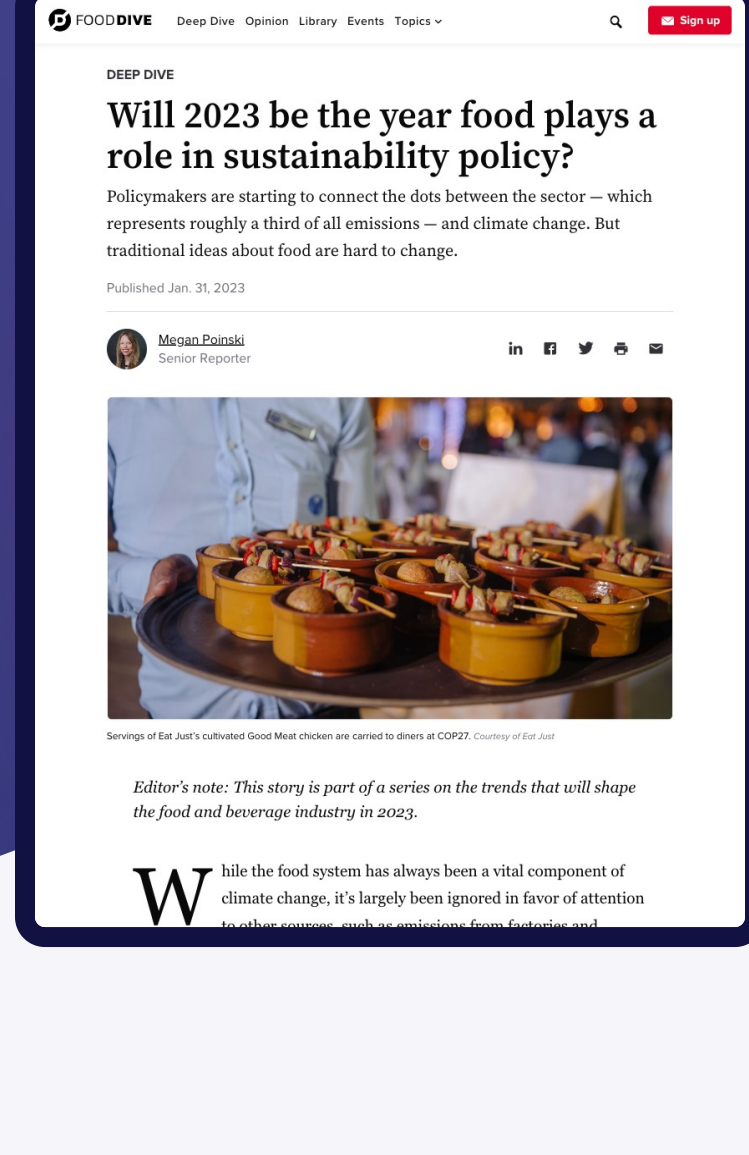


Snapshot

AUDIENCE INSIGHTS FOR 2023



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01 AUDIENCE

163K

unique monthly visitors

76%

of subscribers are manager-level or above

100%

of Fortune 500 food & beverage companies read Food Dive

FOOD DIVE

96,000

SUBSCRIBERS

You'll find Food Dive's news and insights in the inbox of notable subscribers, like:

- CMO, Gerber
- SVP, Chief Knowledge, Strategy & Technology Officer, Hershey's
- VP, Customer Development, Unilever
- R&D Director, The Coca-Cola Company
- CFO, Kellogg
- President and CEO, Nestlé Waters
- Customer VP, Kraft Heinz
- Global VP of Marketing, Barilla Group
- CIO, Mars Foods
- CFO, Bob's Red Mill

02 TOP-PERFORMING CONTENT

Between supply chain shortages, shifting consumer preferences, and inflation issues, the food industry has gone through its fair share of shake-ups in recent years. Often a race to see who can be the first to develop a new product line, innovation, or marketing tactic, the food industry has been — and continues to be — a hyper-competitive landscape. Let's take a look at what our readers have been focused on:

Top 5 topics

1. Snacking
2. Better-for-you ingredients
3. Manufacturing
4. Meat/protein
5. Packaging

Top 10 Food Dive stories

Keurig Dr Pepper CEO resigns over 'violations' to company's code of conduct



Monster to debut first flavored malt beverage alcohol product



Exclusive: PepsiCo to bring iconic chip brands into new snacking categories in 2023



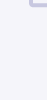
7 trends shaping food and beverage in 2023



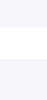
Coca-Cola and others agree to \$21M settlement for Fairlife animal abuse lawsuits



PepsiCo sets its sights on Gen Z with Starry, a Sprite competitor



Many dark chocolates have high levels of cadmium and lead, study finds



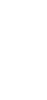
Inside Campbell Soup's overhaul to innovation and how it's paying off



Nestlé scales back meal delivery presence through Freshly deal



Coca-Cola to restructure North American workforce with voluntary buyouts



Keywords resonating right now

CO2 shortage

alternative dairy

M&As

research-based packaging

food and beverage trends

alternative protein

plant-based

allulose

recalls

air protein

wheat prices

false advertising cases

03 TRENDS

Food tech and innovation

- Biotech/GMO
- Lab-cultivated meat
- Alternative protein/plant-based

Better-for-you and better-for-world

- Natural/organic + environmentally friendly ingredients
- Increased scrutiny of ethics and practices
- Environmental, social, and governance (ESG)

New categories and shakeups

- Ready-to-drink cocktails
- M&A
- Brand expansions

Packaging and labeling shifts

- Nutrition labeling regulations
- Marketing's role in packaging
- Research-based packaging

Our readers spent nearly 2x as long on these stories than the average story:

- [Fresh Del Monte to debut carbon-neutral pineapples](#)
- [How can plant-based meat get back to growth?](#)

Emerging food tech

As consumers move to more health-conscious lifestyles, and the world at large increases scrutiny around food manufacturing practices and their negative impact on our climate, decision-makers in the food industry are getting pressure on all sides to modernize.

Accordingly, alternative protein is the buzzword on everyone's lips. From planting novel ways to increase the amount of protein in a product, to investing in plant-based solutions, to cultivating animal-free protein in a lab, today's leaders are glued to the latest evolutions in food tech and what it could mean for their brands.

The continued effort to differentiate

Recognizing consumers' appetite for bold and unique products, food brands everywhere have their sights set on doing the unexpected. Leaders are focused on one-upping their competitors and carving out new territory by entering into brand new categories, as well as hitting stores with trendy, out-of-the-box products designed to get consumers talking.

Heated competition means a renewed focus on shelf appeal. Research-based packaging has emerged as a hot topic for its ability to target specific demographics better, increase transparency, and ultimately increase sales. In a highly saturated market facing a potential economic downturn with consumers feeling the squeeze of inflation, differentiation has never been more important.

Rules, regulations, and reputation

As the pressure to reduce carbon footprints on supply chains intensifies and new FDA nutrition label and marketing regulations loom, change — and the potential challenges it brings — is on the horizon for the food industry.

Knowing that building a strong brand image and positive brand association is vital in the increasingly aware consumer culture we live in, food and beverage leaders everywhere are laser-focused on promoting squeaky clean reputations in 2023 via compliance, reducing climate impact, and establishing more ethical practices.

04 MARKETING INSIGHTS

Cook up content that reflects the preferences of over 96,000 Food Dive subscribers:

Content Characteristics

- Well-informed
- Actionable
- Timely
- Consumer-focused
- Forward-thinking

Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

Cut to the chase

These leaders have weathered pandemic shakeups and continue to face new and exhausting external challenges. Experiment with skimmable or on-demand content formats that deliver immediate value and actionable takeaways.

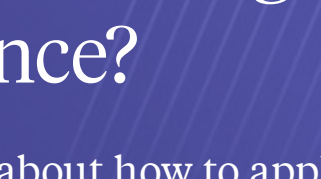
Carve out the competition

In such a dog-eat-dog space, decision-makers are looking for insight into the innovations of competitors — especially major brands — to see how they can stay ahead of the curve. Give them a clear and evolving picture of the competitive landscape, so they don't get left behind.

Take the temperature of the economy

Although new product lines and emphasis on food tech are top of mind, keep an eye on how economic uncertainty impacts the industry. Tailor your content's tone to the state of the affairs, and provide solutions that address the unique ways economic turmoil is impacting food industry leaders.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

[Contact us](#)