FOOD INNOVATIONS



PURITY OF COMPOSITION



66% Organic farm products



52% Mini-farms in the apartment (growing greenery, etc.)

PRODUCTS "WITHOUT"



52 % Personalized nutrition



29% Sugar substitutes





15 % Vegan milk replacers (lactose-free milk)

(S) FOOD THAT COULD SAVE THE PLANET



Vegan meat



Printing food on a 3D printer



16 % **Growing meat** in a test tube



13 % Protein from insects

% - positively disposed









Do not know Not ready to use

TREND VISION 2021 CONSUMERS IN A CHANGING WORLD Source: Ipsos. RusIndex. Monitoring of innovations. 2021/01 Russians 16+, cities with a population of 100,000+.

