

# FOOD & BEVERAGE

## TRENDS IN FOOD & BEVERAGE

- Sales on digital restaurant marketplaces such as Grub Hub, Uber Eats & DoorDash, more than doubled in 2020. This trend is expected to continue with an anticipated yearly growth rate of 22.3%.
- 6 trends shaping food and beverage growth: Gen Z gets ready to take over, Consumers want functional ingredients, plant-based meat takes on new forms, value returns, greens embrace the branded approach and labor continues to weigh on supply.
- Sustainability is key, including an increase in sustainable (reusable, recyclable) packaging and zero waste kitchen operations.
- Beverage trends suggest more low calorie and low alcohol options as consumers move towards healthier lifestyles.
- Wine sales continue to trend upward and consumers want to experiment with new flavors and styles including sangria, spritzers, and fruit flavored wines.
- When it comes to quick serve restaurant drive-thrus, 38% of people prefer to order from an actual person, 43% would rather order from their mobile device.

Sources: eMarketer, Food Dive, National Restaurant Association, New Food Magazine, Forbes, Consumer Trends

## TARGETING TO CONSIDER

Display, native, and video assets can be used to execute this targeting.  
Adjust targeting based on campaign goals and target audience.

- **Audience and Demo Targeting:** Target audiences that have shown a behavior or interest related to dining, food & wine enthusiasts, and restaurants.
- **Contextual Targeting and Native Advertising:** Reach users who are reading and consuming content about food & dining, wine etc. or insert native articles next to relevant content.
- **Conquest Competitors:** Target devices seen at competitor locations.
- **Streaming Television (OTT/CTV) and Streaming Audio:** Create brand awareness with :15 and :30 video and audio messages targeting audiences based on shows, videos, podcasts, and music they consume.
- **Retargeting and Click Retargeting:** Re-engage users that visit your website or click on a digital ad