

SELFRIDGES 2021 FOOD TREND PREDICTIONS

The events of 2020 and the impact of Covid-19 have transformed the food industry, from how food is processed to how it is accessed, consumed and shared.

Selfridges Food Product Developer Jessica Abela looks at how the pandemic has and will continue to influence the way we eat and how this will impact food trends for the coming year.

1. Provenance & hyperlocal

"Sustainability, biodiversity and community-driven considerations were driving many consumers' food and drink choices before the pandemic. This has accelerated and customers are increasingly searching for ways to re-connect with the food system.

"Hydroponic growth systems such as Infarm allow us select herbs and salads to grow within our Foodhall, offering customers hyperlocal, super fresh and naturally flavourful produce. It ticks lots of sustainability boxes, reducing our carbon footprint and using 95% less water."



2. Imperfect Eating

"Whilst consumers are becoming more savvy about nutrition, the terms 'guilty pleasures' and 'junk food' are taking on a new form. Consumers are seeking ways to bring back the feel-good factor and shake off the taboo, re-affirming food's role in routine acts of self-care. New brands are taking the language, flavours and visual cues of "junk foods" and refining them for an adult audience."

[Candy Kittens Sour Watermelon gummy sweets jar](#) (£9.99)



Launched by reality TV star Jamie Laing in 2012, Candy Kittens takes the childhood joy of sweets and gives it a grown-up, naturally sourced twist. For its latest addition to the playful range, refreshing but lip puckeringly Sour Watermelon takes centre stage. Free from artificial colouring and preservatives, these vegan-friendly gummy sweets are presented in a sleek glass jar.

[Humble Warrior Turmeric and mango sparkling plant-based tonics pack of six](#) (£26)



Humble Warrior's plant-based tonics are created to revive and revitalise the natural sugars in your body to help get you through the day. Bittersweet turmeric, tart Indian gooseberry and tropical mango come together in this pack – a combination that does wonders for your insides with a sweet and citrusy fizz in every drop.

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3. Beauty Foods

“Bridging the gap between nutrition and skincare, holistic food and drink brands are now launching science backed beauty foods, drinks and skincare made using their hero ingredients. Some brands are expanding their beauty supplements to include foods and on the flip-side, food brands are foraying into the beauty market through olive oil.”



[Higher Nature Aeterna Gold Collagen Beauty Drink Powder](#) (£29.99)

Higher Nature was founded in 1994 and is the brainchild of nutritionists Celia and Brian Wright. Focussing on quality ingredients and formulas, the duo started selling supplements from their Sussex home. Believing that good skin starts from within, it blends the Aeterna Gold Collagen Beauty Drink Powder from a mix of vitamins, botanicals, hyaluronic acid and pure marine collagen that helps encourage tissue renewal.



[Ancient + Brave Coffee + Collagen blend 250g](#) (£26.99)

Ancient + Brave’s Coffee + Collagen blend is made with pure, grass-fed bovine collagen which is proven to help with everything from hydration, skin, digestion and sleep. It also contains Peruvian raw cacao, energy-boosting ginseng and baobab to make it extra flavoursome.

4. Food-as-Medicine

“Half of UK consumers believe plants and botanicals have medicinal benefits¹. The food-as-medicine movement is being rebranded to fit modern lifestyles, balancing flavour and function to shape our physical and psychological states. The desire for health and wellbeing post-pandemic is a consistent trend across all markets. Nostalgic narratives overlaid with science are giving way to a new category.”



[Wunder Workshop Superior Chaga Mushroom Powder](#) (£24.99)

Ethically and sustainably wild-harvested from birch trees in the Greater Khingan Mountains in China, these Chaga mushrooms are dual-extracted to create a high potency mushroom powder. The “King of Mushrooms” is high in antioxidants that help to lower cholesterol and blood pressure. Mix into a smoothie or stir into tea on a daily basis to really feel the benefits.



[Spinached Super Glow](#) (£24.99)

In Malika Laurent’s opinion, a great way to get mentally and physically in shape is to stock up on superfoods. It’s for this reason that she launched Spinached, a range of nutrition-packed supplements inspired by happiness, health and success. The Super Glow is an organic blend of powdered turmeric, acai and rosehip; loaded with antioxidants and vitamins E, C and B, it’s designed to support the body to promote healthy skin, hair and nails.

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5. Flexitarians

"14% of Brits now identify as flexitarians²– twice as many as pescatarians, vegetarians and vegans combined. And three quarters of people globally plan to eat and drink more healthy as a result of the pandemic³. Following a largely plant-based diet and choosing alternative protein sources to meat can not only improve health but reduce your carbon footprint."



[The Vurger vegan smoked bacon-flavour mayo](#) (£4.99)

From the team behind vegan restaurant chain The Vurger, comes a line of delicious vegan condiments, previously only found in their establishments and now available to buy and enjoy at home. The brand's house-made, plant-based mayo collection is free from gluten and nuts and includes three flavours: Garlic & Herb, Smoky "Bacon" and Spicy Chilli. The smoky "bacon" flavour is perfect for slathering on sandwiches and dunking chips in.

6. Mood Foods

"As we better understand the synergy between food and mental health, our diets are changing to reflect both how we feel and how we want to feel. People are looking to foods to address wellness issues such as sleep, anxiety and concentration. Consumers are increasingly linking what they eat and drink to their emotional states."



[TRIP Orange Blossom CBD oil 1000mg 15ml](#) (£49.99)

CBD specialists TRIP have created this Orange Blossom infusion which contains organically grown hemp and is complemented by coconut-derived MCT oil and chamomile, chosen for its soothing balancing properties. An alternative step to reducing stress and aiding restful sleep.



[Pollen Soothe You CBD gummies 180g](#) (£34.99)

Pollen's 'Soothe You gummies' are an easy and convenient way to enjoy a natural, stress busting remedy when you need it. Using fresh ingredients: 10mg of Broad Spectrum Hemp CBD oil, grapefruit, orange and strawberry, they're all expertly formulated to create balance and take away life's tensions.

1. Mintel <https://www.mintel.com/press-centre/food-and-drink/pass-the-avocado-on-toast-a-quarter-of-young-millennials-say-covid-19-has-made-a-vegan-diet-more-appealing>
2. YouGov <https://yougov.co.uk/topics/resources/articles-reports/2019/03/18/future-food-flexitarian>
3. Beneo <https://www.beneo.com/trends/the-new-healthy-eating>

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