

World Tour: a must-see event at SIAL Paris from 16 to 20 October 2016!

Trends in consumption and retail: the World Tour is a must-see event at SIAL Paris from 16th to 20th October 2016 in Paris-Nord Villepinte.

In partnership with 28 professional magazines from all around the world, World Tour takes a look at what is happening in the food trade in 28 countries.

Today, we reveal the 28 country winners of the World Tour 2016, reflecting the trends which are shaping the food trade market.

What is the World Tour? : A window to the world of the food trade.

28 journalists from all around the world, co-ordinated by SIAL Paris, share their views and analyses of the markets in 28 global countries!

Their aim: to reveal and explain the major retail and consumption trends which are shaping the different world markets and vote for the most representative products of these trends in their respective countries.

From Australia to Canada, from Brazil to Russia, the United States, India and South Korea...World Tour is a window to the world of retail and consumption trends at a global level!

This year three main trends have been identified by the World Tour journalists:

- *Health,*
- *Smart shopping and convenience,*
- *Channel blurring and changing consumption.*

The participating trade journalists and magazines:

- Denise Otero (*Actualidad En Supermercados, Argentina*)
- Lorna Gloria (*Retail World Magazine, Australia*)
- Stefan Pirker (*Cash, Austria*)
- Christophe Sancy (*Gondola, Belgium*)
- Marlucy Lukianocenko (*Superhiper, Brazil*)
- George Condon (*Canadian Grocer, Canada*)
- Yang Shu (*China Food Newspaper, China*)
- Petr Hribal (*Zbozi&Prodej, Czech Republic*)
- Florence Bray (*LSA, France*)
- Linda Schuppan (*Rundschau für den Lebensmittelhande, Germany*)
- Zsuzsanna Hermann (*Trade Magazin, Hungary*)
- Rajneesh Sharma (*Food & Beverage, India*)
- Stefen Wynne-Jones (*Checkout, Ireland*)
- Arik Yanai (*Kupa Roshemet, Israel*)
- Leonardo Rastelli (*Largo Consumo, Italy*)
- Koichiro Takeshita (*Shokuhin Shogyo, Japan*)
- Tys Hallema (*Food Magazine, Netherlands*)
- Tania Walters-Mitchel (*Supermarket News, New Zealand*)
- Reidar Molthe (*Dagligvarehandelen, Norway*)
- Barbara Mikusinska-Ozdobinska (*Handel, Poland*)
- Filipe Gil (*Distribuição Hoje, Portugal*)
- Inga Lobzhanidze (*Moye Delo Magazin, Russia*)
- Maryke Foulds (*Food Review, South Africa*)
- Seon-Hui Gim (*The Buyer, South Korea*)
- Jaime De Haro Requena (*Distribución Actualidad, Spain*)
- Ayse Dincer (*Dunya Gida, Turkey*)
- Daniel Selwood (*The Grocer, United Kingdom*)
- Lindsey Wojcik (*Grocery Headquarters, United States of America*)

Focus on the three main trends:

1. HEALTH TREND

Consumers are inclined to become more health conscious, consumption habits are changing and healthy store foods are in expansion.

With growing childhood obesity, and increased concerns about public health, fresh and healthy products are what the supermarket and hypermarket chains are aiming to offer. At the same time the consumption of local produce and the awareness of the social responsibility of producers and of food waste is growing.

Consumers pay more attention to what they eat, they are seeking for natural alternative options organic, with less sugar, low fat, no preservative, gluten free...

SIAL Press Office : VFC Relations Publics

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Chia-seeds, aronia, quinoa, açai-berry, goji, matcha-tea... the so called superfoods are becoming more and more popular along the daily nutrition. Conventional products are integrating this trend into their ingredients.

Dietary need become a real issue and proteins products are also emerging in grocery stores, for consumers seeking for functional benefits to aid in their active lifestyles.

Product country winners reflecting this trend:

AUSTRALIA: BODIE'z Protein Water – Health

AUSTRIA: NÖM Fasten Protein Drink – Superfood

BRAZIL: Tirolez Zero Lactose – Natural Fresh & Health

CZECH REPUBLIC: Crawlchies – Health & Healthy Lifestyles

GERMANY: Skyr – Superfood & Health

IRELAND: HIRO by Roisin – Demand for healthier options

ISRAEL: Schnitzel Series – Customers don't want unhealthy food

NETHERLANDS: Kwekkeboom Oven – Health

NORWAY: Salmaraw – Health

POLAND: Bakoma Men – Protein Sources

PORTUGAL: Oliveirinha – Healthy Food

RUSSIA: Yelli Brand – Natural Food

SOUTH AFRICA: Earth's Essence – Natural & Preservative free products

SPAIN: DIA BALANCE - Healthy food

TURKEY: Grape Seed Pasta – Innovative healthy food

UK: Pip & Nut Coconut Almond Butter – Next Gen Coconut

2. SMARTSHOPPING & CONVENIENCE TREND

Consumers remain preoccupied with convenient products. Anything to save time and effort is likely to become popular, and it will remain so if it is a healthy product tastes good and is priced right.

Convenient stores and other small scale specialty stores are still expanding. And a wide range of products that mix quality, ease and speed preparing, satisfying different kind of opportunities of consumption and solving specific consumers' needs, are emerging.

Product country winners reflecting this trend:

CANADA: NuPasta – Convenience

CHINA: Browning Flavored fermented milk – Boom of convenient stores

INDIA: Cadbury Dairy Milk Silk – Bubbly

ITALY: Flan di verdure magie della natura – Service content

JAPAN: Smile ball – Importance of functionality

USA: Rokit Apple – Smartshopping

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3. CHANNEL BLURRING & CHANGING CONSUMPTION TREND

Consumption habits are changing, particularly with the new generations growing up. Millennials snack more, they eat on the go and visit restaurant more often than older generations.

Food retail and food service are no longer distinct universes. Some new store concepts do include on-site consumption facilities.

Finally, retail buyers and category managers are keeping a closer watch on hippest restaurant & foodies trends. It doesn't take long before you find similar products on the shelf. It also happens to see leading FMCG companies teaming up to create new products and flavors.

On the other hand, initiatives are launched against food waste in several countries. Some of the largest global retailers have agreed to commit in order to reduce by 50% their food waste by 2025.

Product country winners reflecting this trend:

ARGENTINA: Terma Limonada – Promoting the market Zones

BELGIUM: Butcher's Burger – Channel Blurring

NEW ZEALAND: Lewis Road Creamery Fresh Chocolate Milk – Cross Pollination

HUNGARY: Snacki & Go! – Changing consumption

FRANCE: Ugly Cereals that are just as good and cheaper! – Combating Food Waste

SOUTH KOREA: Honey butter chip – Promoting the market zone

Discover these trends and products during SIAL Paris from 16th to 20th October 2016!

The World Tour worldwide winner will be revealed on Tuesday 18th October 2016.

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About SIAL Paris

Organized by the Comexposium Group, SIAL Paris is part of the SIAL Network, the world's largest food and beverages exhibition network. Its seven regular shows (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL China, SIAL Middle East, SIAL ASEAN in Manila and SIAL Interfood in Jakarta) attract some 14,000 exhibitors and 330,000 visitors from 194 countries. You can follow SIAL on Twitter, LinkedIn, Youtube and www.sialparis.com - www.sial-network.com

About Comexposium

The COMEXPOSIUM Group, one of the world's leading event organizers, is involved in more than 170 B2C and B2B events across 11 different sectors, including food, agriculture, fashion, security, digital, construction, high-tech, optics and transport. Comexposium hosts more than 3 million visitors and 45,000 exhibitors in 26 countries around the world. Comexposium operates across 30+ global economic growth zones, such as: Algeria, Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Spain, Thailand, Turkey, UAE, UK, and USA.

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