



# Food and Drinks in the Coming Era of Food Insecurity

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## INTRODUCTION

Scope

Key findings

## THE NEW ERA OF FOOD INSECURITY

Food security will be one of the defining issues for food and beverage in the coming years

Globalisation has peaked and is giving way to de-globalisation

The future will be more inflationary than the past

Population growth will strain existing food systems

Where is food security going to be most in jeopardy in the years to come?

## FOOD IN THE MULTIPOLAR WORLD (DIS)ORDER

The post-Cold War order has ended and what follows it will be much more complex

Significant portions of global trade go through vulnerable chokepoints

The war in Ukraine shows the new realities of the global system and what it means for food

Export restrictions will create negative feedback loops that further increase prices

Much will depend on how the US chooses to wield its food power

The Chinese quest for self-sufficiency in food will have global ramifications

Russia will use its food capabilities to maintain its geopolitical influence

Yemen, the Red Sea and the declining cost of disrupting global shipping

## IMPACTS ON PACKAGED FOOD AND DRINKS

Sustainability is a supply imperative more than a way to win over consumers

Declining product variety is likely as globalisation shifts into reverse

The UK's 2023 vegetable crisis will not be the last

Sriracha, peppers and climate-driven product shortages

National security will bring adoption of new tech faster than pursuing climate goals

Dietary changes would increase self-sufficiency but are culturally fraught

Most of the world could be significantly more self-sufficient in food production

Case study: Where will the world's coffee come from in 2050?

## THE CONSUMER REACTION

Where is the consumer in all of this?

Calories are becoming more expensive

Price already dominates consumer path to purchase on food and that is unlikely to change

Self-optimisation will be the first line of consumer defence in an uncertain world

Mental health functionalities will gain ever-increasing importance

Personalised nutrition will further push consumers away from mass global brands

Consumers are not especially attached to food imports, but quality does matter to them

Indulgence will certainly not go away but it will need to be "permissible"

## FINAL THOUGHTS

Questions to consider

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