

# NUTRITIONAL TRENDS AND SUSTAINABLE PREFERENCES

CHOICE PROJECT 2

**DANONE**

Karim Amagir,  
Chief Financial  
Officer of Europe



20  
24

Sanae el Ouahabi  
Riet Molenaar  
Max van den Bergh  
Niels penning

# 1. General Information

You are presented with the final report prepared for our client Karim Amagir, the Financial Director of Danone. This report outlines the steps undertaken in this project to achieve the described end product.

## Team:

Sanae Elouahabi (team leader) | 17 years old | class 5v2 | Student ID number, 119311

Max van den berg | 16 years old | class 5v2 | Student ID number, 119333

Riet Molenaar | 16 years old | class 5v2 | Student ID number, 119295

Niels Penning | 16 years old | class 5v1 | Student ID number, 119321

## Client:

Karim Amagir

[Karim.amagir@danone.com](mailto:Karim.amagir@danone.com)

+31 652679153

[World food company - Danone](#)

## Websites:

Each team member has their own portfolio showcasing all the projects they have worked on in the past few years. Please find the links below:

Sanae el Ouahabi: <https://sanae-portfolio6.webnode.nl/>

Max van den bergh: [max portfolio \(jouwweb.nl\)](https://max-portfolio(jouwweb.nl))

Riet Molenaar: <https://portfolioriet.webnode.nl/>

Niels Penning: <https://portfolio-calandlyceum-niels06.webnode.nl/>

## Begin-Enddate

07-02-24 - 26-06-24

## 2. Preface

You are currently reading the final report of four students following the O&O course. The team consists of Sanae Elouahabi, Riet Molenaar, Max van den Bergh, and Niels Penning.

We attend Calandlyceum and all four of us are enrolled in Technasium, currently in the fifth year of pre-university education (VWO), where we pursue the Technasium program. This course focuses on Research & Design. Students work on project-based assignments with real-world clients. In this course, we approach companies and carry out tasks for them, allowing us to familiarize ourselves with the business world and improve general skills, such as writing a schedule, etc. As we are now in the upper years, we are responsible for finding our own clients and identifying problems we want to analyze. We also use a competency monitor, which helps us develop skills in certain competencies such as creativity, ambition, communication, etc. For each project, we select one of these aspects as a goal and devise a SMART plan to achieve it. When starting a new project, the first step is to create a Personal Development Plan (POP) form, where we outline the learning objectives we aim to achieve in the upcoming project. This project runs from February 7th to June 26th. We thank Danone for letting us collaborate with them on this project, and we hope that our project has contributed to the work Danone conducts abroad. As a team, we have certainly learned a lot from this experience.

### 3. Summary

Danone is a leading food company that focuses globally on dairy products, plant-based alternatives, baby food, and medical nutrition. Founded in 1919 in Spain, the company is headquartered in Paris, France, and is known for its commitment to healthy nutrition and sustainability. With a wide range of products, Danone serves consumers worldwide.

The upcoming research question for this project focuses on the key consumer trends and preferences related to health, nutrition, and sustainability. The goal is to understand how Danone can adapt its product portfolio to meet these changing needs. This may include exploring consumer preferences for organic ingredients, plant-based options, reduced sugar and salt levels, packaging with lower environmental impact, and transparency about production processes. By researching these trends and preferences, Danone can develop strategies to better align its products with consumer needs while strengthening its position as a leader in healthy and sustainable nutrition.

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## 5. Introduction

We stand at a pivotal moment in history, where health, nutrition, and sustainability are becoming increasingly prominent topics. People are paying more attention to what they eat, how it affects them, and its impact on our planet. This has a significant influence on what we buy and consume. Companies in the food industry, such as Danone, therefore, need to understand well what consumers want and expect.

This research delves deeper into the question: what do consumers actually want when it comes to health, nutrition, and sustainability? And how can Danone adjust its products to meet these changing needs?

Danone doesn't just want to make products that people enjoy eating; they also want products that are good for their health and for the world around us. That's why it's important to understand what people want and how those desires are changing.

In this study, we want to not only discover what the trends are, but also why people make certain choices. By understanding this, Danone can better respond to what consumers want and make their products even better. Together, we can work towards a healthier and more sustainable future. With the right adjustments to their product portfolio, Danone can not only meet the needs of today's consumers but also have a sustainable impact on the world of tomorrow.



*Figuur 1*

## 6. Client

Our Client In the vast landscape of global companies. Rarely there are companies as committed to health, sustainability and community as Danone. With a rich history dating back to 1919, Danone has evolved from a modest yoghurt company into a global food and beverage company, making a profound positive impact on the lives of millions of people around the world.

One of the key points of Danone's approach is sustainability. Recognizing the urgent need to properly address key environmental challenges, Danone has taken very important steps to reduce its carbon footprint, conserve water resources and promote biodiversity. Through initiatives such as the One Planet. One Health. Danone aims to be carbon neutral by 2050 and encourage regenerative agricultural practices.

An important mindset that informs Danone's vision is: Every time we eat and drink, we vote for the world we want to live in.

The person within Danone we are in touch with for our collaboration is Karim Amagir, He is the Finance Director within Europe within the company Danone. He studied Business Economics at Hogeschool InHolland. And has been working within the Danone company for a long time.

At the start of the R&D project with Danone, we recognized the enthusiasm to partner with a company that shares our values and vision for a healthier and more sustainable future. Together, we have the opportunity to increase our impact and bring about positive change.

## 7. Problem definition

The issue of food waste has become an increasingly urgent matter, not only within the food industry but also globally. Food waste not only has significant economic implications but also serious social and environmental consequences. Danone, as a leading food company, acknowledges the necessity to contribute to reducing food waste and aims to integrate this aspect into its broader strategies for product development and operations. Food waste is a global problem that extends beyond Danone. The quantity of food discarded annually, both by consumers and within the supply chain, is alarmingly high. This is attributed to various factors, including overproduction, inefficient distribution, cosmetic standards, consumer behavior, and a lack of awareness regarding the value of food. Consequently, vast amounts of food end up in landfills, representing not only a waste of valuable resources but also contributing to greenhouse gas emissions and other environmental issues.

For Danone, this presents a significant challenge as the company strives for sustainable business practices and a positive societal impact. Food waste runs counter to these objectives and poses a barrier to achieving a more circular and sustainable food chain. Therefore, it is essential for Danone to find ways to reduce the amount of discarded food while maintaining and strengthening its competitive position. By participating in this research on consumer trends and preferences regarding health, nutrition, and sustainability, Danone aims to gain insights into its customers' changing needs and identify opportunities to reduce food waste. This includes identifying innovative production methods, packaging techniques, and distribution strategies that can enhance the shelf life and value of food products. Furthermore, understanding the motivations and behaviors of consumers can help Danone develop effective communication strategies that encourage consumers to be more mindful of their food consumption and to experiment with new products that have a longer shelf life.

In conclusion, the issue addressed by this research is not only the adaptation of Danone's product portfolio to changing consumer trends but also the reduction of food waste as part of a broader effort to operate more sustainably and responsibly in the food industry.



*Figuur 2*

## 8. The assignment

This plan of approach has been developed at the request of Danone Europe, with the primary objective of gaining a comprehensive understanding of the key consumer trends and preferences related to health, nutrition, and sustainability, as outlined in our research question: "What are the key consumer trends and preferences regarding health, nutrition, and sustainability, and how can Danone adapt its product portfolio to meet these changing needs?" The focus is on identifying the needs and expectations of consumers to enable Danone to effectively adapt its product portfolio to these evolving trends.

### Approach

The research will involve a variety of methods, including surveys and market analyses. Through these methods, we aim to understand the drivers and motivations behind consumers' choices and to uncover patterns in their purchasing behavior regarding healthy food and sustainable products.

Additionally, we will examine how other companies in the food industry are addressing similar challenges. We will identify best practices and analyze lessons learned to determine what works and what doesn't when it comes to adjusting product portfolios to meet consumer needs.

An important aspect of the research is understanding the diversity within the consumer market. We will examine various demographic groups, such as age, gender, income, and geographical location, to understand how preferences and trends differ among these groups.

Through in-depth analysis of collected data and insights, we will formulate recommendations for Danone. These recommendations will focus on potential adjustments to the product portfolio, such as introducing new products, improving existing products, or adjusting marketing strategies to better align with consumer trends.

### Objective

The ultimate goal of this research is to provide Danone with actionable insights and strategic recommendations that can be implemented to strengthen its competitive position and continue its mission of delivering healthy and sustainable food to consumers worldwide. We aim to have a tangible impact on how Danone develops its products and on the way consumers make their food choices.

Collaboration with internal stakeholders within Danone is essential to ensure that the research findings closely align with the company's strategic objectives. Through regular updates, feedback sessions, and workshops, we will ensure that the research findings are relevant and can be integrated into decision-making within the organization.

**(verduurzamingnederland, sd)**

**(activa products, sd)**

## **9. Preliminary investigation**

### **9.1 Main question (Preliminary research)**

What are the key consumer trends and preferences regarding health, nutrition, and sustainability, and how can Danone adapt its product portfolio to meet these changing needs?

### **9.2 Sub-Question (preliminary research)**

How can Danone adjust its range to reduce the amount of wasted products while also addressing the key consumer trends?

### **9.3 Research**

Today's consumers are more focused than ever on health, nutrition, and sustainability. This shift in consumer behavior presents both challenges and opportunities for food companies. Danone, as a leading company in the food industry, faces the challenge of adapting its product portfolio to these changing consumer needs.

Recent studies show a clear trend towards healthier eating habits. Consumers are increasingly prioritizing products that offer specific health benefits, such as improved digestion, increased immunity, and better overall wellness. The COVID-19 pandemic has further accelerated this trend, with people becoming more health-conscious and seeking out foods that boost their immune systems and contribute to overall well-being.

Additionally, there is a growing interest in personalized nutrition, where consumers choose products tailored to their individual health needs and preferences. This trend is supported by advances in technology and greater access to health data, enabling consumers to make more informed decisions about their dietary choices. The demand for organic and plant-based products is on the rise, driven by increasing consumer awareness of the impact of their dietary choices on their health and the environment. Organic products are perceived as healthier and more natural, free from synthetic pesticides and GMOs, which aligns with the growing preference for clean eating. Similarly, plant-based diets are gaining popularity due to their health benefits and lower environmental footprint. Consumers are opting for plant-based alternatives to meat and dairy not only for health reasons but also to reduce their carbon footprint and support animal welfare. This trend is reflected in the rapid growth of the plant-based food market, with an expanding range of products catering to vegan, vegetarian, and flexitarian diets. Sustainability has become another crucial aspect in consumers' choices. This encompasses not only how products are produced and packaged but also the ethical considerations behind ingredients and corporate policies. Consumers expect transparency about the origin of products and the environmental impact of their production and distribution processes.



*Figuur 3*

In this study by CBS, we can acknowledge that there has been a substantial growth in the currency spent on durable food. This study highlights that sustainability has become an increasingly important aspect of the food industry. **(centraal bureau voor de statistiek, 2023)** Consumers are now more conscious of the environmental impact of their food choices and are actively seeking out products that are sustainably sourced and packaged. This shift in consumer behavior is driven by a heightened awareness of global warming and environmental issues, fueled by recent controversies and high-profile events.

One significant influence has been the widespread coverage and public demonstrations led by activist groups such as Extinction Rebellion. These movements have successfully brought issues of climate change and environmental degradation to the forefront of public discourse, influencing consumer attitudes and behaviors. The impact of these movements is reflected in the growing demand for sustainable products across various sectors, including the food industry. Moreover, the food industry is not the only sector experiencing this change. The broader market is witnessing a shift towards sustainability, with consumers increasingly expecting companies to adopt environmentally friendly practices. This includes everything from the sourcing of raw materials to manufacturing processes, packaging, and distribution. Businesses across industries are responding by integrating sustainability into their core operations and marketing strategies, recognizing that this is not only beneficial for the environment but also aligns with the values of their customer base. **(centraal bureau voor de statistiek, 2023)** In the food industry specifically, companies are making significant investments in sustainable practices. This includes reducing plastic use, opting for biodegradable or recyclable packaging, and ensuring that their supply chains are ethical and environmentally friendly. These efforts are not just limited to large corporations; small and medium-sized enterprises are also playing a crucial role in driving sustainability forward.

Additionally, technological advancements are enabling more efficient and sustainable practices within the food industry. Innovations such as precision agriculture, renewable energy sources, and waste reduction technologies are helping companies minimize their environmental footprint. Consumers are also leveraging technology to make more informed choices, using apps and online resources to track the sustainability credentials of the products they purchase.

In conclusion, the CBS study underscores a significant trend towards sustainability in the food industry, driven by increased consumer awareness and activism. The growing expenditure on durable food products reflects a broader shift towards environmental responsibility, influencing how companies operate and how consumers make purchasing decisions. This trend is expected to continue, with sustainability becoming a fundamental aspect of the food industry and beyond.

Sustainable packaging is a major focus, with consumers demanding alternatives to plastic that are biodegradable or recyclable. Companies are also being scrutinized for their overall environmental impact, including their carbon footprint, water usage, and waste management practices. Ethical sourcing and fair-trade practices are also important, with consumers favoring brands that support sustainable agriculture and fair labor conditions.

## The Role of Technology

The rise of technology has made consumers more empowered than ever before in the history of time. They use technology to obtain product information, read reviews, and evaluate companies based on their social responsibilities. This trend towards transparency obligates companies to be more open about their processes and willingness to engage in dialogue with consumers.

Mobile apps, social media, and online platforms have revolutionized the way consumers access detailed information about product ingredients, sourcing, and environmental impact. This increased transparency not only builds trust but also empowers consumers to make choices that align with their values. Companies that effectively leverage technology to communicate their sustainability efforts and health benefits can gain a competitive advantage in the market.

For instance, apps like Yuka have become incredibly popular among health-conscious consumers. Yuka allows users to scan product barcodes and instantly receive detailed information about the health and environmental impact of the products. **(app store, 2022)** It provides scores based on nutritional quality, presence of additives, and overall sustainability. This app helps consumers avoid products with harmful ingredients and opt for healthier and more environmentally friendly alternatives.



*Figuur 4*

By leveraging these types of apps, companies can effectively communicate their sustainability efforts and health benefits to consumers. For instance, Danone could partner with such apps to ensure their products are accurately represented, highlighting their commitment to sustainability and health. This partnership could include providing detailed information about their sourcing practices, ingredient transparency, and efforts to reduce their carbon footprint.

# 10. Requirements specification

## 10.1 Introduction and background information:

### Literature Review:

Conduct a thorough literature review to identify existing consumer trends and preferences related to health, nutrition and sustainability.

Analyze studies, reports and research on consumer behavior and market trends within the food industry.

### Methodology:

Define the research methods that will be used as surveys, focus groups, interviews, or a combination thereof.

Define the population of the study, including demographic characteristics such as age, gender and lifestyle preferences.

Describe the sample design and sample size needed for representative results.

## 10.2 Data collection:

Develop surveys, interview questions, and/or focus group moderation guides aimed at understanding consumer trends and preferences.

Implement the chosen research methods and collect data from the target audience.

### Data analysis:

Analyze collected data to identify key consumer trends and preferences related to health, nutrition and sustainability.

Use statistical analysis and qualitative methods to discover patterns, themes and insights.

### Results:

Present key findings from studies, including graphs, tables, and summary descriptions.

Identify specific consumer trends and preferences relevant to Danone.

### Recommendations:

Outline how Danone can adapt its product portfolio to meet the identified consumer trends and preferences.

Suggest specific product innovations, enhancements or marketing strategies that can help leverage new market opportunities.

## 10.3 Conclusion:

Draw conclusions based on the research findings and emphasize the importance of adapting Danone's product portfolio to changing consumer trends and preferences.

Indicate how the research can contribute to achieving Danone's long-term health, nutrition and sustainability goals.

### References:

List all sources, studies and literature used that are relevant to the research.

Deliverables:  
Diverse Deliverables needed for furthermore information.

# 11. Literature review

## 11.1 Consumer Trends in Health, Nutrition, and Sustainability

In an era where health, nutrition, and sustainability are becoming increasingly important, it is crucial for food companies like Danone to understand and respond to changing consumer trends. This literature review identifies key consumer trends and preferences regarding health, nutrition, and sustainability, with the goal of helping Danone adapt its product portfolio to these evolving needs.

### Health Trends

Consumers are striving for healthier eating habits and seeking products that are not only nutritious but also offer specific health benefits, such as improved digestion and enhanced immunity. There is a growing demand for organic and plant-based products as consumers become more aware of the impact of their dietary choices on their health and the environment.

**(foodmatterslive, 2022)**

### Sustainability Trends

Sustainability has become a critical factor in consumer choices, encompassing not only how products are produced and packaged but also the ethical considerations behind ingredients and corporate policies. Consumers expect transparency regarding the origins of products and the environmental impact of production and distribution.

**(totalfood, 2023)**

### Technology and Consumer Engagement

The rise of technology has empowered consumers to obtain product information, read reviews, and assess companies based on their social responsibility. This trend towards transparency requires companies to be open about their processes.

**(adm, 2022)**

### Food Waste

Food waste is a growing issue with economic, social, and environmental consequences. Consumers are increasingly aware of this problem and are seeking ways to reduce food waste, such as purchasing products with longer shelf lives and avoiding excessive purchases.

**(adm, 2022)**

### Impact on Danone

For Danone, these trends represent both challenges and opportunities. Through product innovation, sustainability initiatives, and enhanced consumer engagement, Danone can strengthen its position as a market leader and have a positive impact on both consumers and the company.

**(foodmatterslive, 2022)**

This literature review provides valuable insights that can help Danone strategically adjust its product portfolio to the changing needs of consumers in terms of health, nutrition, and sustainability. For a company like Danone, understanding consumer trends related to health, nutrition, and sustainability is crucial for several reasons that directly contribute to the company's success and growth.

Firstly, having insight into consumer trends enables Danone to be market-oriented. By understanding what consumers prioritize in terms of health and sustainability, Danone can develop products that meet these needs and expectations, thereby increasing their market success. Consumers are increasingly focused on healthier eating habits, such as reducing sugar intake and choosing products with natural ingredients, which align with their goals for overall well.

**(foodmatterslive, 2022)**

Additionally, comprehending these trends provides Danone with a competitive edge. Innovations that address health, nutrition, and sustainability can serve as unique selling points, helping Danone to stand out from its competitors. There is a growing consumer demand for sustainable products, such as those that are locally sourced, organic, and have eco-friendly packaging. By leveraging these trends, Danone can attract health-conscious and environmentally aware consumers. **(totalfood, 2023)**. Understanding these trends also enhances Danone's brand reputation. Consumers are increasingly valuing brands that are committed to sustainability and health. By offering products that support these values, Danone can build and maintain a positive brand image. This is particularly important in an era where consumers are more critical and selective about the brands they support, often favoring those that align with their personal values. **(adm, 2022)**

Regulatory and societal pressures are another significant factor. Governments and societal organizations are putting more emphasis on sustainability and health, leading to stricter regulations and higher expectations for companies. By staying ahead of these trends, Danone can proactively meet current and future regulatory requirements.

Furthermore, understanding these trends fosters customer loyalty. When consumers see that Danone comprehends and responds to their needs and values, it leads to increased loyalty and repeat purchases. Customers are more likely to stick with a brand that reflects their commitment to health and environmental sustainability, as it aligns with their personal values and lifestyle choices.

Innovation and growth are also driven by trend insights. By being aware of consumer preferences, Danone can stimulate new ideas and innovations, which are crucial for exploring new market opportunities and achieving growth. This can result in the development of new product categories and market expansion **(green badger, 2023)**

Finally, trend awareness is critical for risk management. Keeping track of market changes allows Danone to anticipate and mitigate potential risks, such as declining demand for certain products or negative publicity. This capability enables the company to respond quickly and effectively to market shifts, ensuring business continuity and maintaining a competitive edge in the industry. In summary, understanding consumer trends in health, nutrition, and sustainability enables Danone to make strategic decisions that support long-term success and sustainability. This knowledge helps in developing products that align with consumer demand, building a strong brand reputation, gaining a competitive advantage, fostering innovation and growth, and managing risks effectively.

Understanding consumer trends related to health, nutrition, and sustainability is crucial for a company like Danone for several reasons.

#### **Consumer Demand and Health Trends:**

Consumers are increasingly prioritizing health and nutrition, with a significant shift towards products that support mental and physical well-being. Post-pandemic, more than half of consumers report improved eating habits, focusing on reducing sugar intake, increasing fruit consumption, and preferring home-cooked meals. Additionally, mental health has become a key area, with many consumers choosing food and beverage products that support their mental well-being. **(adm, 2022)**

#### **Sustainability Concerns**

There is a growing consumer demand for sustainable products. Many consumers now see personal health and planetary health as interconnected. For example, 70% of consumers believe that healthy products should also be environmentally friendly, and 54% are willing to change their diets to help improve the sustainability of the planet.

**(totalfood, 2023).** This trend is pushing companies to adopt more sustainable practices, such as reducing food waste, using renewable energy, and sourcing local and organic products

By understanding these trends, Danone can adapt its product portfolio to meet these evolving consumer preferences, ensuring it remains competitive and aligns with consumer values around health and sustainability. This could involve developing new products, reformulating existing ones to reduce sugar content, and implementing more sustainable production practices. Leveraging these insights helps Danone not only meet current consumer demands but also anticipate future trends, thereby maintaining its market position and driving growth.

## 11.2 Research Methods and Design

### 11.2.1 Survey

In addition to our literature review, a survey was circulated and posted online, with around 70 individuals completing it. This survey included questions related to our research question ("What are the key consumer trends and preferences regarding health, nutrition, and sustainability, and how can Danone adapt its product portfolio to meet these changing needs?"). Through this survey, we are gaining more insight into public perceptions and areas for improvement. Furthermore, we can compare the survey responses with the findings from our literature review. Click the link below to access the survey.

<https://forms.office.com/Pages/ResponsePage.aspx?id=kzjWswcYhUmpLpa3Wpp3FHtWv0kHSG1HmNiB6NK2W4xUMTk2MFFMWEtZWUdCUjJTSkxQS1NSWFFPW4u>

### 11.2.2 Design

Initially, our project was focused on conducting literature research, but we quickly realized the need to extend our scope. We were struck by the common issue of product packaging often lacking clear and prominent storage instructions. This observation prompted us to take proactive steps to enhance and optimize this aspect.

Our investigation, which included insights from a survey we conducted, revealed that many consumers are unsure about proper storage practices, leading to premature food waste. This wastage highlights the importance of prominently featuring clear icons or images on the front of product packaging, rather than relegating them to obscure corners on the back. Our survey findings underscored that consumers often discard food prematurely due to uncertainty about storage, emphasizing the necessity for intuitive and easily accessible guidance.

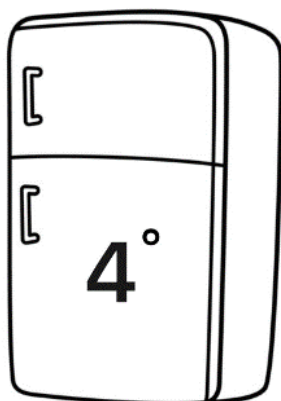
Understanding from both consumer behavior research and our survey results that the expiration date is a primary consideration for consumers, we decided to integrate storage instructions alongside this critical information. This strategic placement ensures that essential guidance is readily visible and understandable. To maintain simplicity and usability, we opted for intuitive icons or brief phrases that convey necessary information without overwhelming consumers with excessive detail.

Below, you'll find illustrations of three proposed solutions that encapsulate our approach.



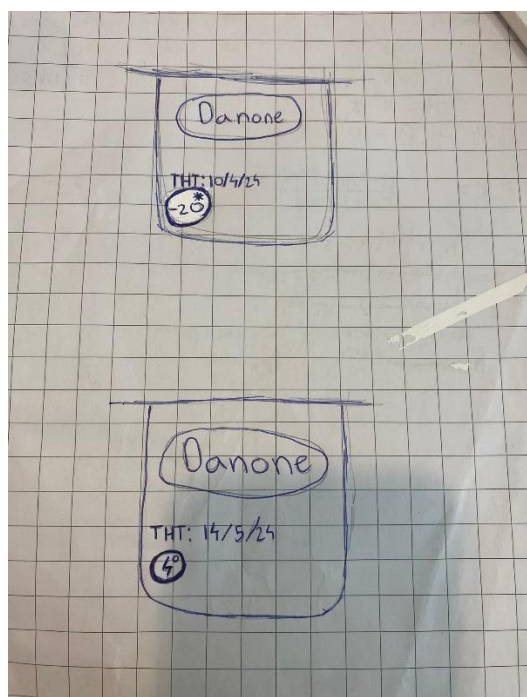
Figuur 5

This image shows an icon of a refrigerator with a temperature setting of 4°C. This clearly indicates that the product should be stored in the refrigerator at 4 degrees Celsius. The storage instructions are simple and prominently visible, helping consumers quickly understand how to store the product. The icon is placed close to the expiration date for easy reference.



*Figuur 6*

This image shows an icon of a refrigerator with a temperature setting of 4°C. This clearly indicates that the product should be stored in the refrigerator at 4 degrees Celsius. The storage instructions are simple and prominently visible, helping consumers quickly understand how to store the product. The icon is placed close to the expiration date for easy reference.



*Figuur 7*

This image shows hand-drawn sketches of two jars from the Danone brand. The top sketch has an expiration date (THT: 10/4/25) and an icon indicating that the product should be stored at -20°C, meaning it should be frozen. The bottom sketch shows an expiration date (THT: 14/5/25) and an icon

indicating that the product should be stored at 4°C, meaning it should be refrigerated. Both storage instructions are clearly placed close to the expiration date for optimal visibility and ease of use.

## 12. Results

### 12.1 Consumer Trends in Health, Nutrition, and Sustainability (based of our literature review)

#### Health Trends

Consumers are increasingly striving for healthier eating habits, seeking products that are not only nutritious but also offer specific health benefits, such as improved digestion and enhanced immunity. There is a growing demand for organic and plant-based products as awareness of the impact of dietary choices on health and the environment rises.

#### Sustainability Trends

Sustainability has become a critical factor in consumer choices. This encompasses not only how products are produced and packaged but also the ethical considerations behind ingredients and corporate policies. Consumers expect transparency regarding the origins of products and the environmental impact of production and distribution.

#### Technology and Consumer Engagement

The rise of technology has empowered consumers to obtain product information, read reviews, and assess companies based on their social responsibility. This trend towards transparency requires companies to be open about their processes and willing to engage in dialogue with consumers.

#### Food Waste

Food waste is a growing issue with economic, social, and environmental consequences. Consumers are increasingly aware of this problem and are seeking ways to reduce food waste, such as purchasing products with longer shelf lives and avoiding excessive purchases.

#### Impact on Danone

For Danone, these trends represent both challenges and opportunities. Through product innovation, sustainability initiatives, and enhanced consumer engagement, Danone can strengthen its position as a market leader and have a positive impact on consumers and the environment.

#### Strategic Implications for Danone

**Market Orientation:** Understanding consumer priorities allows Danone to develop products that meet health and sustainability needs, increasing market success. For instance, reducing sugar intake and using natural ingredients align with current consumer preferences.

**Competitive Edge:** Innovations addressing health, nutrition, and sustainability serve as unique selling points. Danone can attract health-conscious and environmentally aware consumers by offering locally sourced, organic, and eco-friendly packaged products.

**Brand Reputation:** By committing to sustainability and health, Danone can build a positive brand image. Consumers are more likely to support brands that align with their personal values.

**Regulatory and Societal Pressures:** Staying ahead of health and sustainability trends helps Danone meet regulatory requirements and avoid potential legal and reputational issues.

**Customer Loyalty:** Responding to consumer needs and values leads to increased loyalty and repeat purchases. Consumers are more likely to stick with brands that reflect their commitment to health and the environment.

Innovation and Growth: Awareness of consumer preferences stimulates new ideas and innovations, crucial for exploring new market opportunities and achieving growth.

Risk Management: Monitoring market changes allows Danone to anticipate and mitigate potential risks, such as declining demand or negative publicity, ensuring business continuity.

### **Conclusion**

Understanding consumer trends in health, nutrition, and sustainability is crucial for Danone to make strategic decisions supporting long-term success and sustainability. This knowledge helps in developing products that align with consumer demand, building a strong brand reputation, gaining a competitive advantage, fostering innovation and growth, and managing risks effectively.

### **Survey Insights**

In addition to the literature review, a survey with around 70 respondents was conducted to gain further insights into public perceptions and areas for improvement. The survey responses are being compared with the literature review findings to provide a comprehensive understanding of consumer trends and preferences.

### **Packaging Improvement Initiative**

Recognizing the inadequacies in product packaging regarding storage instructions, we decided to focus on improving and optimizing this aspect. Our conclusion was to place storage instructions next to the expiration date, as consumers quickly look at this information first. To keep the instructions short and concise, we proposed using icons or short phrases, as overly complicated information tends to be ignored by consumers. We have sketched a few ideas for this improvement.

## 12.2 Survey results

### Question 2: Gender

Results:

- Female: 55%
- Male: 40%
- Non-binary: 3%
- Prefer not to say: 2%

Discussion on demographic insights

Survey respondents showed a diverse distribution in terms of gender, with a majority identifying as female. This variation is important to consider when targeting sustainability initiatives in packaging and food products.

### Question 3: What's your age?

Results:

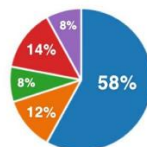
- 12-18: 58%
- 18-25: 12%
- 25-45: 8%
- 45-65: 14%
- 65+: 8%

Discussion on age preferences:

The majority of respondents fell within the 25-45 age category, indicating this is a key demographic for sustainable initiatives in packaging and food products.

3. What's your age? (0 punt)

[Meer details](#)



*Figuur 8*

### Question 4: Which replacement for plastic do you prefer the most?

Results:

- Paper: 22%
- Glass: 30%
- Bamboo: 36%
- Silicone: 12%

Discussion on preferences for sustainable packaging:

A majority of respondents preferred paper as a replacement for plastic, followed by glass. This aligns with current trends where consumers perceive paper and glass as more environmentally friendly and recyclable options compared to traditional plastics.

4. Which replacement for plastic do you prefer the most? (0 punt)

[Meer details](#)



Figuur 9

### Question 5: Would you be willing to pay more for sustainable packaging?

#### Results:

- Yes: 30%
- No: 32%
- Maybe: 38%

Discussion on willingness to pay for sustainable packaging:

The results showed a mixed response with a majority indicating some willingness to pay more, though a significant portion was uncertain or unwilling. This hesitation highlights the challenges companies face in balancing sustainability with consumer affordability.

5. Would you be willing to pay more for sustainable packaging? (0 punt)

[Meer details](#)



Figuur 10

### Question 6: How often do you throw away food products due to expiration?

#### Results:

- Daily: 4%
- Weekly: 38%
- Monthly: 40%
- Never: 18%

Discussion on food waste behavior:

A concerning trend emerged regarding food waste due to expiration, with a notable frequency of weekly disposal reported by respondents. This underscores the importance of interventions such as education on proper storage and packaging innovations to reduce this issue.

6. How often do you throw away food products due to expiration? (0 punt)

[Meer details](#)



Figuur 11

### Question 7: Which of the following methods do you use the most to reduce food waste?

Results:

- Freezing leftovers: 58%
- Meal planning and shopping lists: 14%
- Proper storage and preservation: 16%
- Portion control: 12%

Discussion on strategies to reduce food waste

Responses indicated varied approaches to reducing food waste, with freezing and meal planning being popular methods. These findings align with recommendations from food sustainability experts emphasizing efficient storage and preparation practices.

7. Which of the following methods do you use the most to reduce food waste? (0 punt)

[Meer details](#)



Figuur 12

### Question 8: How important is health to you when choosing food products

Results:

- Extremely important: 52%
- Somewhat important: 24%
- Neutral: 12%
- Somewhat not important: 8%
- Not important at all: 4%

Discussion on health awareness:

Health emerged as a significant factor in food choices, with a majority rating it as extremely important. This finding reflects global trends towards healthier eating habits and the demand for transparent nutritional labels and ingredients.

8. How important is health to you when choosing food products? (0 punt)

[Meer details](#)

Extremely important	6
Somewhat important	26
Neutral	12
Somewhat not important	4
Extremely not important	2



Figuur 13

### Question 9: How often do you read the nutritional values and ingredients list on food products?

Results:

- Always: 12%
- Often: 44%
- Rarely: 30%
- Never: 14%

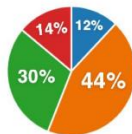
Discussion on reading nutritional information:

A large percentage of respondents reported regularly reading nutritional labels, a behavior associated with health-conscious consumerism. This aligns with studies showing a global increase in attention to nutritional labels among consumers.

9. How often do you read the nutritional values and ingredients list on food products? (0 punt)

[Meer details](#)

Always	6
Often	22
Rarely	15
Never	7



Figuur 14

### Question 10: Which health claims do you usually look for on food products? (multiple answers possible)

Results:

- Low in sugar: 60%
- Low in fat: 40%
- High in protein: 30%
- Rich in fiber: 25%
- Contains probiotics: 20%
- Contains vitamins/minerals: 15%
- Organic: 10%

Discussion on health claims

The most sought-after health claims on food products were related to sugar and fat content, followed by protein and fiber. These findings reflect a growing demand for food products offering specific health benefits, such as reduced sugar and fat intake.

### Question 11: Do you know the company Danone?

Results:

- Yes: 70%
- No: 30%

Discussion on familiarity with Danone:

An overwhelming majority of respondents were familiar with Danone and its product offerings. This indicates the brand enjoys significant recognition among consumers, which can be advantageous for consumer engagement strategies and brand loyalty.

11. Do you know the company danone? (0 punt)

[Meer details](#)



*Figuur 15*

## 12.3 Comparison with the literature review

### Consumer Trends and Sustainability:

Research corroborates our findings regarding consumer preferences for sustainable packaging materials like paper and glass. Studies indicate a growing preference among consumers for environmentally friendly packaging solutions driven by awareness of plastic pollution and environmental impacts.

### Willingness to Pay for Sustainability:

Similar surveys suggest a nuanced willingness among consumers to pay a premium for sustainable products, depending on perceived benefits and affordability. Our survey reflects this complexity, with a significant portion uncertain about paying more for sustainable packaging.

### Strategies for Reducing Food Waste:

Existing literature supports the effectiveness of freezing and meal planning in reducing food waste. Our survey findings align with these strategies, emphasizing their practicality and consumer adoption.

### Health and Nutritional Concerns

The prioritization of health in food choices, as identified in our survey, mirrors global trends towards healthier eating habits and the increasing demand for transparency in nutritional labels and ingredients.

# 13. Conclusion

After a thorough analysis of consumer trends in health, nutrition, and sustainability, along with the results of our survey, we can conclude that Danone can strategically respond to these evolving needs to adjust its product portfolio and strengthen its market position. Below is a comprehensive discussion of the key findings and recommendations.

## Health Trends and Consumer Preferences

Both the literature review and our survey results clearly indicate that consumers increasingly prioritize healthier eating habits. They seek food products that are not only nutritious but also offer specific health benefits such as improved digestion and enhanced immunity. There is a growing demand for organic and plant-based products, driven by greater awareness of the impact of dietary choices on both personal health and the environment. Danone can capitalize on this trend by further diversifying its product range with more plant-based options, products with reduced added sugars, and enriched formulas that meet specific health needs.

## Sustainability Trends and Consumer Engagement

Sustainability is a crucial factor in consumer choices, with a preference for environmentally friendly products and packaging. Our survey shows that the majority of respondents prefer sustainable alternatives such as paper and glass over traditional plastics. This aligns with global trends where consumers are increasingly aware of plastic pollution and the ecological footprint of packaging. Danone can enhance its sustainability initiatives by further greening its packaging, such as transitioning to biodegradable materials and promoting recyclable options.

## Willingness to Pay More for Sustainability

Our survey results indicate that while a significant portion of consumers are willing to pay more for sustainable packaging, there is also a considerable group that remains uncertain. This reflects the challenges companies like Danone face in balancing sustainability with consumer affordability. It is essential for Danone to transparently communicate the added value of sustainable products, such as reduced environmental impact and recycling capabilities, to convince consumers of the value of their investment.

## Strategies to Reduce Food Waste

Food waste remains an urgent issue, as indicated by our survey results showing that a significant number of respondents regularly discard food due to expiration dates. Strategies such as promoting proper storage instructions on packaging, encouraging meal planning, and advocating methods for freezing leftovers can significantly contribute to reducing food waste. Danone may consider enhancing its packaging by integrating clear and concise storage instructions, as suggested in our improvement initiatives.

## Impact on Danone and Strategic Implications

For Danone, these trends represent both challenges and opportunities. By developing innovative products that cater to health and sustainability trends, Danone can strengthen its market leadership and have a positive impact on both consumers and the environment. It is crucial for Danone to continue innovating and adapting to changing consumer preferences while enhancing its brand reputation by meeting expectations in health, nutrition, and sustainability.

By leveraging the insights from this research, Danone can strategically adjust its product portfolio to meet the evolving needs of consumers. This includes not only introducing new products that offer health and environmentally friendly benefits but also improving existing products and optimizing packaging solutions to reduce food waste. By remaining progressive in its approach to health, nutrition, and sustainability, Danone can enhance its competitive position and have a long-term impact on industry and society.

## 13. Recommendation

Based on our research, we can make the following recommendations for Danone to reduce product waste and/or respond to the important consumer trends we were able to identify:

### 1. Switch to More Sustainable Packaging.

Switching from plastic to eco-friendly materials such as paper or bamboo as we raised in our survey could certainly have an effect. Informing consumers about these benefits through marketing campaigns and transparent labeling will also do some good.

### 2. Offering Smaller Portions and Single Packaging

Introducing single and smaller portion packages. This will reduce food waste and start to appeal to single-person households or consumers on the go, among others.

### 3. Expand Health focused Product Lines.

Develop products with probiotics and other health benefits and ensure that all products contain simple, recognizable ingredients. This will attract health-conscious consumers and increase market share in the health and wellness sector.

### 4. Implementing Advanced Inventory Management

Using advanced analytics to predict demand coming from consumers and maximize production schedules could certainly impact the goals that Danone would like. Invest in real-time inventory management systems to minimize overproduction and so reduce waste to ensure better matching of supply to demand.

### 5. Promote Sustainable and Ethical Purchasing.

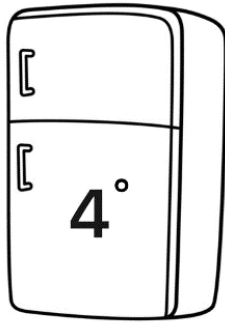
Strengthen relationships with suppliers who follow sustainable and ethical practices and offer transparency about sourcing and production processes. This will build consumer trust and support sustainable agriculture.

### 6. Engage Consumers with Digital Tools and Educational Campaigns.

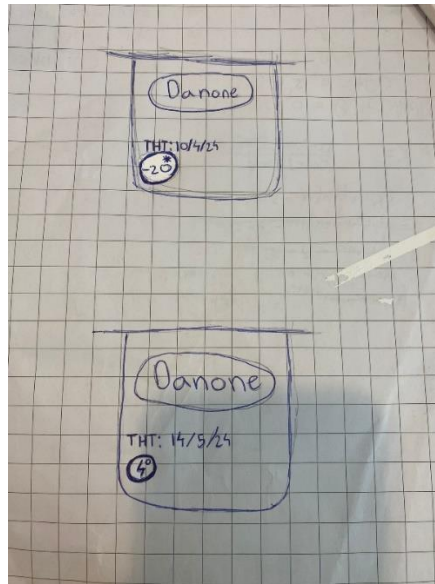
Develop apps that would offer recipes, storage tips and expiration date reminders. Conduct educational campaigns focused on sustainable living and reducing food waste. This will increase consumer engagement and empower them to make sustainable and health-conscious choices.

### 7. Improve packaging information.

Our research revealed that many consumers are unsure about proper storage practices, leading to premature food waste. To address this, we recommend prominently featuring clear storage icons or images on the front of packaging, giving information for the consumer about how to keep the product marked near the expiration date. This will provide intuitive and accessible guidance, helping consumers store products correctly and reduce waste.



Figuur 16



Figuur 17

By following these recommendations, Danone can effectively reduce product waste while responding to consumer demand for health, nutrition and sustainability. These strategies should contribute to broader environmental and health goals.

## 14. Discussion

One of the most significant positive aspects of our project was the excellent collaboration within our team. Effective teamwork was crucial in managing the workload and ensuring that all aspects of the project were addressed comprehensively. We divided the tasks based on individual strengths and expertise, which maximized our efficiency. For example, those with strong analytical skills focused on data analysis, while others who excelled in writing took charge of drafting the report. A supportive team environment encouraged members to seek help when needed and offer assistance to others.

Despite our effective collaboration, we faced significant challenges during the literature review phase of our project. The primary issue was the overwhelming amount of information available on our topic. The vast number of studies and articles made it difficult to identify the most relevant and credible sources. Another issue was the presence of conflicting information from different sources. This required us to critically evaluate the credibility and relevance of each source, adding another layer of complexity to our research. To manage these challenges, we implemented a few strategies. We created a detailed outline to guide our search and focused on recent publications to ensure the relevance of our information.

In contrast to the literature review, our survey research phase was highly successful. The survey was designed to gather primary data from our target population, and its straightforward implementation allowed us to collect valuable insights efficiently. The clear and concise questions in the survey ensured that respondents could provide accurate and relevant answers, contributing to the reliability of our findings.

In conclusion, our research project demonstrated the importance of good collaboration, which significantly contributed to our efficiency and productivity. However, the literature review process proved challenging due to the sheer volume of available information and the presence of conflicting data. Despite these difficulties, we adapted by employing strategic approaches to manage the information overload. Our survey research was a clear success, underscoring the value of well-designed primary data collection methods. These experiences have provided us with valuable lessons in managing research projects and highlighted the critical balance between teamwork, strategic planning, and adaptability.

## 15. Post script

After 3 months of hard work, the project has come to an end. Before we close this project, we would like to thank Danone for making this project possible. We had a very nice collaboration experience with Karim Amagir. He guided us well through the project by contacting us frequently and responding quickly to our emails. This way we stayed well informed and were able to make our final report as good as possible. During the project we learned a lot about the issue of food waste and the key consumer trends. It was also a nice experience to conduct research through a survey and we also benefited from this a lot. It was also interesting to see how other companies work and what they are already doing to combat the problem. We also learned more about how to proceed during a research project. So this project was a very good learning experience for all of us. Furthermore, we are very happy with the result of our project and how we experienced this project. We hope that our contributions to this research have helped a lot and given Danone a better insight into how food waste can be reduced. We wish Danone the best of luck in continuing this research .

## 16.

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