

From Farm to Fork: Food Tech, Origins and Security

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Abstracts

This report explores how trends in food origins and food security are converging with unprecedented investment in food tech, e-commerce and delivery. The intersection of these trends is creating a new era of transparency across the “farm to fork” journey, with disruptive implications for food supply chains and consumers’ path to purchase. Brands will face a new competitive landscape and must adapt with new methods of storytelling, pivoting to local sourcing and exploring new routes to market.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Understand motivation

Forward-looking outlook

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Take a step back from micro trends

Get up to date estimates and comment

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