

FoodUSA Innovation & Disruption is ON

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Market

- Overview
- Sales Data
- Evolution

Product

- Categories
- NPD
- Flavors / Trends

Consumer

- Generations
- Characteristics
- Behavior



“Disruption”

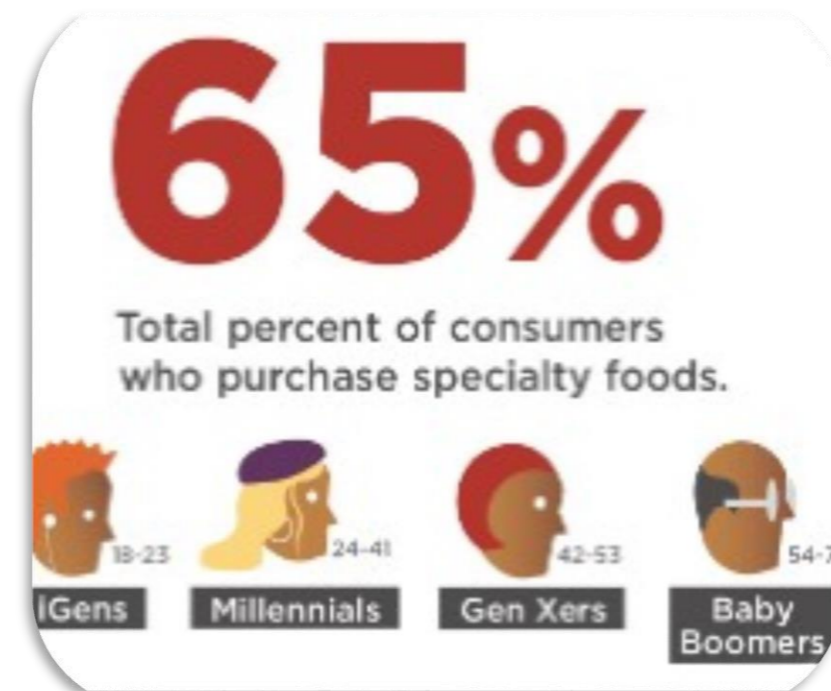
is affecting
the food
business
happening
on multiple
levels.

The Market through the **facts**

TRENDS – SALES DATA – CATEGORY FORECASTS



Food Sales 2017



Leading the industry to \$140.3 billions



Fresh – Refrigerated – Frozen – plant-based – healthy



Specialty Food sales are growing but where exactly is the growth?

Extending beyond the usual

**about
value(s)**

Evolving decision drivers

- ✓ Health/wellness
- ✓ Safety
- ✓ Responsibility
- ✓ Experience

iGens

18 – 23



Millennials

24 - 41



Gen Xers

42 – 53

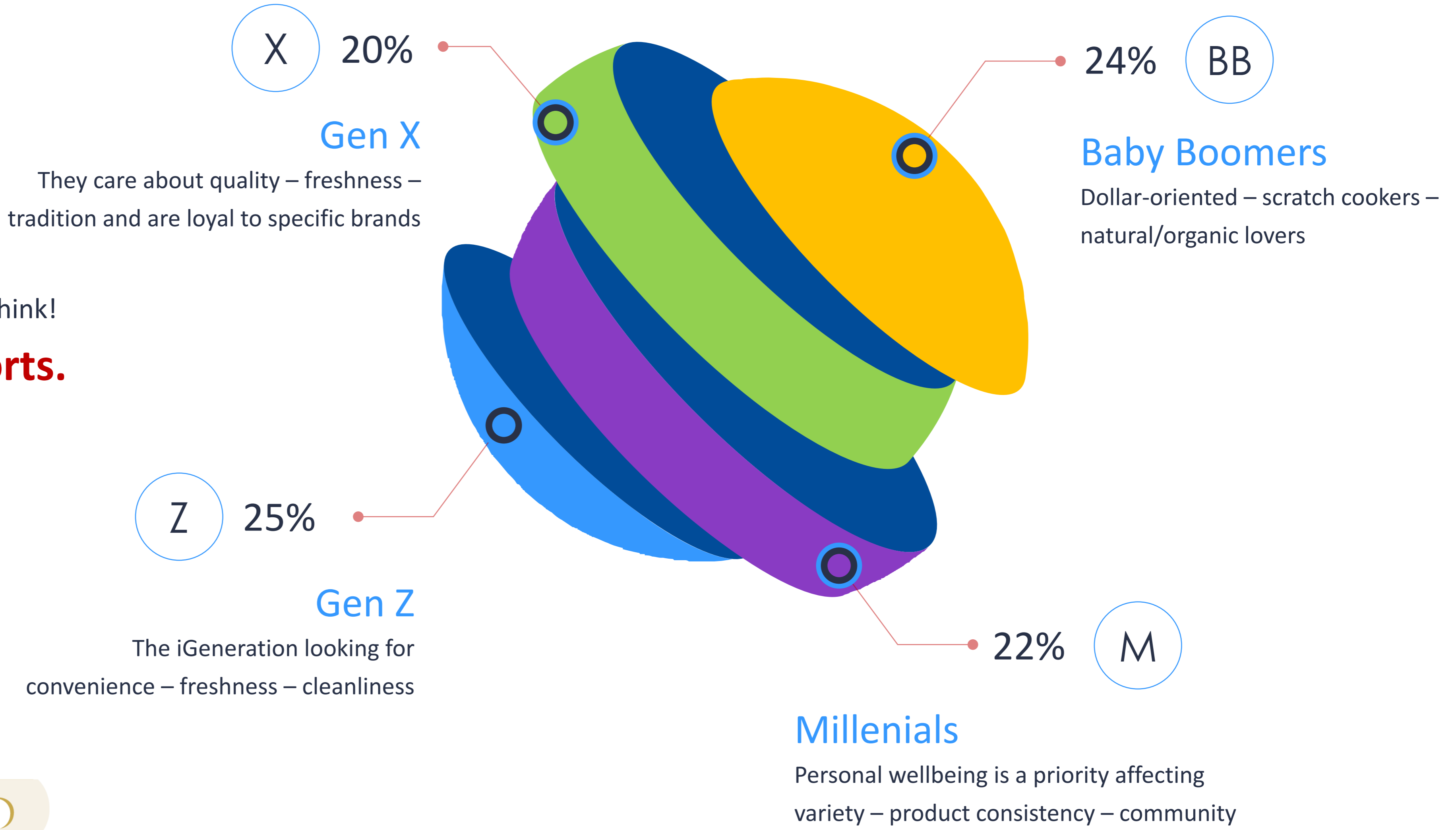


Baby Boomers

54 - 72

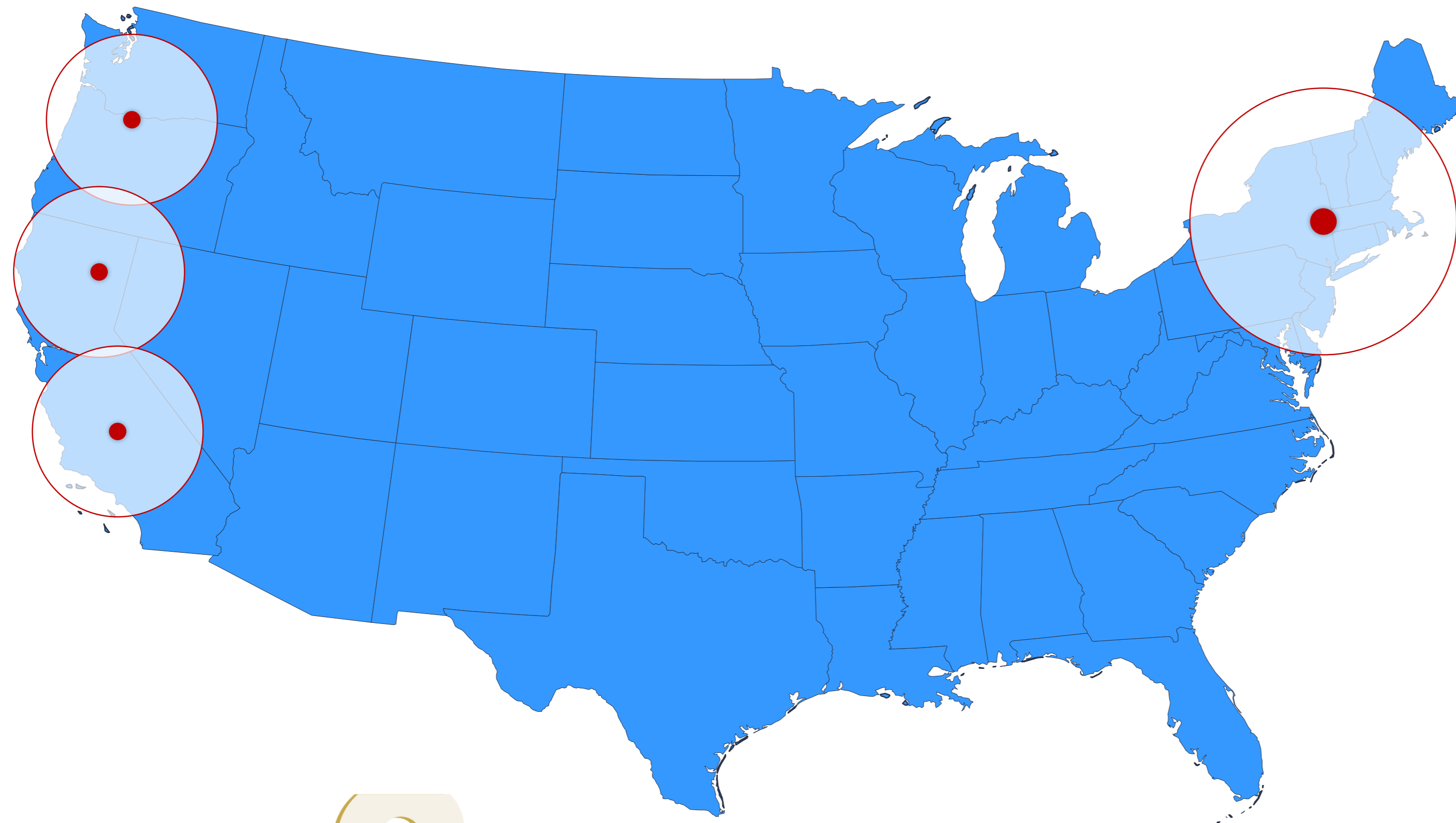


Target group is larger than you think!
The Combined Cohorts.



4 insights

To effectively reach-out American consumers



Party (*social*)

Market for entertainment and sharing with others

Storytelling (*experience*)

Tell the story / heritage behind your brand & the company values

Responsibility (*safety*)

These consumers care about how companies are working to eliminate discarded food and other waste

Ingredient education (*health*)

In-store activities to teach merchandizers & consumers

MARKET DEVELOPMENT

CHANNELS

- Considerations
- Purchasing Behaviors
- In-Store product support

MARKET FIT

- Ingredients
- Packaging
- Branding

LOGISTICS

- Importing
- Inventory management
- Distribution

U.S. FDA

- PROACTIVE ACTIONS
- FSMA Compliance
- Production Line(s)

Make sure you comply with FDA regulations



Registrar Corp

1

Registration

Renewal period.

2

Food Safety Plan >

Mandatory to export your products to the USA – PCQI specialists needed.

3

Process Authority >

A key production filling audit requested by FDA.

4

FSVP >

The entity that is responsible for shipments entering the US borders.



10 TAKEAWAYS

It is a requirement – not an option

Invest in the market

Retail growth is strong but slowing

The FoodService opportunity

Online: The fastest growing sales channel

Mainstream markets are dominant

Fresh it is

Plant-based: beyond niche

iGen – the future core

Young consumers think small

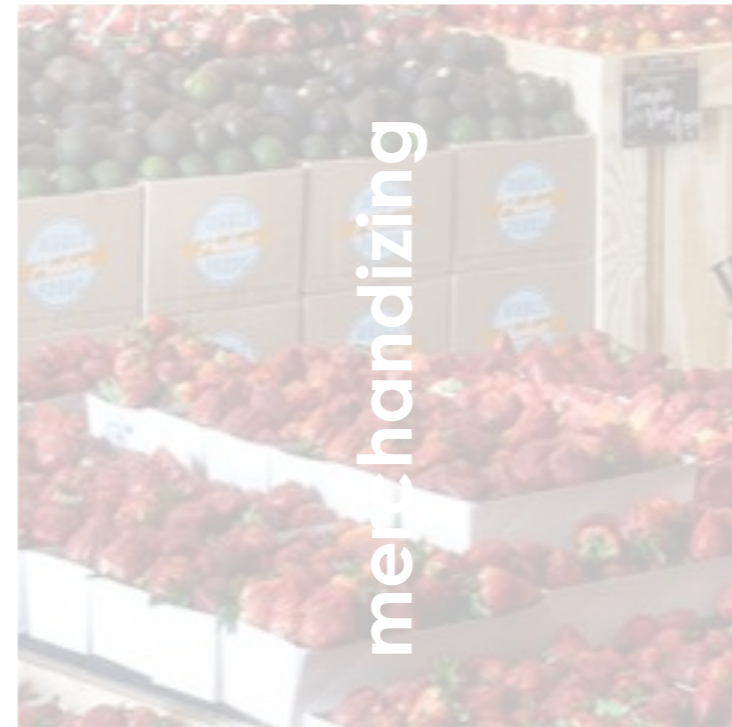
Mass-market competition

Innovation fatigue?





**Analyze
Target
Grow**



USA is huge find your market.



Thank you

