

Find the Next Opportunity

From Feed to Basket.
How Social Media Trends
Influence Consumer
Behaviour and Purchase
Decisions.



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Innovations: Jobs To Be Done for amidst the conflicting demands of 2026

JTBD: “Help me feel smart about my choices”

Financial polarization

*Consumers are re-evaluating
spending habits*

Popularity of private labels

Less going out, more meals at home

**Financial
pressure**

JTBD:

“Support my wellbeing and longevity”

*Nutrition & gut health in focus:
proteins, fiber*

Whole body fortification (muscle, bones)

Clean ingredients

Weight loss: GLP-1 impact

Conscious buying

Plant-based nutrition

**Health &
wellness**

**Where an
innovation
must
deliver**

Social and ethical drivers

*Snacks and small meals are the
majority eating occasions*

**Changing habits
& routines**

Generational shift: both older and younger

Social media & Gen Z

*GenZ set to overtake Boomer spending in 2029 -
hence winning the hearts of the TikTok generation
is vital*

Globalization meets localization

JTBD: “Let me enjoy products that fit my lifestyle and identity”

Discerning consumption

Products must keep their promises and deliver genuine added value.

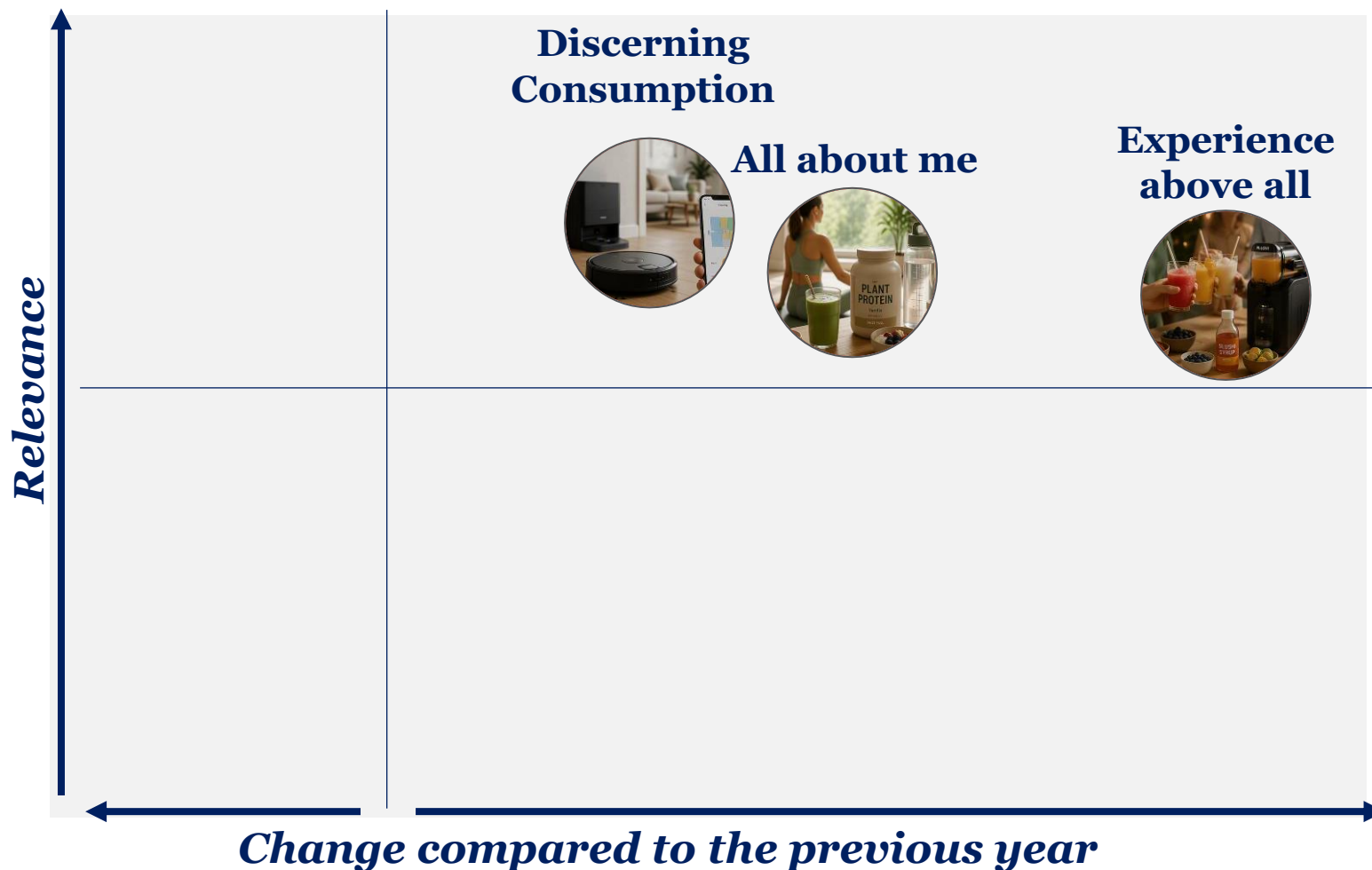
All about me

Products should align with individual needs, lifestyles, and values. They should also help to “save” time

Experience above all

Enjoying life consciously; experiences over possessions

3 trends are particularly pronounced in Switzerland and are becoming increasingly important.



Source: NIQ Consumer Life 2025

Behind every viral trend is a consumer need. Social Media is rewriting Demand Creation.

CONVENIENCE



MAKE LIFE EASIER

EXPERIENCES



CREATE EXPERIENCES

LONGEVITY



FEEL BETTER

Different starting points. The same commercial logic: a visible result, a repeatable routine and complementary purchases.

A trend becomes durable when it enters everyday routines!

Go healthy and feel good going it. Be also aware of new trends driven by the Gen Z!

LONGTERM PROTEIN TREND



MAT 32/26 vs. YA

449
Mio. CHF
+29 %

Over the **last 5 years** products
with a **PROTEIN-CLAIM...**

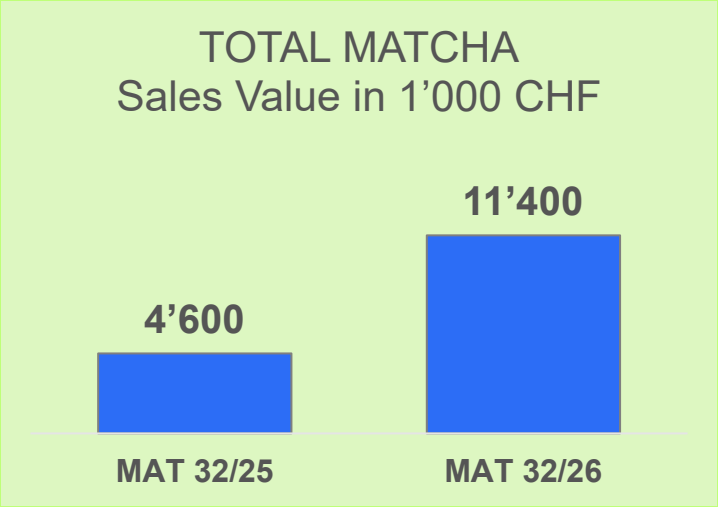
- have increased its range
(distribution) by 45%
- have doubled its value sales!

5 years ago:
„Protein“
available in
15
categories

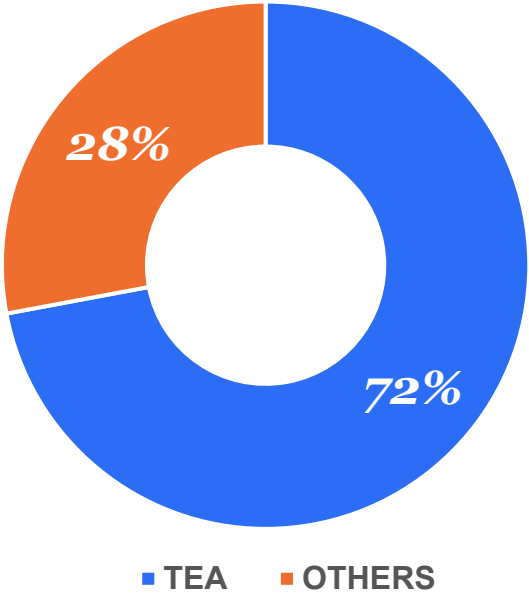
Today:
„Protein“
available in
24
categories

Source: NIQ-Scanning-Universe (Migros, Coop, Denner, Spar, Volg, Manor, Müller & Valora))

The MATCHA-WAVE
has transcended the
boundaries into many
new categories...



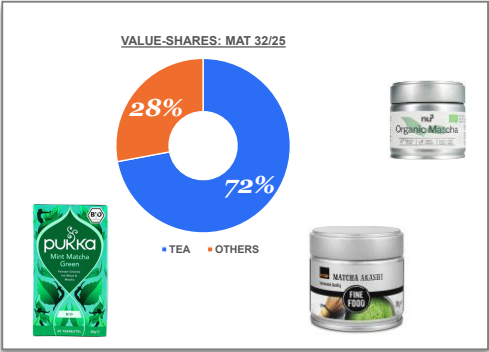
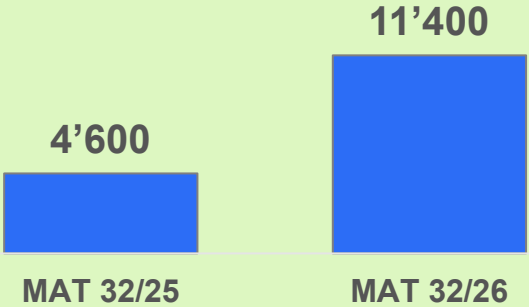
VALUE-SHARES: MAT 32/25



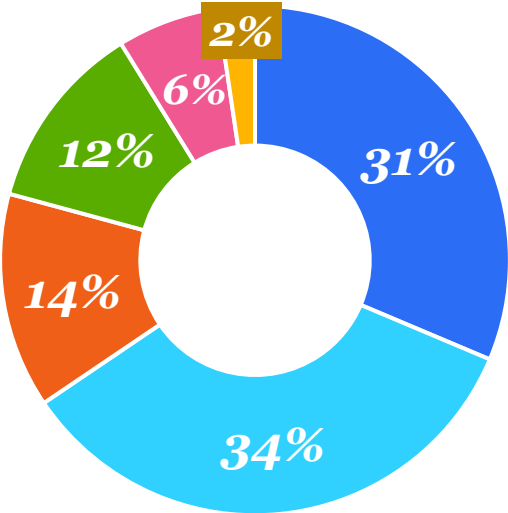
Source: NIQ-Scanning-Universe (Migros, Coop, Denner, Spar, Volg, Manor, Müller & Valora)

The MATCHA-WAVE has transcended the boundaries into many new categories...

TOTAL MATCHA
Sales Value in 1'000 CHF



VALUE-SHARES: MAT 32/26



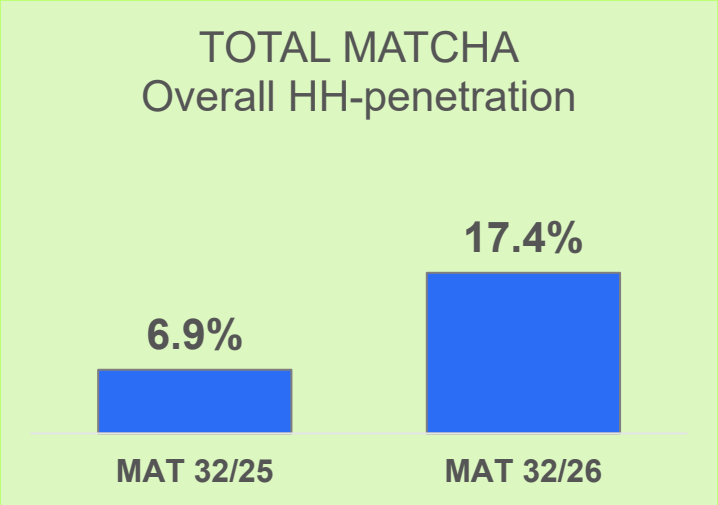
- TEA
- DAIRY
- BEVERAGES
- CONFECTIONARY
- OTHER FOOD
- NEAR FOOD



Source: NIQ-Scanning-Universe (Migros, Coop, Denner, Spar, Volg, Manor, Müller & Valora)

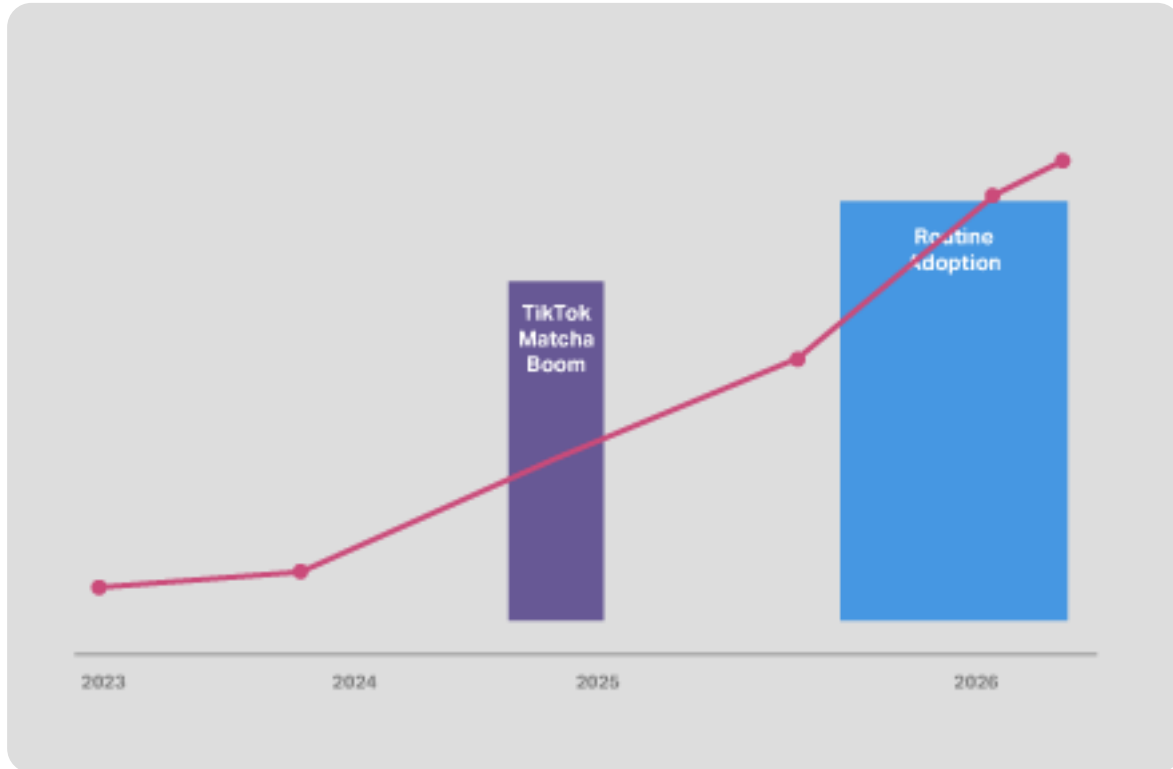
The MATCHA WAVE
has also activated
many new households.

young



Source: NIQ-Consumer Panel (all outlets within Switzerland)

The unexpected winner may sit outside the category



Milk Frothers: annual growth rates have doubled every year since the Matcha boom



The unexpected winner of the Matcha boom: **Milk Frothers.**

Source: NIQ-Scanning-Universe (Migros, Coop, Denner, Spar, Volg, Manor, Müller & Valora)

Beauty tech wins when the result is visible enough to share



The device has grown. The ecosystem is still catching up



CHF 10m, +4%
value growth for Hot Air Fryer,
HY 1/2026

Air Fryer-specific mixes, liners, oils and snacks make the appliance a recurring FMCG occasion. Sales have reached around 650 kCHF

Recipes turn the appliance into more frequent usage occasions



The appliance is established. The surrounding FMCG market is still developing



Today's device boom can create tomorrow's FMCG category

A shared experience can turn a one-time device purchase into recurring demand

Slushi Maker



Emerging routines create a window for new category leaders.

The product becomes content for family, friends and parties.

Expanding demand into syrups, concentrates and recipes.



Category Uplift, +126%

value growth for category
Dessert Makers, HY 1/2026

DEVICE BOOM → SHARED EXPERIENCE → REPEATABLE ROUTINE → RECURRING FMCG DEMAND

Source: NIQ, RMS Paneldata T&D

Digital demand creates a new generation of category leaders

Robot vacuums show how a new routine can move from the feed to online sales and reshape a category.

Demand can begin in the feed, convert online and ultimately change who leads the category

The Robot Revolution starts Online.

75%
online value share for
robot vacuum cleaners

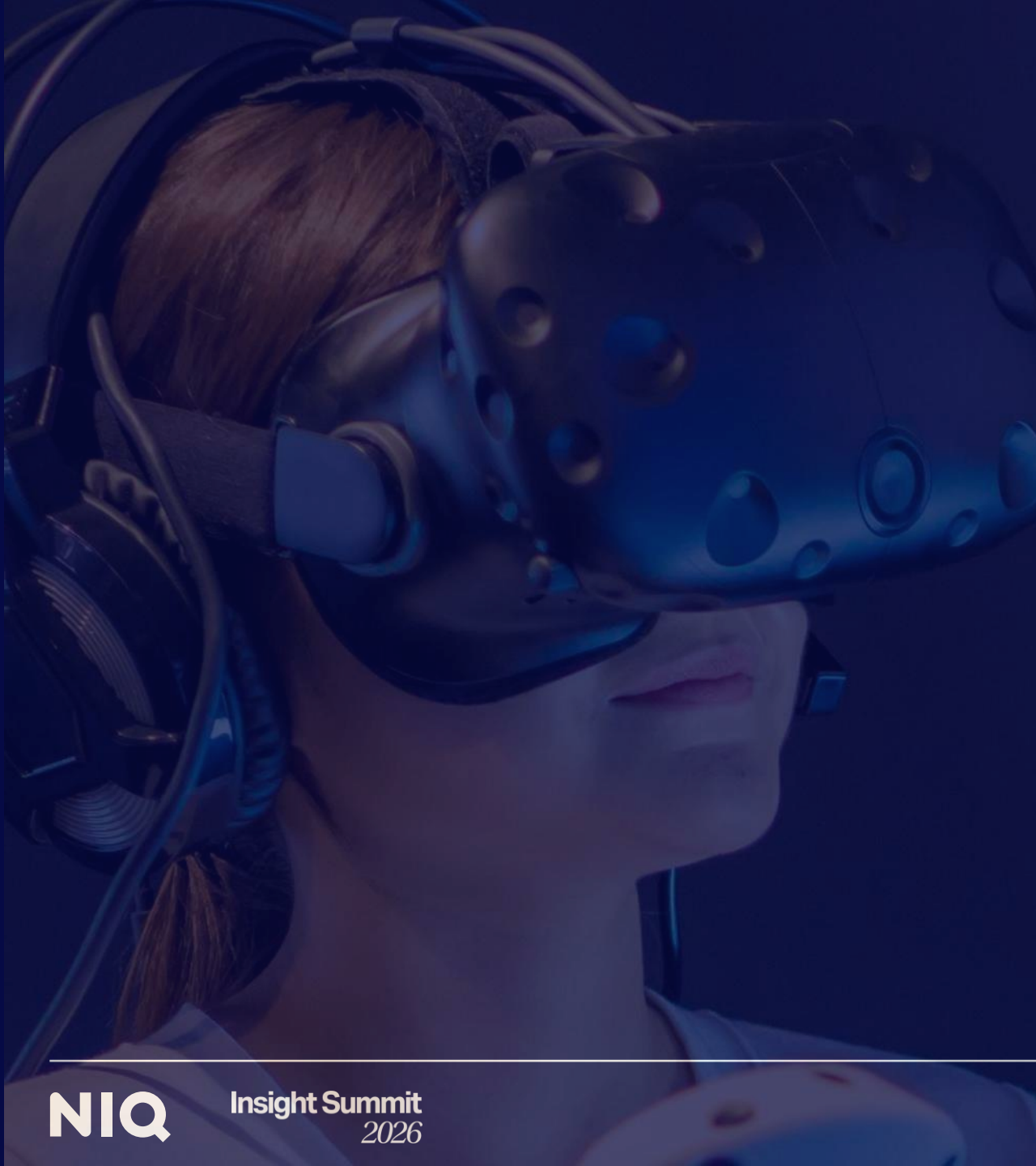
13% of total SDA
market in Switzerland
Sales Value



Source: NIQ, RMS Paneldata T&D

Find the next Opportunity





*Consumer trends are
genuine, long-term
shifts in attitudes or
behaviors that have
the potential to
significantly influence
the future of a
market/category*

The next opportunities sit **between** categories – not **inside** them

SEE THE TREND



DESIGN FOR THE DEVICE

Create formats, ingredients and claims that work with a specific appliance.



BUILD THE ROUTINE

Connect hardware, consumables, education and visible results into one journey.



ACTIVATE THE OCCASION

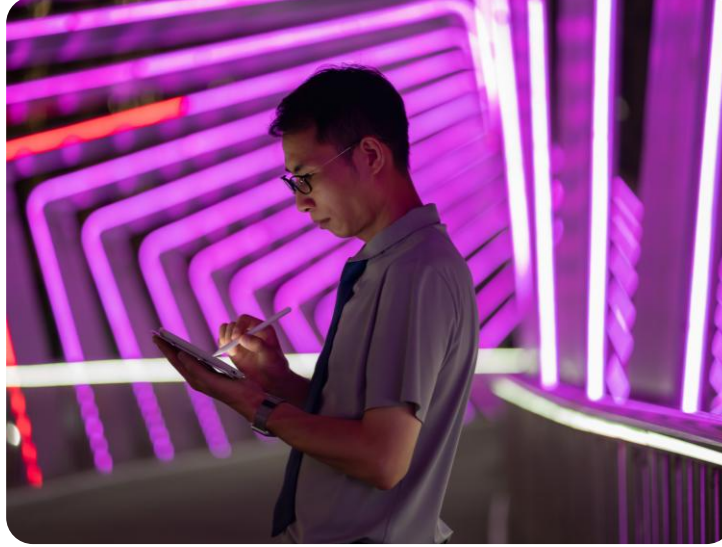
Turn preparation, hosting and self-care into content-ready moments.

Turn emerging rituals into testable growth platforms



FOR FMCG

Design for appliance-led occasions



FOR TECH & DURABLES

Sell the outcome, not only the device



TOGETHER

Create device-product bundles

The next opportunity may start in the feed—but its real value becomes visible when it changes routines and reaches the shopping basket.

Insight Summit *Switzerland* 2027

Loft
Zürich

13. April
2027

NIQ

Save the Date

