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**Healthy and Plant-based Dominate New Product Development in the Food-to-go space**

In response to changing consumer preferences, over two-thirds of all new products in the food industry are now aligned with vegan or healthier eating trends, according to Lumina Intelligence's [Food to Go Report 2023](https://store.lumina-intelligence.com/product/uk-food-to-go-market-report-2023/).

Awareness around health and sustainability is driving innovation, resulting in a surge of new product development focused on offering healthier and more sustainable options to consumers. The report reveals that Italian products have increased +17% in 2023, as Coco Di Mama’s raft of new products indicates, while Asian cuisine continues to be a popular focus of new product development with notable health credentials.

The report also highlights that vegan, high protein, and calorie-controlled new product development reflects the growing demand for lighter and healthier options. Sainsbury's Flourish meal deal line is a low calorie, high protein and healthy lunch time alternative that aligns with these current trends.

Other leading food brands such as Pret a Manger and Costa have introduced vegan and indulgent snack NPD, ensuring their offerings include vegan snacks to cater to a wide variety of dietary preferences and tastes in response to evolving food eating trends. The report emphasizes that indulgent snacks are important to attract and tempt consumers to trading up.

Indulgence is influencing new drink launches as well, without compromising the healthier and more dietary-inclusive focus, as can be seen with Starbucks' Caramelised Macadamia Oat Latte suitable for vegans. Costa and Leon are also among the brands introducing high-priced, on-trend beverages to cater to changing consumer demands. Tea has also become increasingly popular, helping businesses and manufacturers avoid the sugar levy while offering strong margins.

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**Report Methodology**

The Lumina Intelligence [Food to Go Market Report 2023](https://store.lumina-intelligence.com/product/uk-food-to-go-market-report-2023/) is the ultimate guide to stay ahead in the fast-paced food to go industry. With a focus on outlook and comprehensive insights into consumer behaviour and preferences, the report provides knowledge on current market size and share, growth drivers and inhibitors in the industry and turnover forecasts to 2026.

The report’s methodology is as follows:

* Consumer eating out behaviour across all UK eating and drinking out channels through the [Lumina Intelligence Eating & Drinking Out Panel](https://www.lumina-intelligence.com/product/eating-and-drinking-out-panel/), based on 78,000 interviews each year
* Market sizing data tracking the performance of hospitality and grocery operators, based on turnover and outlet numbers as well as extracts from our [Operator Data Index](https://www.lumina-intelligence.com/product/operator-data-index/) and wider synthesis with total Eating Out market sizing
* Bespoke analysis of new products available at a selection of key food to go player sites, with year-on-year comparisons

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by the major brands and organisations in these fast moving and growing markets to support business planning, strategic marketing and new product development.

Combining the expertise and experience of HIM, MCA Insight and Lumina Intelligence, we are the experts in market and consumer insight across the food & drink and nutrition markets.

<https://www.lumina-intelligence.com/>