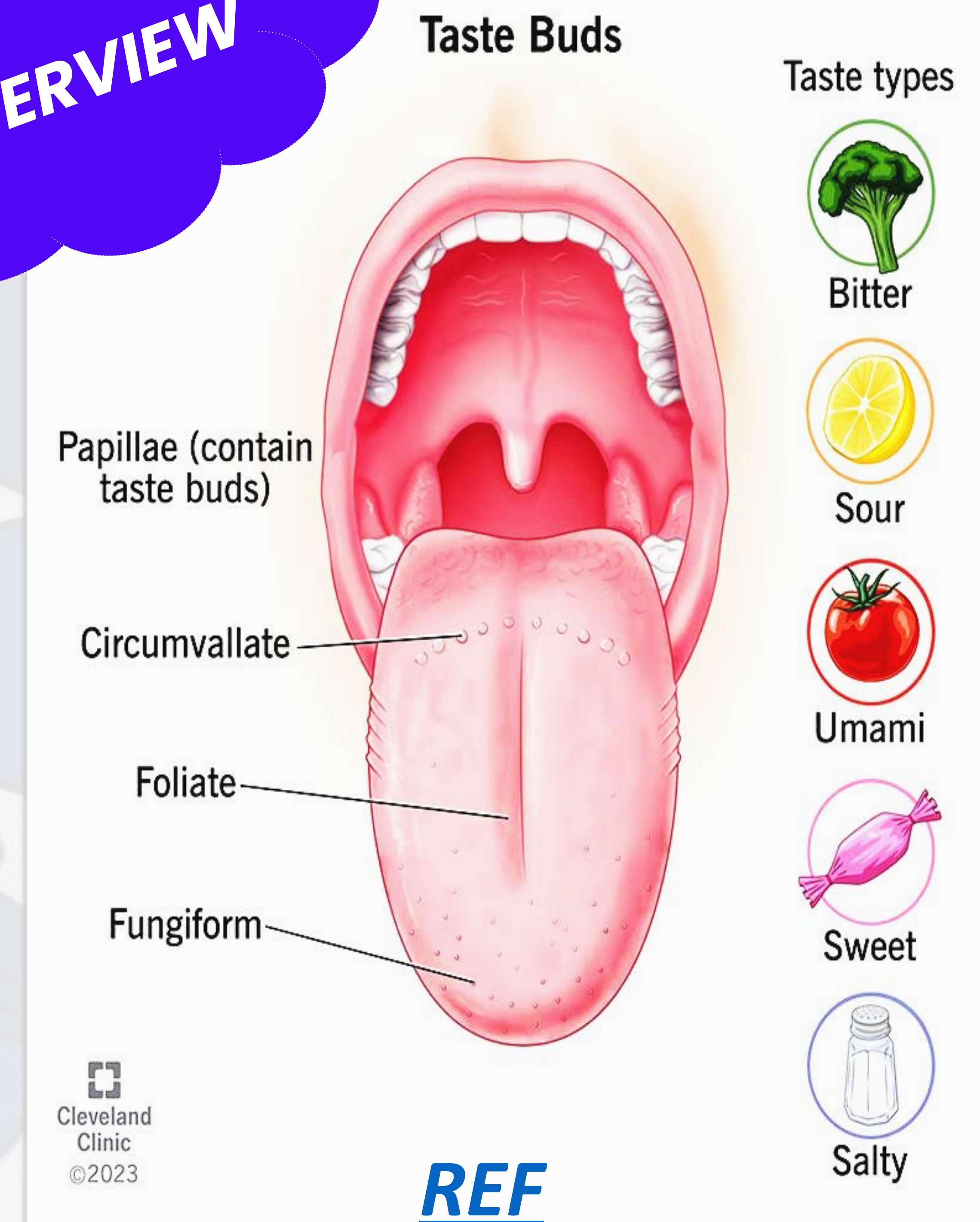
- Future of foods & Consumer willingness in selected regions.
- Taste bud characteristics on selected regions.
- Future perspectives.

## APPROACH

- Based on available databases.
- Market trends & segmentations.
- Questionnaire survey.

[LINK](#)

## OVERVIEW



REF

## KEY-FINDINGS

- Majority of the people consider "PB,Cell based" as the future of foods.
- 80% of willing to buy the future of foods.
- 100% of people aware of alternative proteins.

Country	Taste Buds	Future Foods (Expected)	Consumer (Willingness)
	Strong Spices	PB , RTE & No boil, No Oil	63% of GenZ & 34% of millennials
	Sour, bitter pungent	Lab grown products , insect foods & AI	17-30% of GenX and GenY
	Kokumi Umami	Functional foods & Microalgae	30.1% of GenZ

## FUTURE IMPACT

- 1) Technological Impact** \*New methods will follow in futuristic view.
- 2) Social Impact** \*Solving food insecurity & GHG emission.
- 3) Psychological Impact** \*Positive impact on their willingness (pay for sustainable foods)

## REFERENCES

- [Food & Health report](#)
- [Psychological study](#)
- [Sustainable foods in china](#)
- [Future Food in Japan](#)
- [Consumer behaviour Impacts](#)

