

ANR+1 and the future of food

The marketing and communication strategy agency ANR+1, held round-table discussions about different future themes with experts from the field. Parlometric provided data that was used as topics during the discussions. For example, we asked 300 Swedes open questions about the food of the future and scraped the social media of different food influencers. The findings were discussed by marketing managers from Max, Krav, Sodastream and others.



The clients own words

“We wanted to explore the food of the future based on the free thinking of a large group of people. Parlometric made it possible in a smooth and smart way with its completely unique method. We received a fantastic response from Parlometric who understood and inspired us through the process. A real dream team.”

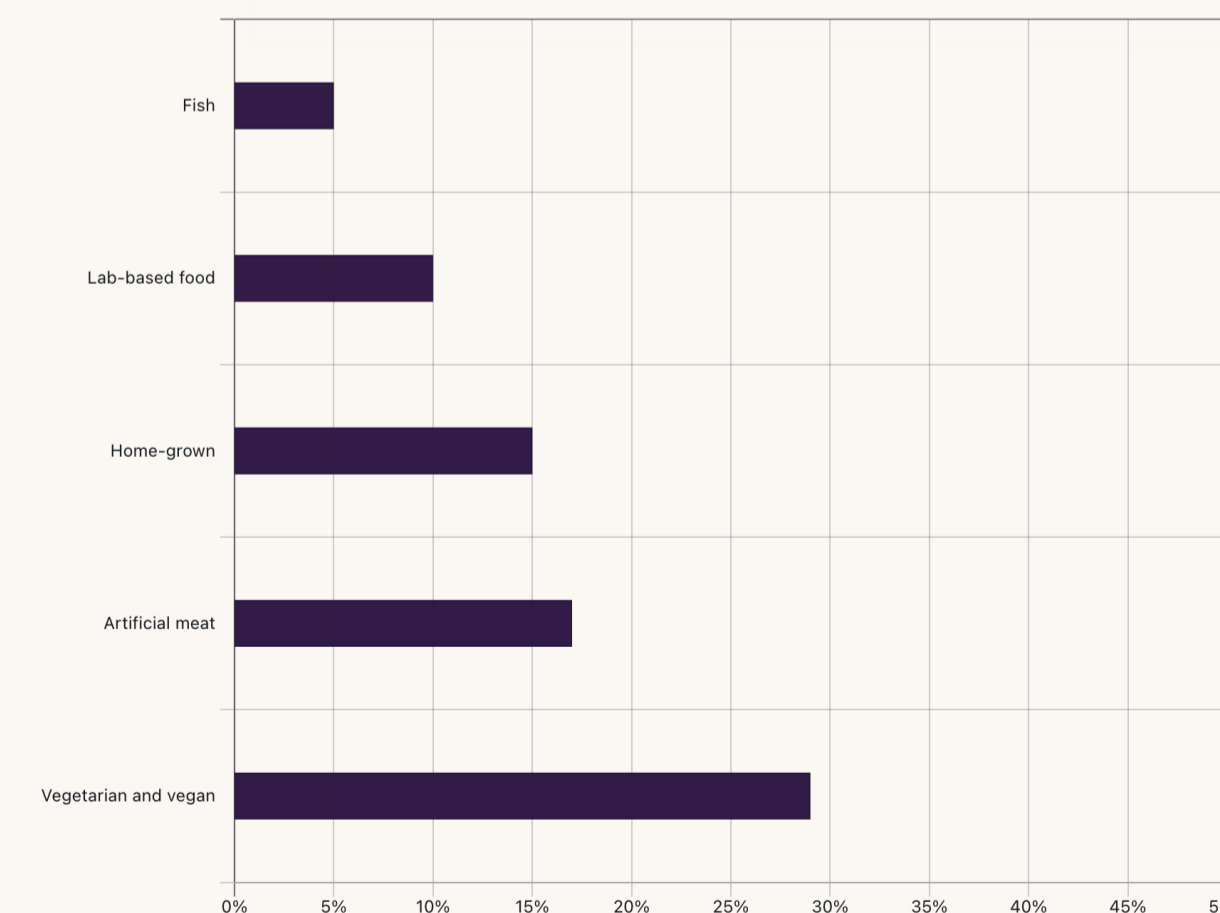
Clara Lindholm, Senior Planner ANR+1
Chair of the jury, Strategy Awards Sweden 2021

Impact

- ✓ Vivid and engaged “future scenarios” from a large group of people
- ✓ Sentiment towards the food industry and concepts such as eco and vegan
- ✓ Motivations behind attitudes, choices and behavior

What kind of food do you think people will eat in 50 years?

PEOPLE WILL EAT MORE...



Is there any food you feel ashamed of eating?

“Yes” 42%
“No” 58%

SNACKS 14%
Sugar 22%
Chocolate 13%
Crisps 7%

CANDY & SNACKS
Majority over 40 years

MEAT 28%
Red meat/pork 70%
Fish & Seafood 12%
Non-organic 4%
Chicken 2%
Egg 2%

MEAT
Majority under 30 years