



Corbion
Keep creating

CONSUMER PROTEIN TRENDS *Impacting 2021*

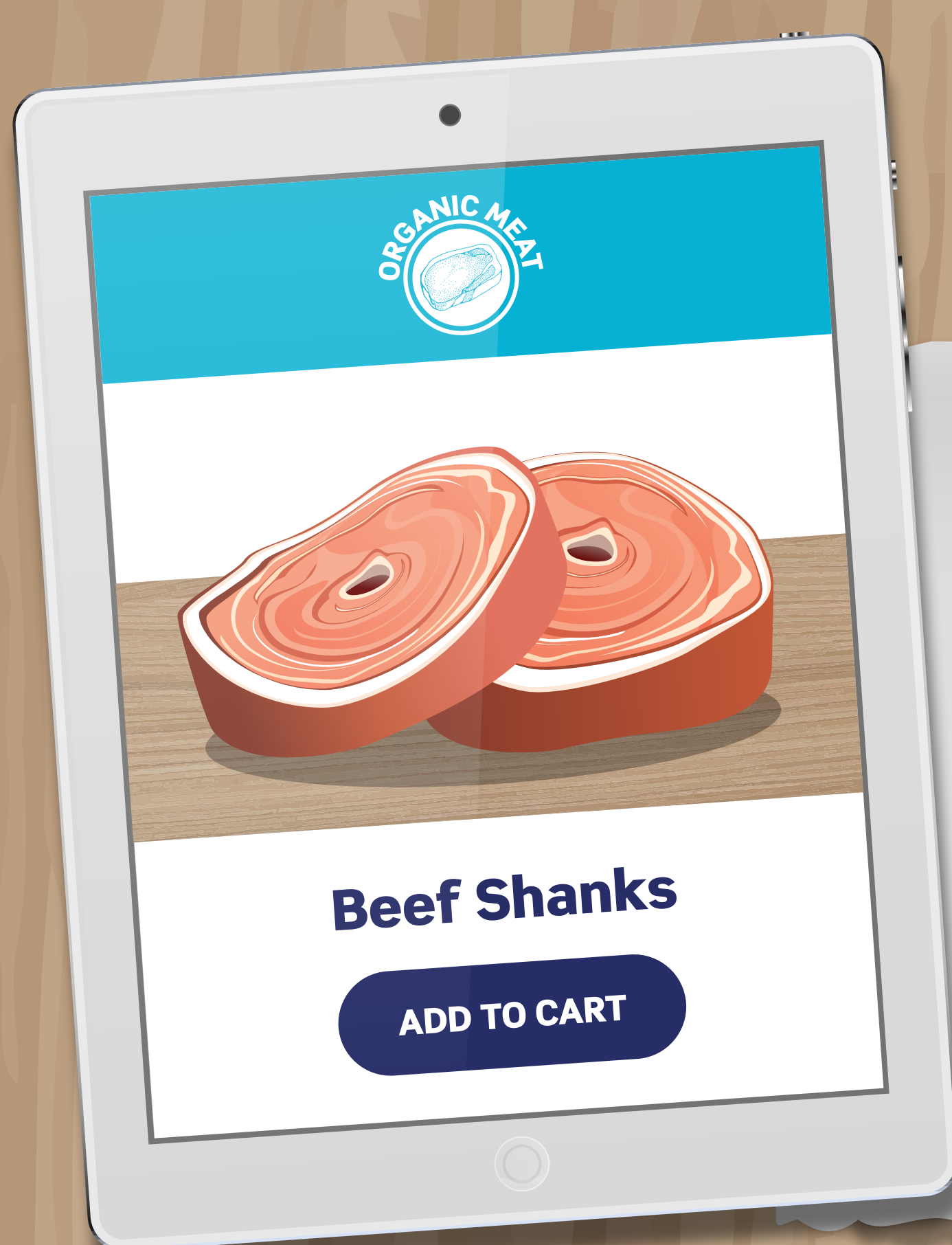


Safety First

Consumers seek freshness, natural preservation, shelf-life and packaging safety in meats as they continue to make fewer shopping trips.

Looking for Alternatives

Plant-based protein options will continue to grow as people introduce and integrate greener products into their meals.

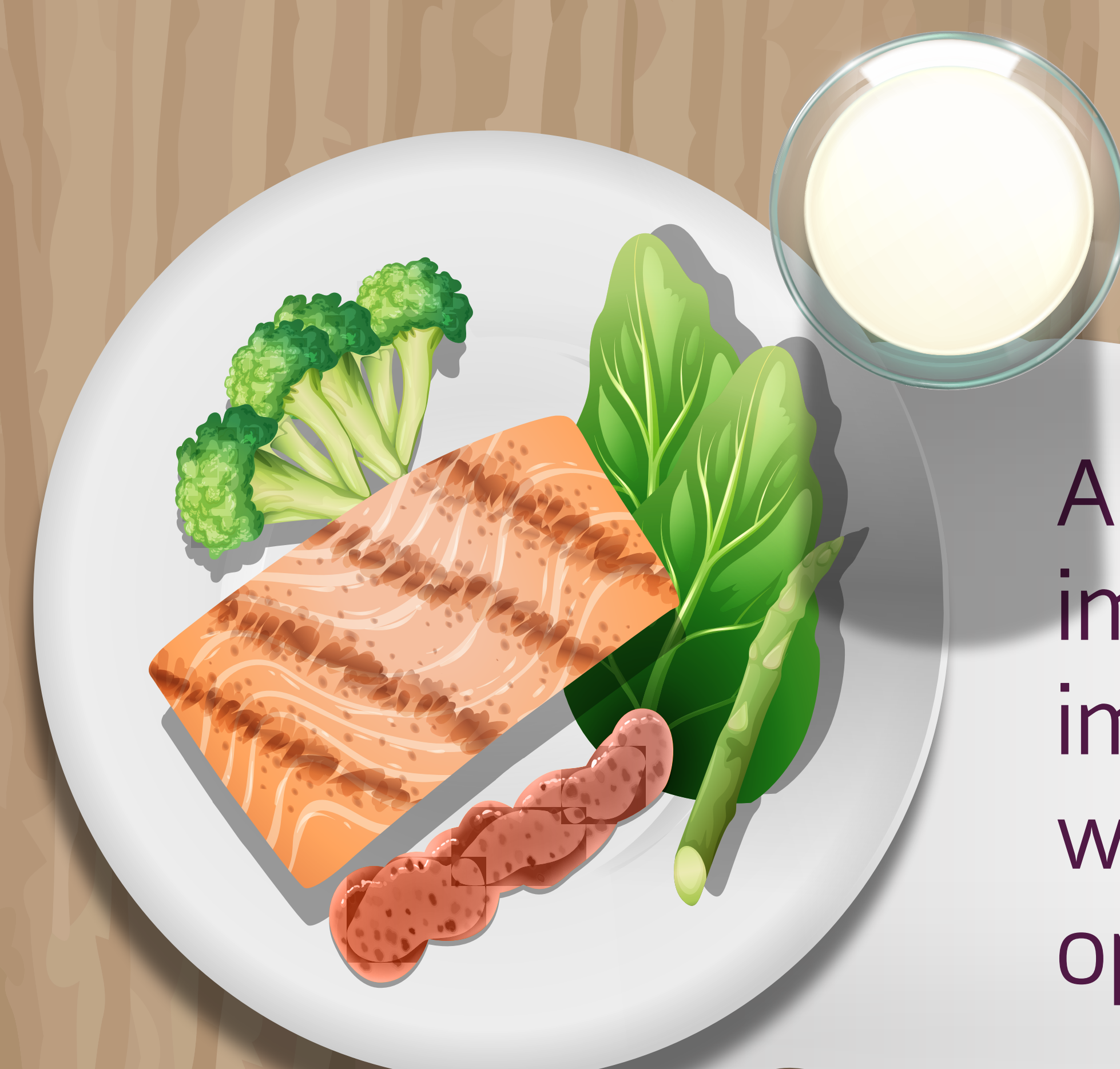


A Shift in Purchasing

Consumers will look for seamless, personalized and convenient omni-channel shopping experiences through e-commerce.

Adventures with Flavor

Cooking fatigue leads consumers to experience more with new varieties in tastes and flavors.



Healthy Living

As people consider importance in health, immunity and nutrition, they will seek “better-for-you” options in foods.