

PROGRAMA LIDERA Granada – Marketing, Comercialización y Transformación Digital. 13 de junio

Juanfra Abad



Contexto

Panorama actual del uso de las nuevas tecnologías en el marketing agroalimentario

Razones para usar las tics en el marketing agroalimentario

Tendencias

Insights

Estrategias

Trabajo en grupo: Dinámica Lego Serious Play -
Cómo responder creativamente a los retos actuales del marketing agroalimentario.

— previsión —

tendencias clave

- tendencias normalizadoras
- tendencias tecnológicas
- tendencias sociales y culturales
- tendencias socioeconómicas

fuerzas de la industria

- proveedores y otros actores de la cadena de valor
- inversores
- competidores (incumbentes)
- nuevos jugadores (tiburones)
- productos y servicios sustitutos

AsC	AC	1	RCI	SM
	RC		C	
EC		FI		

fuerzas del mercado

- segmentos de mercado
- necesidades y demandas
- cuestiones de mercado
- costes de cambio
- capacidad generadora de ingresos

fuerzas macroeconómicas

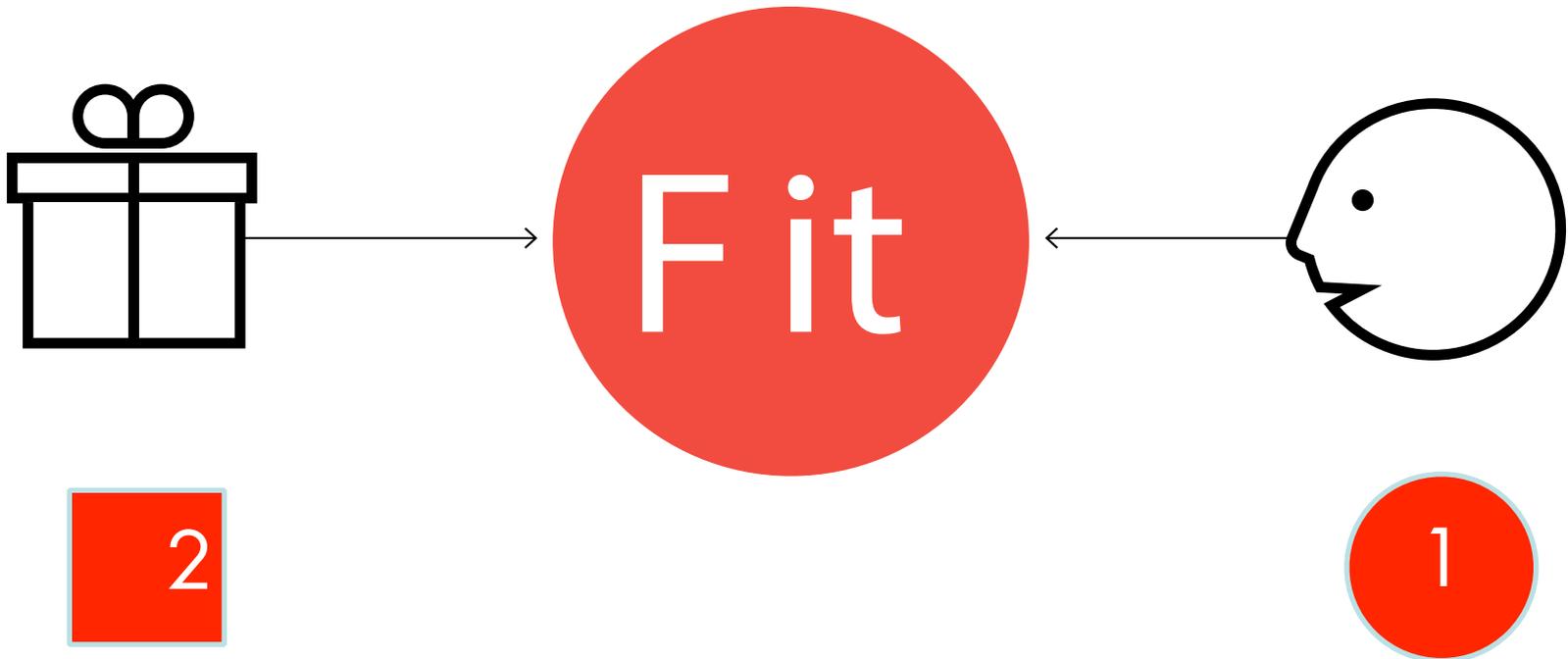
- condiciones del mercado global
- mercados de capital
- infraestructura económica
- productos básicos y otros recursos

— macroeconomía —

AsC	AC	PV	RCI	SM
	RC	2	C	1
EC		FI		

Contexto

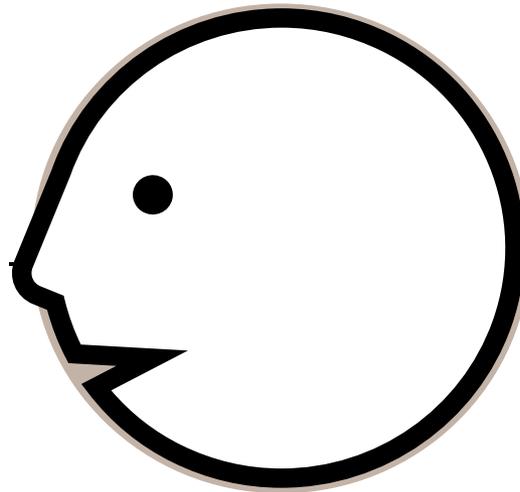
NUESTRO NEGOCIO NO EMPIEZA EN EL PRODUCTO, EMPIEZA EN EL CLIENTE



Extremadamente eficaz: compras más inteligentes

Consumidor hiperconectado: acceso a gran cantidad de información

Multitasking: multidispositivo y multipantalla



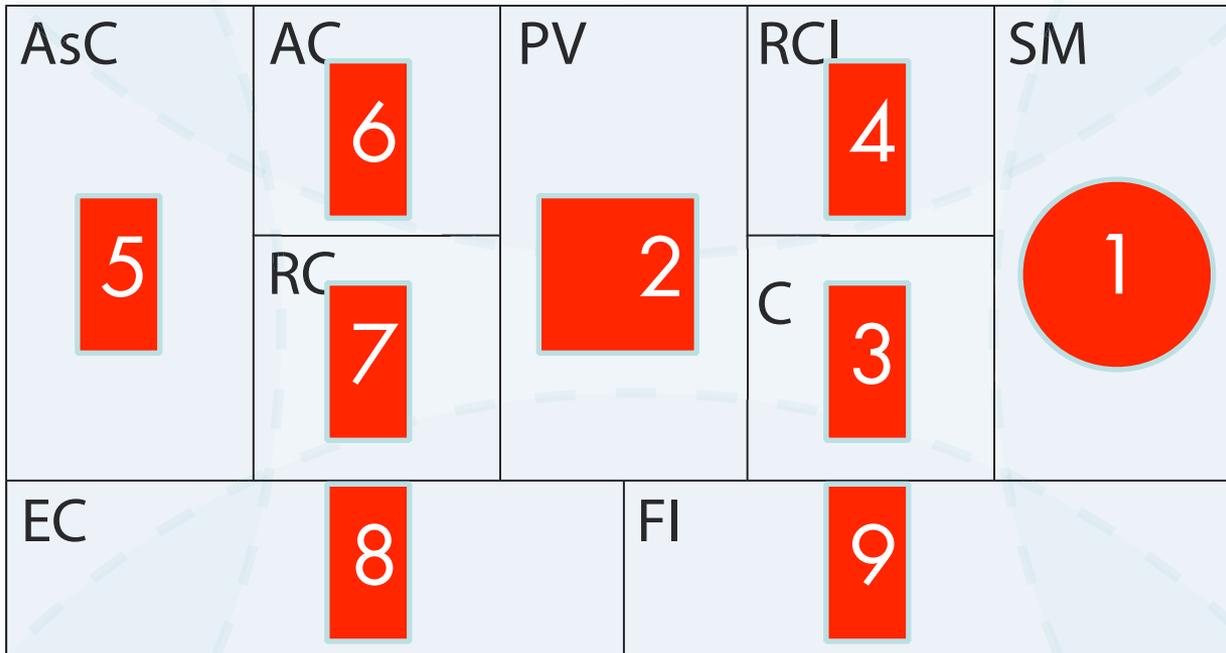
Busca EXPERIENCIAS

Menor fidelidad

Exigentes: busca nuevas opciones que satisfagan sus expectativas, exige calidad en producto y servicio

PROSUMER (proactive consumer): social, comparte, opina, crea contenido

Quantified self
dispositivos de monitorización personales



Contexto

NO TENEMOS UNA VARIABLE: PRODUCTO

TENEMOS 9:

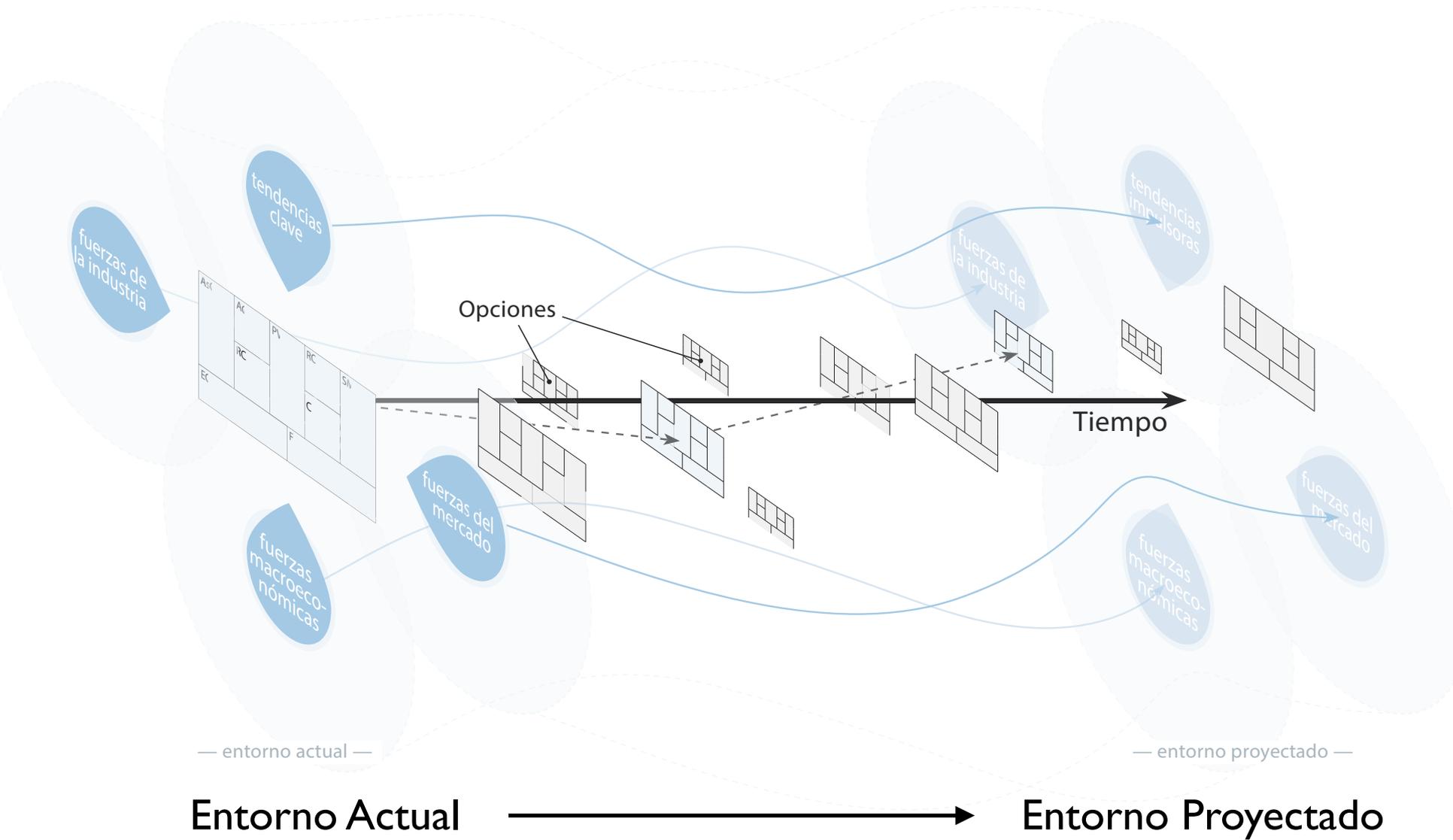
1 CLIENTES, 2 PROPUESTA DE VALOR, 3 CANALES,
4 RELACIÓN CLIENTES,

5 ASOCIACIONES CLAVE, 6 ACTIVIDADES CLAVE,
7 RECURSOS CLAVE,

8 COSTES Y 9 MODELO DE INGRESOS

Contexto

*“mi producto
es mi modelo
de negocio”.*



CADENA DE VALOR DE LAS FRUTAS Y HORTALIZAS

Representación según el potencial de poder de negociación en cada eslabón



Distribución Moderna

Distribución Tradicional

Intermediación en Destino

Intermediación en Origen

Transporte - Logística

Envasado

Producción Agrícola

Servicios a la Prod. Agrícola

Suministros a la Prod. Agrícola

Suministro Componentes

Semillas y Mat. Obtentor

I+D Agrícola

● Consumidor final

↑
Acercar
nuestra
relación

1

● Producción agrícola

Escalar en
nuestra
capacidad de
negociación



CADENA DE VALOR DE LAS FRUTAS Y HORTALIZAS

Representación según el número de participantes en cada eslabón



Distribución Moderna

Distribución Tradicional

Intermediación en Destino

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Envasado

Producción Agrícola

Servicios a la Prod. Agrícola

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I+D Agrícola

● Consumidor final



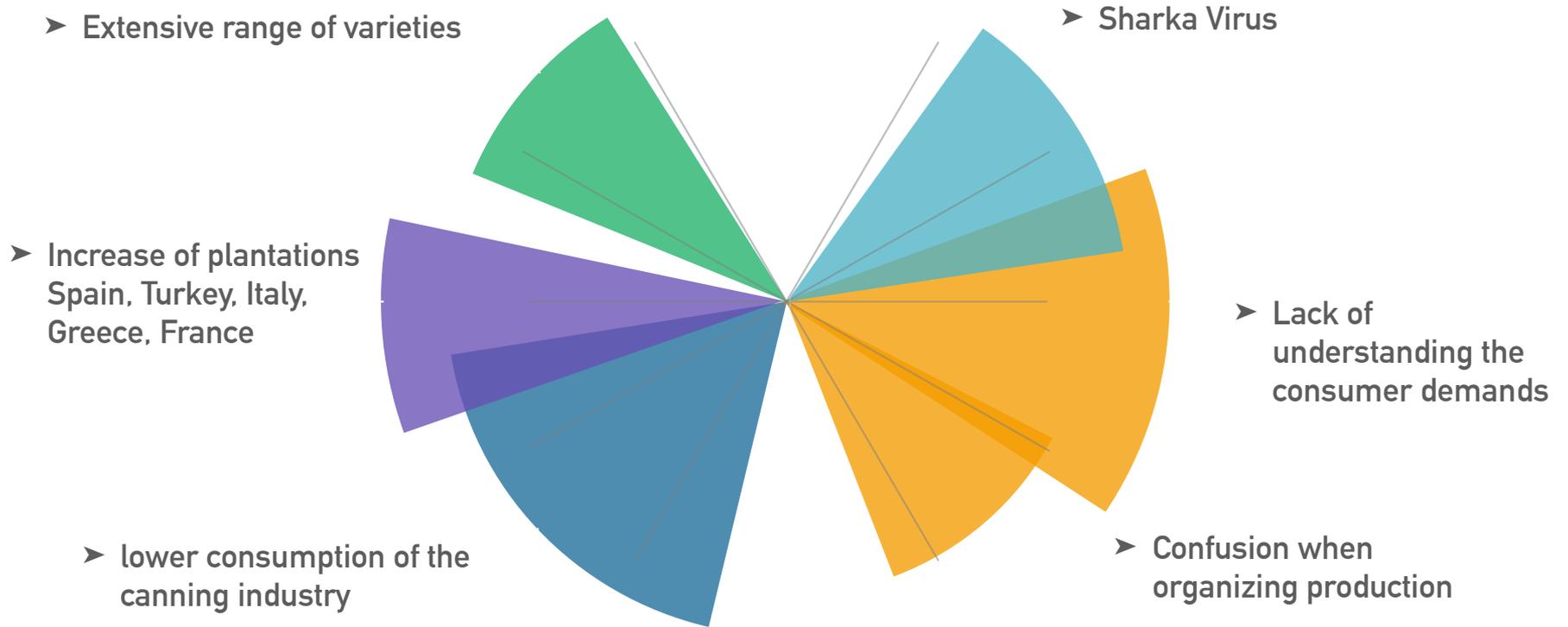
● Producción agrícola



● Biotecnología

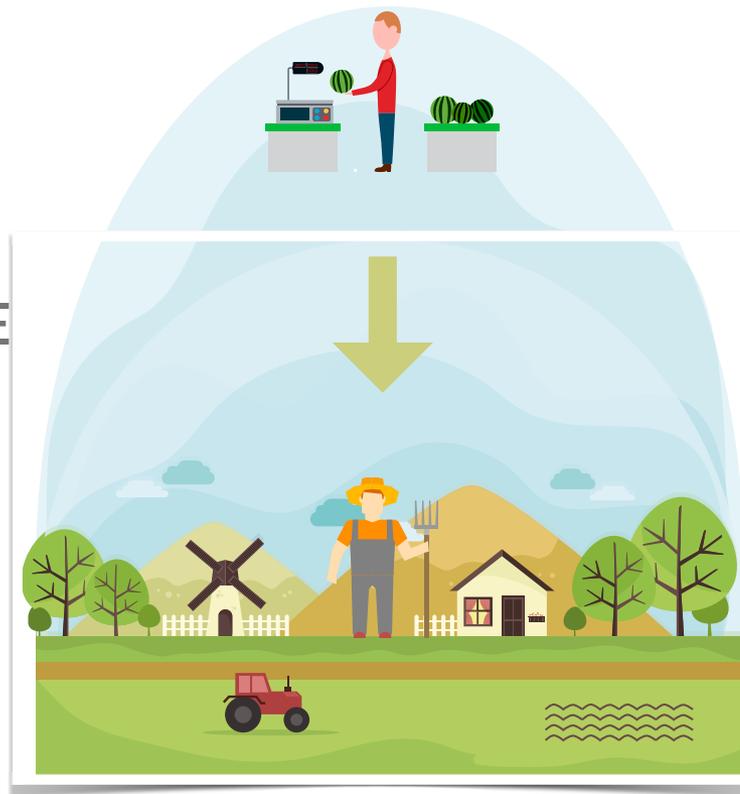
PROBLEM

.....



BUSINESS MODEL

HARVEST TO TABLE



FROM THE
CONSUMPTION
EXPERIENCE TO THE
DESIGN OF THE
FRESH PRODUCT

SOLUTION

.....



Modern distribution

Traditional distribution
Intermediation in Destination
Intermediation in Origin
Transportation – Logistics
Packing



Agricultural production

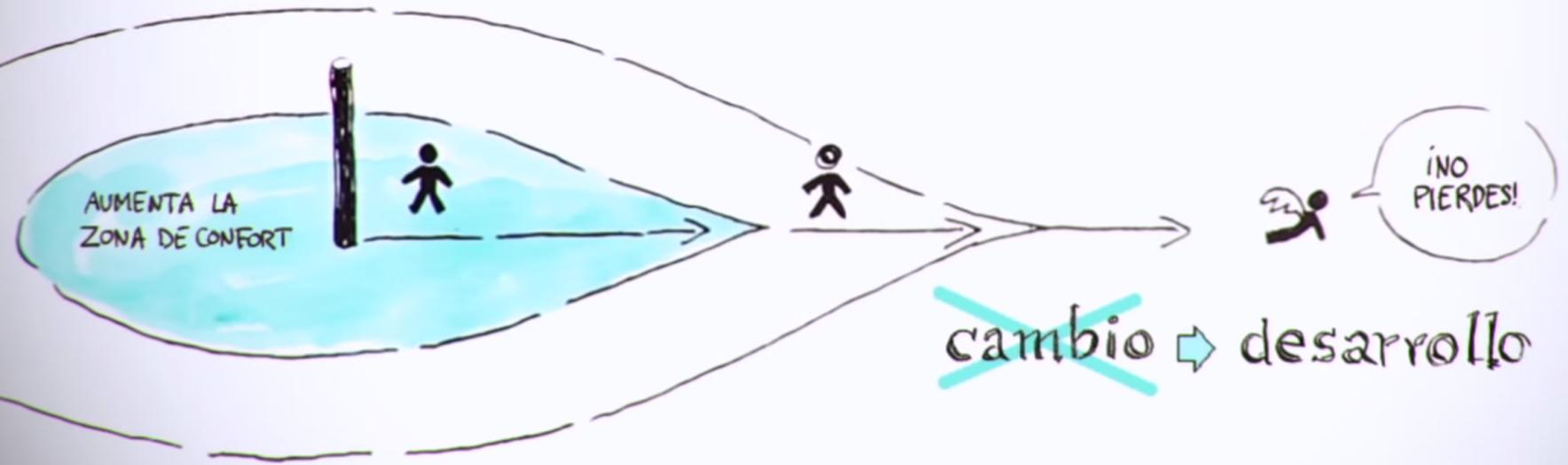


Services to the Agricultural Prod.
Supplies to the Agricultural Prod.
Components Supplies
Seeds and Mat. Breeder

Biotechnology

Contexto

***“el distribuidor es
un canal, mi
cliente es el
consumidor final”.***



AUMENTA LA
ZONA DE CONFORT

~~cambio~~ → desarrollo

¡NO
PIERDES!



Contexto

LA RESPUESTA CLAVE ESTÁ EN EL EQUILIBRIO DE USO DEL TIEMPO Y LOS RECURSOS EN UN

70 % PARA EXPLOTAR LO QUE HACEMOS HOY(Eficiencia De Productos Para Clientes Actuales)

20% EXPANDIR ESOS PRODUCTOS A OTROS MERCADOS(Innovaciones Incrementales)

10% EXPLORAR NUEVOS PRODUCTOS EN NUEVOS MERCADOS(Innovaciones Disruptivas).

Panorama actual del uso de las nuevas tecnologías en el marketing agroalimentario

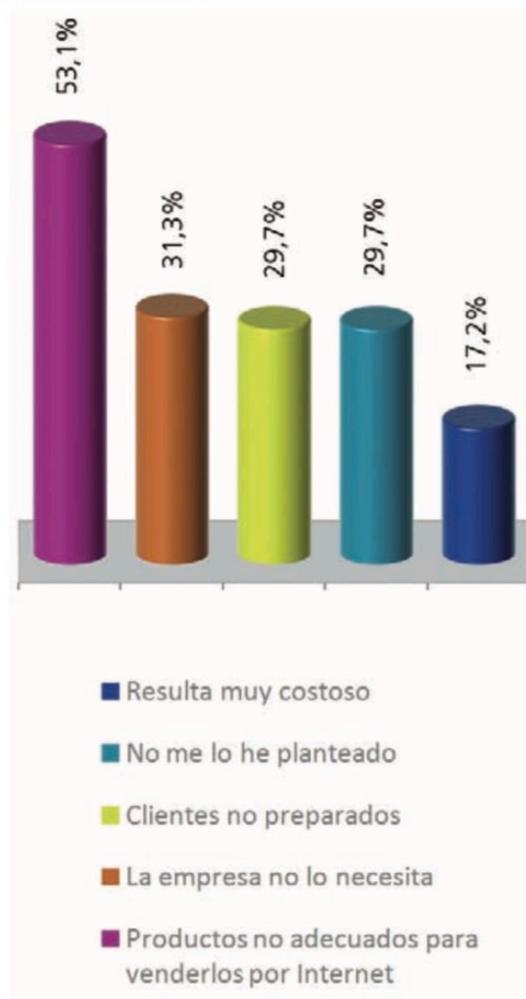
*“Por primera vez en la historia, **la tecnología**, se convierte no sólo en un elemento que influye en nuestra competitividad, sino en el escenario, el medio en el que competimos; no sólo en el “lugar” donde vendemos, sino también donde realizamos la mayoría de las actividades con las que competimos, desde el desarrollo, el aprovisionamiento, la producción, la trazabilidad, el **marketing** o la venta”.*

Federico Morais Director del Depto. de Innovación y Tecnología de FIAB
ANÁLISIS SECTORIAL DE IMPLANTACIÓN DE LAS TIC EN LA PYME ESPAÑOLA



Fuente: Encuesta Fundetec 2010

Fig. 161: Razones para no practicar e-commerce (% sobre empresas que no lo practican)



Fuente: Encuesta Fundetec 2010

Panorama actual del uso de las nuevas tecnologías en el marketing agroalimentario

UTILIZACIÓN DE **REDES SOCIALES** EN LOS PROCESOS DE NEGOCIO AGROALIMENTARIO

Las redes sociales son el segundo servicio TIC con menor implantación en el Sector Agroalimentario, tras el comercio electrónico: **sólo un 26,8% de las empresas hace uso frecuente de ellas para la gestión de su negocio**, mientras que un **21,7% considera que aportan mayor valor añadido al negocio.**

Entre las empresas que están presentes en las redes sociales, el **72,7% las utiliza para realizar acciones de marketing de sus productos**, y el **68,4% para mantenerse en contacto con sus clientes.**

Razones para usar las tics en el marketing agroalimentario

DIFERENCIACIÓN: Las nuevas tecnologías de información y comunicación en un sector poco habituado a ellas permiten a las empresas diferenciarse en el sector.

+ VALOR AÑADIDO: Añade a los clientes mayor conocimiento de los productos, facilidad de contacto, más información, mayor comodidad en el proceso de compra, ...

AMPLIACIÓN SIGNIFICATIVA DE LOS MERCADOS: A través de las plataformas 2.0 la empresa rompe sus fronteras geográficas. Su alcance es todo el planeta.

Razones para usar las tics en el marketing agroalimentario

FIDELIZACIÓN DE CLIENTES: Favorecen la atención al cliente y se mejora el servicio prestado en cuanto a rapidez, disponibilidad, acceso a los productos,...

REDUCCIÓN DE COSTES: Por la reducción de intermediarios que facilita la venta directa on line.

COMUNICACIÓN MASIVA DE BAJO COSTE: Mucho menos costosa que publicidad y promociones

MEJORA LAS RELACIONES CON LAS EMPRESAS DEL CANAL: Mejora las relaciones de intercambio con las empresas proveedoras y distribuidoras.

Razones para usar las tics en el marketing agroalimentario

AUMENTO DEL CONOCIMIENTO DE LOS

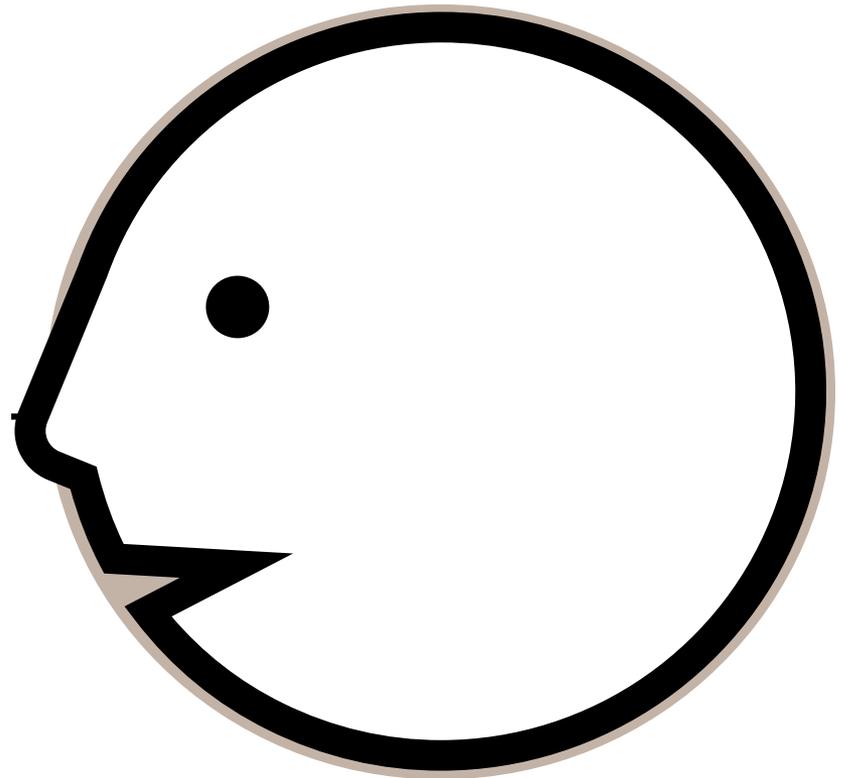
CLIENTES: A través del análisis del comportamiento de compra del cliente, e.g. qué se dice de la empresa en foros, qué cuenta la gente de nuestros productos,...

MEJOR SEGMENTACIÓN DE CLIENTES: Nos ayudan a clasificar a los clientes, lo que nos permite poder desarrollar estrategias de marketing mucho más adaptadas a las necesidades del grupo de consumidores.

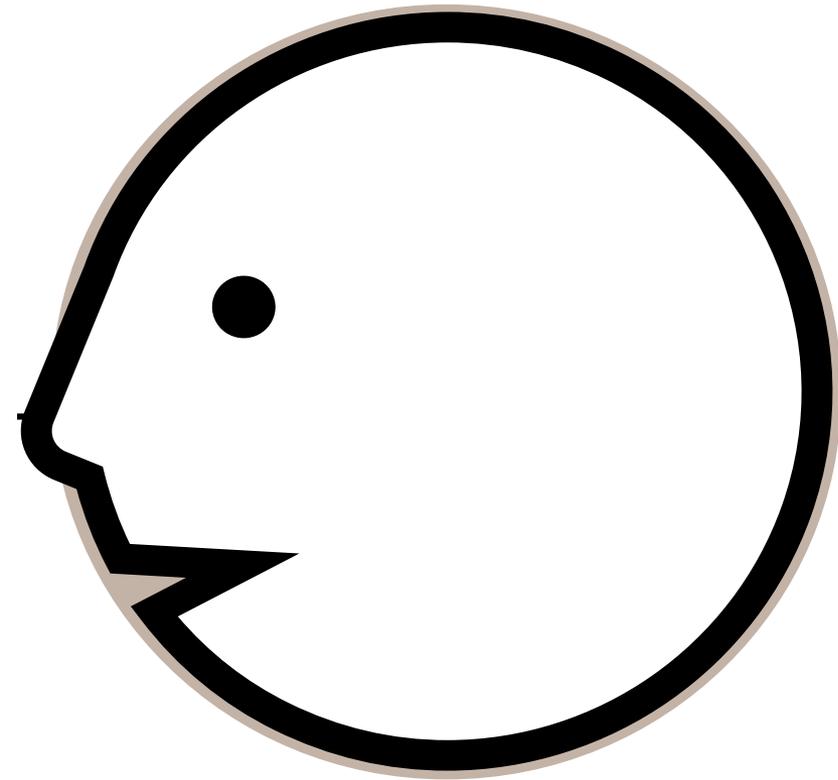
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Quantified self

dispositivos de monitorización personales



en 2025 los
millenials
y la Generación Z
supondrán el
**45% de la
capacidad de
compra**

Insights

Tendencias

Estrategias

Eco Insights

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Luxe Leftover

Artisan and high-end foods are being created with leftovers

Implications - Brands that offer artisan packaged foods, as well as higher-end dishes, are incorporating leftover ingredients into their products in order to reduce the amount of waste in the food industry. This shift caters to eco-conscious consumers, and offers an easily identifiable selling point for brands to leverage when marketing such products.



Lettuce-Infused Beverages

Packaged Salad Producer Organicgirl's Drinks Include Leftover Lettuce



Double-Filtered Coffees

For #FeedingTheFuture, The Economist Shared Coffee Made with Used Grounds



Upcycled Pulp Burgers

Pressed Juicery and Mendocino Farms Make Vegetable Patties from Juice Pulp



Leftover Brewery Malt Pastas

The Sfoglini BxB Radiators Flavored Pasta is Nutty and Hearty



Clubhouse Cookie Cheesecakes

The Thin Mints Cake is Made Using Pre-Packaged Girl Scout Biscuits



5 FEATURED, 45 EXAMPLES

42,514 Total Clicks
[Hunt.to/382109](https://www.hunt.to/382109)

Luxe Leftover

Artisan and high-end foods are being created with leftovers

How could your brand better appeal to eco-conscious consumers?

Urban Wildlife

Urban planning evolves to accommodate and grow local wildlife

Implications - Urban planning initiatives are slowly beginning to focus on bringing back some of the wildlife that the construction and expansion of cities has inevitably turned out. This shift comes with the acceleration of research and widespread understanding on the effects of human intervention on the environment, and reveals the significance of brands and governments working together to mitigate such concerns.



Artificial Green Mountains

'Hildegarden' Will Repurpose an Antiquated War Bunker in Hamburg



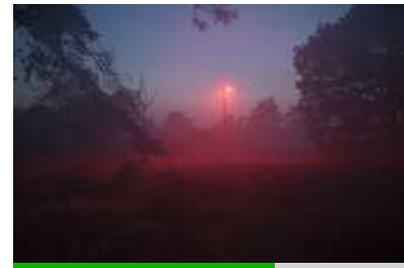
Vertical Forest Cities

Stefano Boeri has Designed a Plant-Covered City to Fix China's Smog Problem



Nature Photography Drones

The 'Onyx' Natural Photography Drone Tracks Wildlife without Disturbance



Bat-Friendly Streetlights

These Streetlights Use Red LED Lighting to Avoid Disrupting Bat Behavior



Wildlife-Restoring Floating Gardens

This Urban Project Hopes to Revitalize the Chicago River

SCORE **7.3**

POPULARITY

ACTIVITY

FRESHNESS



PATTERNS



MEGATRENDS



5 FEATURED, 44 EXAMPLES

121,491 Total Clicks
[Hunt.to/381858](https://www.hunt.to/381858)

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What important and widely accepted causes is your brand willing to address?

Communicative Vegetation

Tech harnesses the power of plants for artistic or functional uses

Implications - The communicative abilities of plants are being channeled through tech in a variety of ways that can be both functional and creative in nature. This new form of vegetation care allows researchers to understand plant-life in a new way, and provides information to individuals with a green thumb, or to the agriculture industry at large. This shift also indicates a continuation of the heightened emphasis on visceral, emotion-based research – which is increasingly being recognized when it is used in tandem with more standardized methods of research.



Plant-Powered Lighting

The Living Light Atmospheric Lamp Produces Energy Using Photosynthesis



Communicative Plant Contraptions

The Phytl Signs Device Can Decipher Plant Communication Signals



Naturalistic Frequency Speakers

The 'GreenNote' Speaker Turns Plant Energy into Music



Talking Plant Pods

Project Florence's Talking Plant Capsules Allow Plants to Communicate

Communicative Vegetation

Tech harnesses the power of plants for artistic or functional uses

How can your brand better adopt emotion-based research practices?

Anti-Package

Lack of packaging conveys both literal transparency and eco-consciousness

Implications - The omnipresence of social media and shared opinion has placed a premium on transparency. This also creates consumers who expect brands to make a positive impact on the world in a way that is tangible. Minimized waste via unpackaged products achieves this while alleviating consumption guilt for consumers who are conscious of their carbon footprint.



Fully Edible Food Packaging

Roza Janusz Uses Scoby as an Alternative to Plastic Take-Out Boxes



Single-Use Soap Sheets

Lush Cosmetics' 'Washcards' Can Be Torn for Use in the Shower



Package-Free Lifestyle Shops

The Package Free Shop Features Eco-Friendly Products



Solid Deodorant Bars

Lush Cosmetics' T'eo Absorbs Sweat and Neutralizes Underarm Odor

SCORE **7.6**

POPULARITY

ACTIVITY

FRESHNESS



PATTERNS



MEGATRENDS



4 FEATURED, 35 EXAMPLES

53,759 Total Clicks
[Hunt.to/380831](https://www.hunt.to/380831)

Anti-Package

Lack of packaging conveys both literal transparency and eco-consciousness

What is one industry norm you could challenge to provide more authenticity?

Wellness Insights

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Holy Basil Elixir

Adaptogenic Holy Basil offers herbal relief in the form of drinks and tonics

Implications - Holy Basil, with its roots in Ayurvedic medicine, is increasingly being incorporated into high-end wellness beverages as it is presently being highlighted as a soothing, mood-enhancing adaptogenic. This progression highlights the pattern of ancient ingredients being co-opted as "superfoods," rebranded to fulfill particular contemporary wellness needs with easily adapting herbal extracts that in reality boast quite a wide range of health benefits.



Blue Algae Juices

Juice Generation's 'Holy Water' Features the Protein-Rich 'Blue Majik'



Plant-Based Beverage Powders

Vega Greens Drink is Made with Organic Greens for Quick Consumption



Adrenal Health Beverages

This Tonic Drink is Suited to Increasing Energy and Coping with Stress



Biodynamic Herbal Tonics

Oregon's Wild Harvest Makes Solutions for Digestion, Stress and More



Herbaceous Berry Kombuchas

Brew Dr.'s Strawberry Basil Kombucha is an All-New Seasonal Flavor

SCORE **5.1**

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS

5 FEATURED, 44 EXAMPLES

44,990 Total Clicks
[Hunt.to/380536](https://www.hunt.to/380536)

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Holy Basil Elixir

Adaptogenic Holy Basil offers herbal relief in the form of drinks and tonics

In what way can the addition of a superfood ingredient help re-brand your product or service?

Edible Balance

Food brands market the "hormone-balancing" abilities of their products

Implications - The hormone-balancing qualities of some foods are being leveraged by food brands in North America as a tool to market the products they offer. These claims provide a distinct selling point for the brands, and gives them a clear way to position their products to align with the values of wellness-minded consumers.



Indulgent Wellness Powders

Moondeli's Delicious 'Ceremony Tonic' Contributes to Hormone Balance



Hormone-Balancing Nut Snacks

These Yo' Nuts Snack Mixes Boast Fats and Proteins for Happy Hormones



Restorative Radiance Teas

Edible Beauty Australia's Loose Leaf Teas Feature Herbs for Beauty



Hormone-Balancing Bakeries

Moon Cycle Bakery Crafts Treats to Support Menstruating Women



Adaptogenic Holiday Granolas

These Purely Elizabeth Granolas are Packed Maca and Ashwagandha



PATTERNS



MEGATRENDS



5 FEATURED, 45 EXAMPLES

42,162 Total Clicks
[Hunt.to/375425](https://www.hunt.to/375425)

Food brands market the "hormone-balancing" abilities of their products

How can your brand better leverage long-standing industry knowledge as a marketing tool?

Marketing Insights

Brought to you by Trend Hunter, the world's most popular, largest trend network, fueled by big data and consumer insight from more than 150,000,000 people. We help creative innovators like you Find Better Ideas, Faster™

Fan-Funded Influencer

Content creators are supported directly by peers as opposed to brands

Implications - Up until this point, the formula for successful influencer marketing was fairly cut and dry; a person becomes an influencer by creating engaging content, gains brand partnerships, and monetizes content as an ambassador. This model is turned on its head with peer-to-peer funding platforms that enable fans to send money directly to content creators. The shift to a many-to-many model speaks to the true intended nature of social media influence, placing more focus on truly entertaining content than the influence or exposure of a third party.



Paid Influencer Apps

Heartbeat Helps Users Get Paid to Post on Instagram



Content Creator Crowdfunding Apps

'Peep' Raises Funds for Social Media Content Creators



Blogger Payment Platforms

The RewardStyle Platform Helps Influencers Make Money from Social Media



Creator-Focused Browsers

The 'Brave' Web Browser Allows For Direct Funding Support to Creators



Direct Cryptocurrency Messages

Crypto DM Lets Streamers and Influencers Earn Ether from Fans

Fan-Funded Influencer

Content creators are supported directly by peers as opposed to brands

How could consumer-generated content become a threat to your company, and how are you preparing?

Branded Commentary

Brands make bold comments on social issues to take a public stance

Implications - No longer choosing to be a bystander, brands are making moves toward bolder, in-your-face marketing tactics that push on topics that are often sensitive or political in nature. Seeking to connect with consumers, brands are taking part in conversations around things like gender stereotypes and the state of the political environment to clearly showcase their stance on social issues. These examples speak to the rise of more straight-forward marketing tactics, as well as the fact that brands are willing to take more risks when it comes to creating authentic connections with their consumers.



Empowering Women-Focused Installations

Bumble's SXSW Activation Focuses on Real Life Connections



Drag Queen Skincare Ambassadors
 Drag Queen 'Milk' is the Face of Madonna's MDNA SKIN Line



Stereotype-Fighting Ads
 Harry's 'A Man Like You' Ad Questions What Constitutes Masculinity



Company-Driven Political Protests
 Sonos is Supporting Net Neutrality by Closing Its New York Store



Cruelty-Free Fashion Runways



Gender Barrier-Breaking Colonels

SCORE **4.8**

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS



MEGATRENDS

6 FEATURED, 54 EXAMPLES

61,409 Total Clicks
[Hunt.to/373429](https://hunt.to/373429)

Brands make bold comments on social issues to take a public stance

What social and political issues most affect your core consumers? How can you speak to those issues more prominently in your products or marketing efforts?

Advanced Package

The culinary industry adopts progressive technology for transparency

Implications - Consumers are more concerned than ever about where their food comes from – with considerations like whether it’s fresh and what ecological footprint it’s already made. To educate consumers and help them feel good about their purchases, brands are calling on technology like blockchain to communicate exclusive details about their products. With leading technology becoming more comforting than confronting, brands can begin implementing high-tech strategies to share product information with consumers in a way that establishes trust.



Blockchain Produce Packaging

Walmart and IBM are Fighting for Transparency in the Food Industry



Transparency-Focused Chicken Products

Carrefour is Encouraging Transparency with Blockchain



Traceable Packaging Tags

Applied DNA Sciences' Molecular Ink Tags Boost Trust with Transparency



Expiration-Monitoring Meat Packs

Sainsbury's Smart Ham Packaging Includes a Color-Changing Label

SCORE **7.3**

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS



MEGATRENDS 4 FEATURED, 33 EXAMPLES



109,078 Total Clicks
Hunt.to/386906

The culinary industry adopts progressive technology for transparency

How can your brand leverage technology to build trust among your consumers?

Food Insights

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Insider Eating

Exclusivity and culture savvy overtakes highbrow eating

Implications - As social media continues to fuel the consumer desire for authenticity, the foodie world turns toward cultural capital and insider knowledge as the true marker of the elite. This is in direct opposition to the idea of fine dining as the pinnacle of eating well. Essentially, Michelin star-studded gourmet restaurants are being replaced by dive bars that only those in the know are aware of. This is a result of the cash-strapped Millennial foodie, whose values are more aligned with culinary resourcefulness than expensive ingredients.



Secret Dining Events

Patrón Secret Dining Created a Special Cocktail-Paired Menu in London



Clandestine Retro Speakeasies

This Hong Kong Speakeasy is Hidden Behind a Stamp Shop



Millennial-Only Food Trucks

'Drop' Will Give Millennials the Chance to Eat Avocado Toast for Free



Cavernous Underground Bars



Traditional Spanish Style Restaurants



Hidden Underground Food Courts



Invite-Only Airport Eateries

SCORE **6.8**

POPULARITY

ACTIVITY

FRESHNESS



PATTERNS



MEGATRENDS



7 FEATURED, 63 EXAMPLES

217,378 Total Clicks
[Hunt.to/369527](https://hunt.to/369527)

Insider Eating

Exclusivity and culture savvy overtakes highbrow eating

How can you add an element of exclusivity to your products or services?

Edible Pink

"Millennial pink" is now being adopted into food and beverage products

Implications - The pale color that's been dubbed as "Millennial pink" and has seen a boost in popularity in branding and clothing items, can now be seen as the primary color in edible products. The pale pink hue's adoption into the food and beverage category offers shareable products for Millennial and Gen Z demographics – resulting in effortless engagement that benefits the businesses' marketing strategies.



Pink-Hued Horchata Drinks

This Teaquation Cafe Beverage is Colored by Red Prickly Pear Juice



Pink Prosecco-Flavored Cheeses

This Wensleydale Cheese Balances Sweet, Savory and Acidic Flavors



Pastel Pink Tea Lattes

Starbucks Japan's Valentine's Day Drink is Dubbed the Pink Medley Tea Latte



Millennial Pink Salads

NYC's 'King' Serves a Salad of Pink Lettuce, Ricotta, Marjoram and Walnuts



Rosy Pink Ciders

Angry Orchard Rosé Puts a Millennial Pink Twist on Hard Cider

SCORE **5.8**

POPULARITY

ACTIVITY

FRESHNESS

PATTERNS

MEGATRENDS

5 FEATURED, 43 EXAMPLES

31,315 Total Clicks
[Hunt.to/371740](https://www.hunt.to/371740)

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"Millennial pink" is now being adopted into food and beverage products

How can your brand adopt social media shareable designs to boost online engagement?

Hibiscus Heavy

Hibiscus emerges as a flavor in foods rather than being restricted to beverages

Implications - Once largely exclusive to beverages or garnishes, hibiscus is emerging as a popular flavor in various food items within North America. The infusion of this ingredient into contemporary food products reveals the power of foodie culture in fueling the transformation of the traditional in a way that fuses history and modernity.



Floral Seed-Embedded Lollipops

These Flower Lollipop Sticks Can Be Planted After Eaten



Superfood Non-Dairy Desserts

Dairy-Free Desserts by GoBeyond Foods Offer Guilt-Free Indulgence



Spicy THC Chocolate Bars

This THC-Infused Chocolate Bar Contains New Mexican Chipotle



Gelatin-Based Beauty Snacks

Skinte's Beauty Treat Collection Enhances the Appearance of Skin



Anti-Aging Hibiscus Ice Creams



Decadent Hibiscus Donuts

SCORE **4.9**

POPULARITY

ACTIVITY

FRESHNESS



PATTERNS



MEGATRENDS



6 FEATURED, 53 EXAMPLES

59,477 Total Clicks
[Hunt.to/378430](https://www.hunt.to/378430)

Hibiscus Heavy

Hibiscus emerges as a flavor in foods rather than being restricted to beverages

How could you take inspiration from historically used products/services to elevate your offerings?

Beet Embellishment

The earthy root vegetable is incorporated into a variety of familiar dishes

Implications - Rivalling only the proliferation of cauliflower as a healthful substitute in recent years, beet-infused meals and snacks have gained mainstream attention for the earthen flavor and variety of health benefits amid its newly minted superfood status. In reimagining healthier versions of classic foods with a specific wholesome ingredient, brands are able to indulge consumer desire for healthy food choices that prioritize enjoyability and accessibility.



Beetroot Falafel Burgers

The 'Beetnik' is Byron's First Vegan-Friendly Burger Option



Festive Veggie Dips

The Trader Joe's Beet and Roasted Garlic Dip is Made for Holiday Parties



Beetroot Biscuit Snacks

This Beet Chocolate Chip Cookie Recipe is a Healthy Twist on a Classic



Beetroot Soy Spreads

Il Nutrimento's Beet Soy Mayo is a Vegan Alternative to Egg-Based Products



Spicy Beet Salsas



Multi-Seed Beet Crackers

SCORE **4.8**

POPULARITY

ACTIVITY

FRESHNESS



PATTERNS



MEGATRENDS



6 FEATURED, 53 EXAMPLES

25,543 Total Clicks
[Hunt.to/380881](https://www.hunt.to/380881)

Beet Embellishment

The earthy root vegetable is incorporated into a variety of familiar dishes

What previously undervalued ingredient can you spotlight in order to expand on the product's overall value?

Tendencias

lo local

lo puro

lo sano

Insights

Tendencias

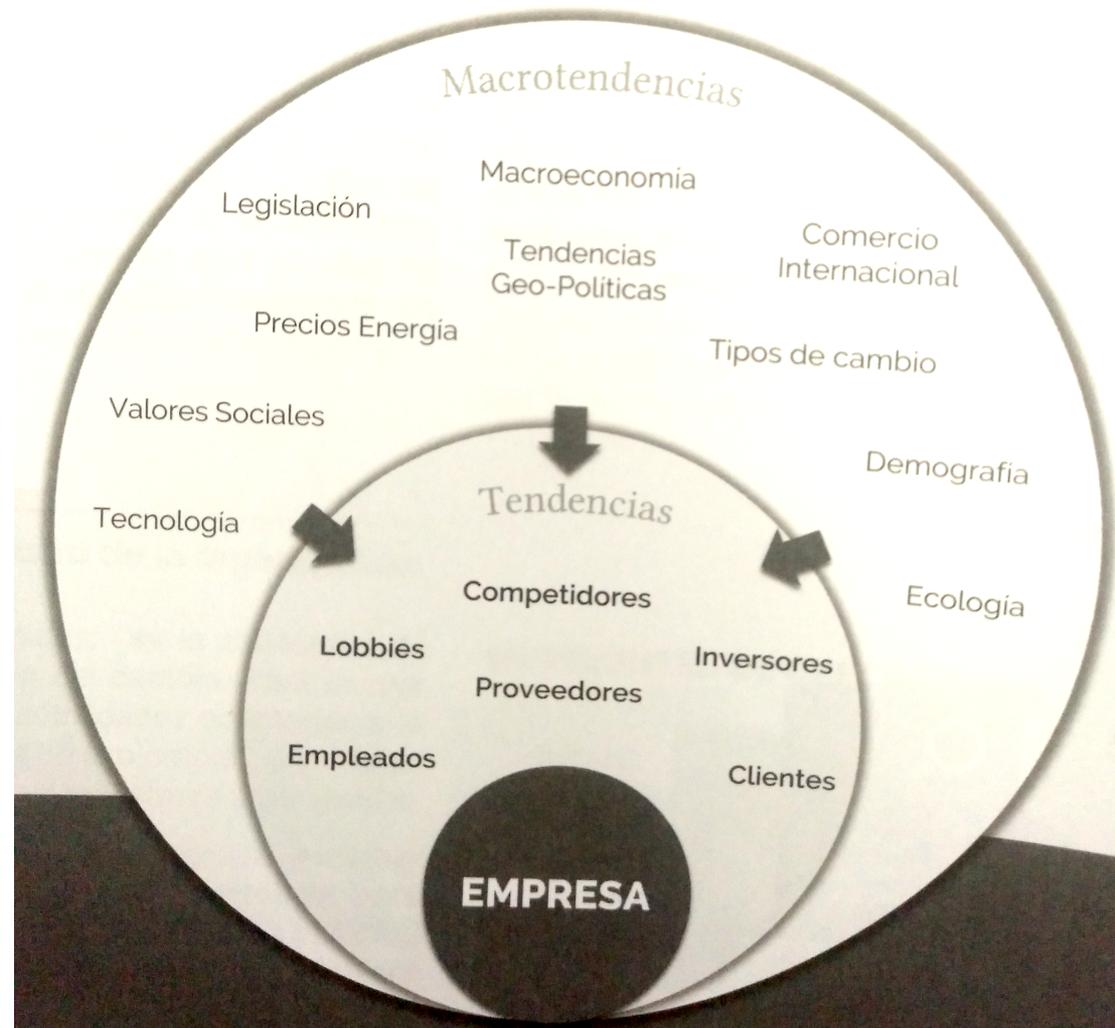
Estrategias

Insights
Tendencias
Estrategias

investigar y
comprender

influenciar y
co-diseñar

controlar

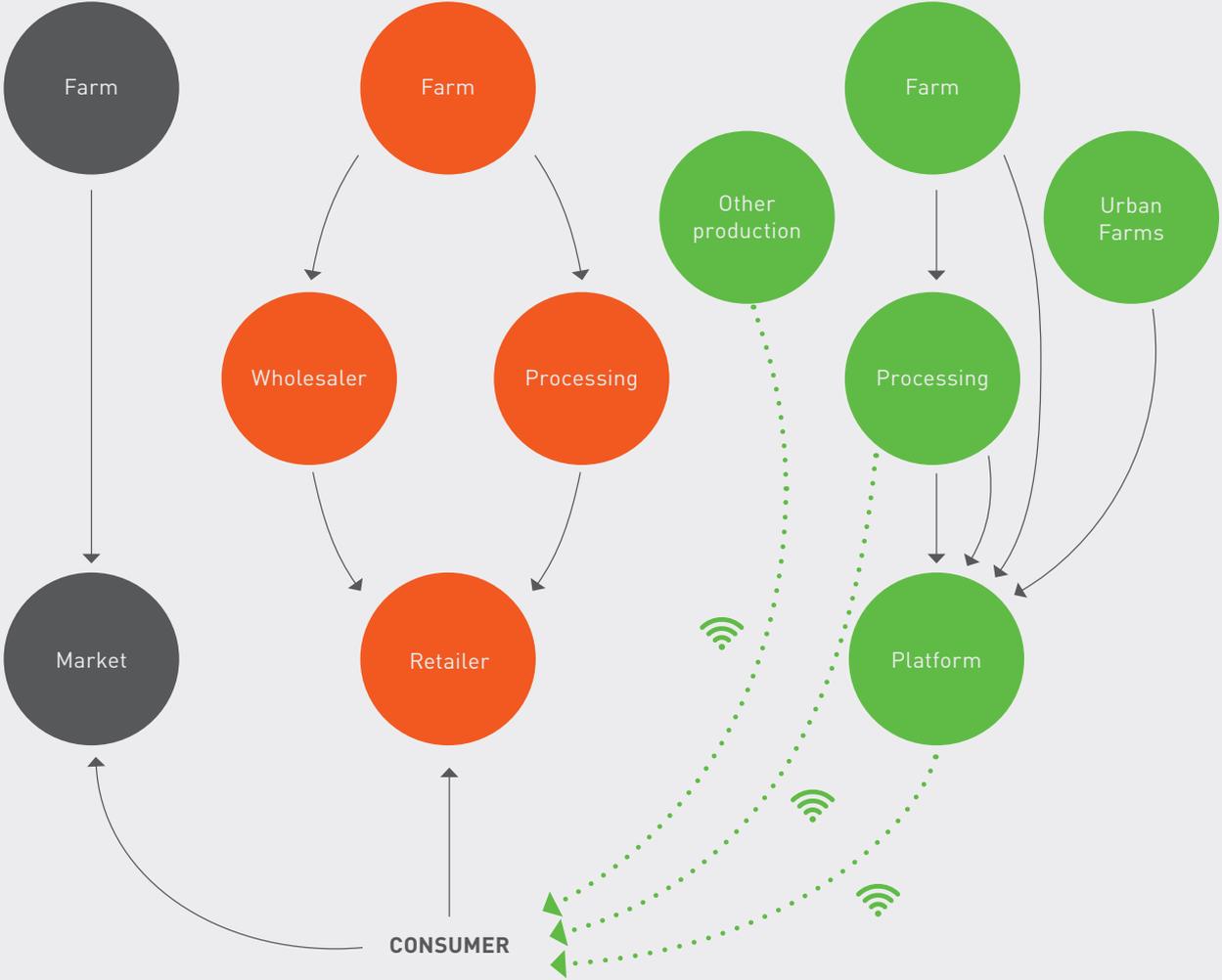


PAST

PRESENT

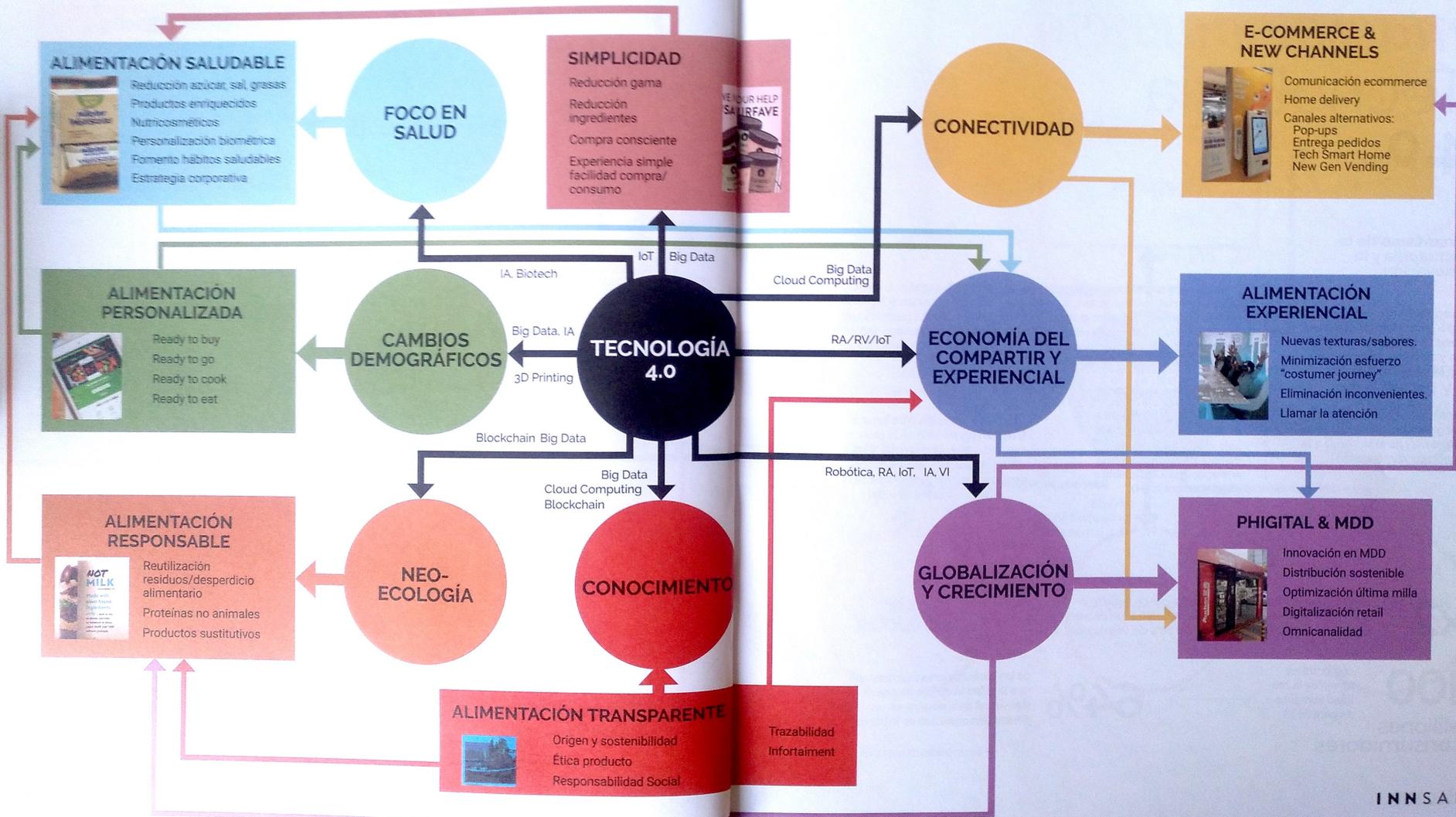
FUTURE

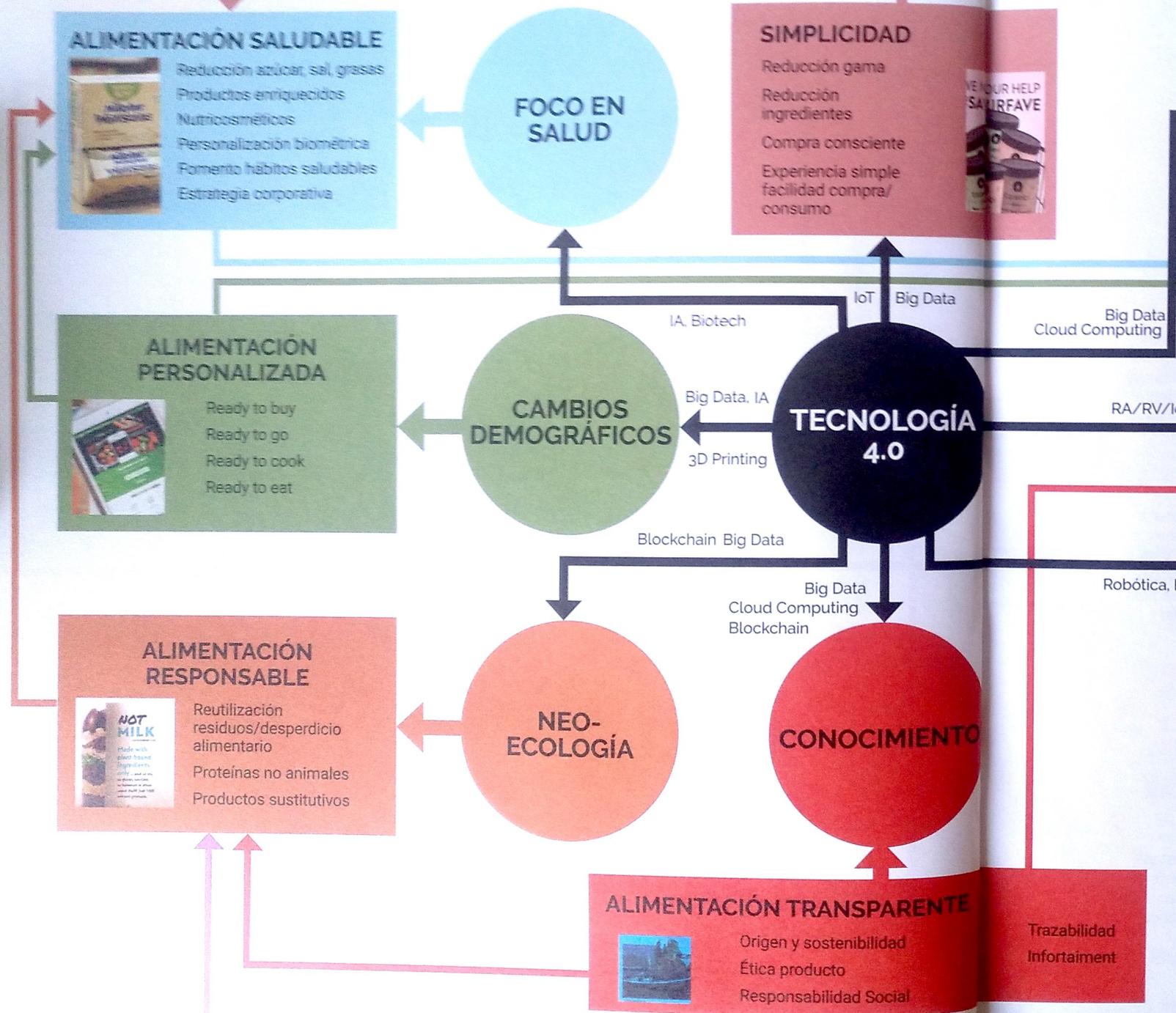
GROWER



— analog
... digital

	Past	Present	Future
Production	<p>High level of self-sufficiency in own gardens</p> <p>Local agriculture</p> <p>First mechanisation</p>	<p>Low level of self-sufficiency</p> <p>Trend towards urban gardening</p> <p>Globalised agriculture</p> <p>Large-scale, partially automated production</p>	<p>Production increasingly regional/urban</p> <p>New concepts in urban/vertical farming</p> <p>Non-industry producers (Google, Toshiba etc.)</p> <p>Fully-automated mixed cultivation production</p>
Distribution	<p>First exotic fruit imports</p> <p>Weekly markets in towns</p> <p>Colonial goods</p> <p>Strong seasonality of production</p> <p>Key locations: Consumers come to the producers</p>	<p>Online trading</p> <p>Partial return to street markets</p> <p>Continuous availability of fresh produce, seasonality less important</p> <p>Primarily via retailers: Consumers come to the store</p>	<p>Autonomous</p> <p>Smaller urban delivery services</p> <p>On demand/instant delivery</p> <p>Crowd-sourced delivery</p> <p>Rise of the platforms: Producer comes to the consumers</p>
Consumer behaviour	<p>Housewives: Responsibility for the family's nutrition</p> <p>Primary requirement: Satisfying hunger</p> <p>Limited knowledge about nutrition</p> <p>Food is primarily consumed at home</p>	<p>Marketing of food origins</p> <p>Health awareness</p> <p>Organic boom</p> <p>Fast Good: Fast, convenient and healthy</p> <p>Flexibility, eating anytime and anywhere</p> <p>Diets</p>	<p>Marketing of product characteristics</p> <p>Processed fresh produce/Ready-made healthy recipes</p> <p>Transparency/Requirement to know ingredients and origin of products</p> <p>Controlled lifestyle</p> <p>Fast to-go supply that is healthy and aligned with individual nutritional values</p>





Tendencias

lo sano

1.4 Aparición de bebidas sin alcohol que reproduzcan el sabor o las características del alcohol.

Esta tendencia se ha manifestado tanto en las principales compañías de bebidas alcohólicas (por ejemplo Diageo, AB InBev y Pernod Ricard) que han comenzado a invertir

en startups dándoles acceso a sus canales de distribución consolidados.

Entre las startups destacan casos como:

→ VINOS REINVENTADOS

Ava Winery tiene como objetivo producir vino a base de moléculas sin uvas, y BeatBox Beverages, respaldado por Mark Cuban, ofrece un ponche en caja que contiene vino de naranja.

Esta categoría también incluye nuevos tipos de envases, como vino enlatado de MAN-CAN Wine y vasos de vino portátiles de Electric Sky, así como agua con gas infundido con alcohol con Mighty Swell Cocktail Co.



Amino Acids

Alanine
Proline
Glycine



Acids

Tartaric acid
Malic acid
Lactic acid



Sugars

Fructose
Glucose



Volatile Organics

Ethyl Butyrate
Isoamyl alcohol
Limonene



Ethanol



→ BEBIDA VEGANA

Petit Beret desarrolló una bebida natural no alcohólica, sin fermentación, sin conservantes, sin sulfitos, vegana y halal a base de uva con un contenido de azúcar menor que el de sus competidores en el mercado.



→ VINOS Y LICORES SIN ALCOHOL:

La empresa de origen israelí Wine Water lanzó la primera botella de agua del mundo que incluye infusión de uva en su composición, pero sin alcohol. O.VINE es un producto reciclado que busca aprovechar las cualidades de la piel de la uva y los residuos de semillas que sobran tras el proceso de elaboración del vino. Por un lado, la bebida disfruta de los beneficios antioxidantes del vino, pero sin la presencia del alcohol, además, no contiene conservantes ni colorantes artificiales.



Insights

Tendencias y drivers

Estrategias

La singularidad de las masas: el
individualismo en lugar de la
individualidad



Insights

Tendencias y drivers

Estrategias

Health style: The society of
longevity



Insights

Tendencias y drivers

Estrategias

Health style: The society of
longevity



Insights

Tendencias y drivers

Estrategias

START AGAIN

Flexibilisation: The always-on society

M&S Supplier Map

Please select from below or use the map to zoom or select

Select a country

Clothing

Food

Global information



Insights

Tendencias y drivers

Estrategias

Origin: Increasing transparency
in the supply chain

Insights

Tendencias y drivers

Estrategias

¿será posible presentar una
naranja o una cereza con una
etiqueta como lo hace el vino?
¿para que se perciba como una
marca independiente y
posicionarla como tal?

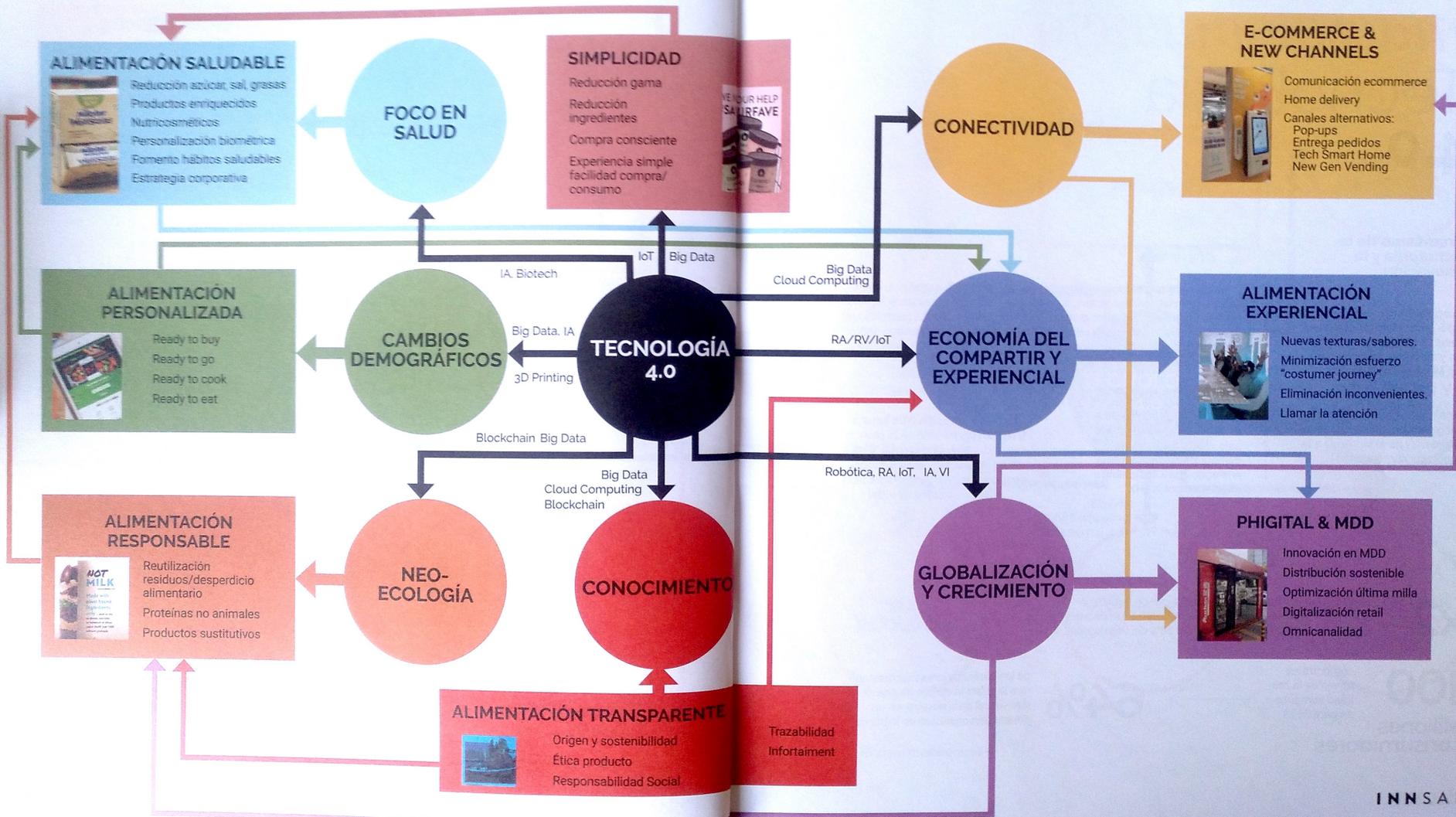
los
consumidores
nos encasillan
como
comodities

Insights

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Estrategias

la idea de seleccionar una parte de la cadena de valor para hacer un branding específico parece que es más atractiva por los resultados que nos aporte.



Insights

Tendencias y drivers

Estrategias

será significativamente más barato y más fácil, hacer marca de productor y de origen que elevar un producto individual al status de marca.



PROGRAMA LIDERA Granada – Marketing, Comercialización y Transformación Digital. 13 de junio

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