



Food and Agriculture

Driving Forces

Economic / business models

Socio-demographic

Hyper-personalization

Customers want to eat what they want, when they want and where they want

Synthetization

Use of genetically-modified (micro)organisms to produce resources (fertilizers, cultured meat, etc.)

Digitalization

Use of technology to increase knowledge about food sources and improve production

Population growth

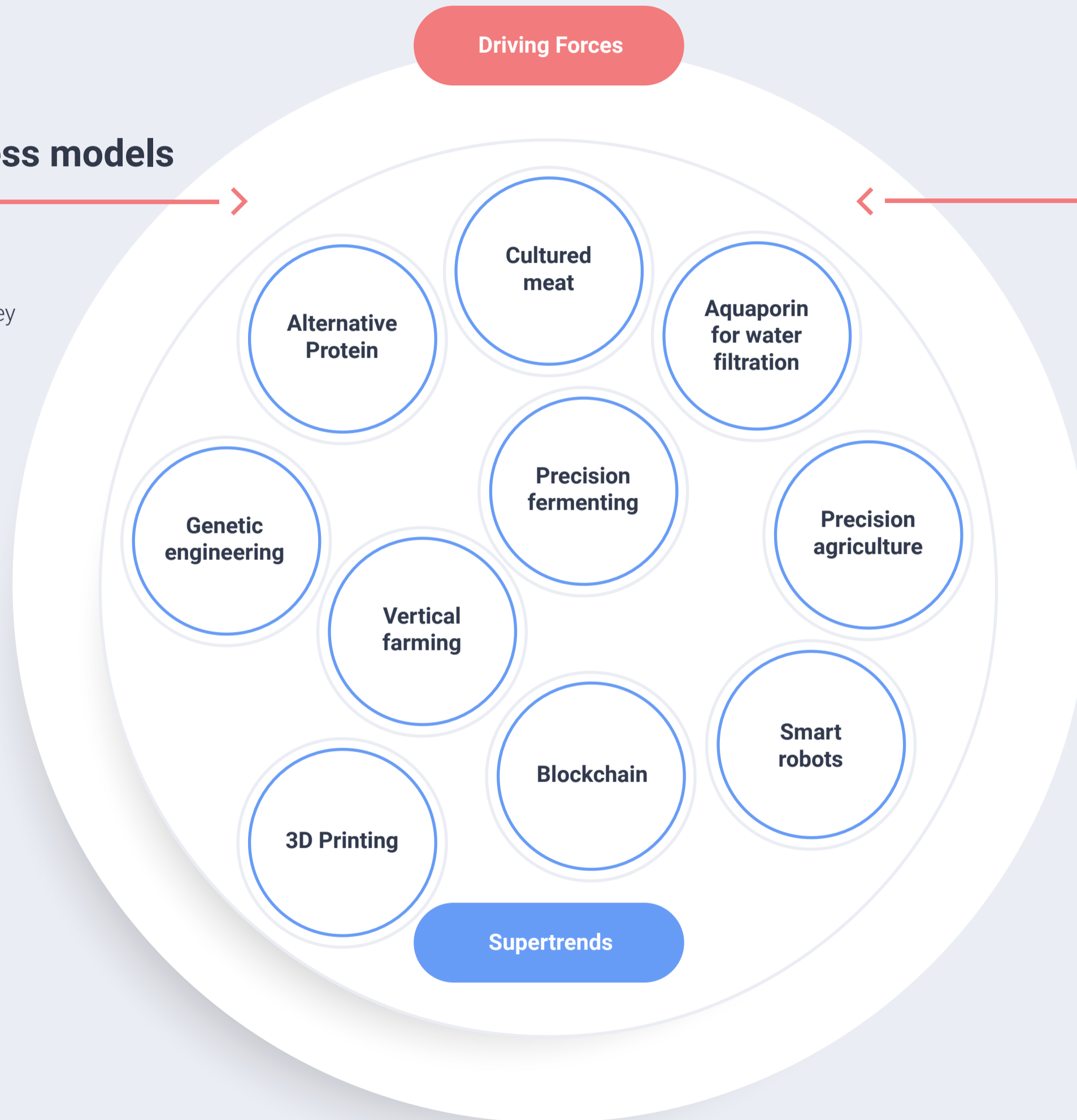
Increased pressure on governments, land scarcity of natural resources

Rising prosperity

Increased spending power, increased affordability of food

Urbanization

loss of agricultural land, difficulty serving the growing numbers of megacities, dietary shifts



Supertrends

Sustainability

Propensity towards science-enhanced nutrition (for higher nutritional impact, environment protection, and animal welfare); ensure access to food for large segments of people