

# **Consumer trends and preferences in the demand for food**

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In this article we will analyse the major tastes and preferences of consumers in food consumption, as well as expected changes in these over time, and the impact that consumers have in establishing these trends. Five important consumer trends and purchase drivers are identified: food safety and health benefits, corporate social responsibility, production systems and innovations, sustainability and food origin. For each of these trends we will consider the actions that are being implemented by governments, NGOs and the private sector. In the final section, we will summarise the findings and discuss their implications for future food demand.



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