

# Food trends in 2017 are clean and simple

Understanding consumers' attitudes and values can help a dairy brand develop the right foods and then market them in ways that strike an appropriate chord with shoppers.

**72%**

The compound annual growth rate of clean supply chain claims. "Animal welfare" claims have a CAGR of 45% during the period 2011 to 2015. "The rules have been rewritten and clean and clear label is the new global standard," according to Innova Market Insights.

**1%**

The amount of global innovation directly targeted at older citizens. Perhaps the reason is that they prefer traditional tastes to 'experimental' ones. – Tetra Pak's "Consumer Generations Whitepaper"

**54%**

of those age 65 and older use food and drinks to improve their health. – Tetra Pak's "Consumer Generations Whitepaper"



**30%**

of shoppers desire organic cheeses. Simple and clean ingredients are cheese purchase drivers. Over half of shoppers prefer cheese with no additives or preservatives. –International Dairy-Deli-Bakery Association

**3X** A WEEK

The global frequency of dairy product purchases. In the United States, we buy an item from the dairy department slightly less often than once a week (43 times per year). –International Dairy-Deli-Bakery Association

