

Consumers and Food: An Essential A to Z



	Introduction	4
	<i>Consumers and Food: An Essential A to Z</i>	
	<i>10 Insights and Inspirations</i>	
1	Active Aging	5
2	Freedom* Factor	7
3	Gratification*	9
4	Hearth and Home	11
5	Honesty Equals Loyalty	12
6	Passing on the Passion	13
7	Safe and Secure*	14
8	Value Redefined	16
9	Wellbeing*	18
10	Zeitgeist	19
	Summary: From Need to Know to Need to Do	20

About

Consumers and Food: An Essential A to Z is the latest in our series of GfK Need to Know Reports, designed to get you the insights, foresight and inspirational thinking you need *right now* in a format that is easy to access and share within your organization.

GfK Need to Knows address **people** and **places** – “must-reach” audiences and markets – and **points of view** on the issues that matter most to your business or organization.

*This report references the GfK Market Opportunities and Innovation (MOI) **Cornerstones Framework**, situated at the heart of Consumer Innovation. The four Cornerstones are overarching motivators, the **drivers of consumer choice** and influencers of all market decisions:



Security
“Peace of mind”



Wellbeing
“I feel good”



Gratification
“I’m worth it”



Freedom
“Frees me”

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*To find out more about GfK Market Opportunities & Innovation and the Cornerstones Framework please get in touch with your client representative