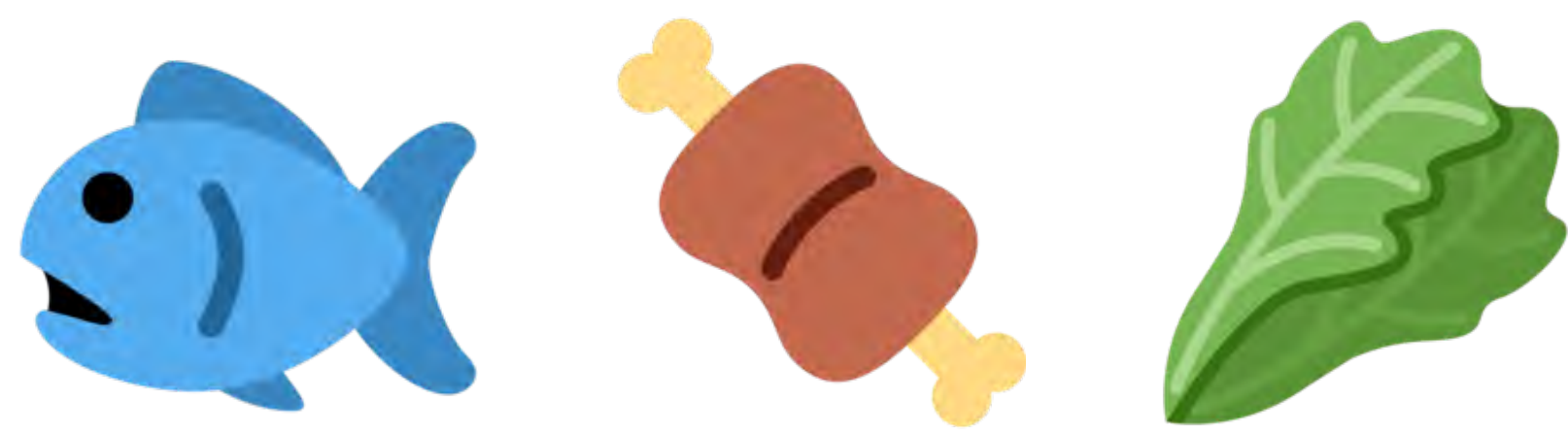




Insights by Brandwatch

# Alternative food trends on Twitter





**You can always count on food to bring people together. And Twitter is the place where people go to talk about their passions and interests, especially when it comes to good eats.**

Food alternatives are an ever-growing and evolving marketplace that are appealing to both chefs and foodies alike. But what are people talking about and how is the conversation changing on Twitter?

We teamed up with Brandwatch to uncover top consumer trends around food alternatives by looking at share of voice. To do this, Brandwatch observed a random smaller sample (33%) of the overall conversation on Twitter from 2019 to 2020. This is highly accurate method for measuring large universes of data.

**Let's dig in!**







Priyanka Naik  
@ChefPriyanka



**FIRST RECIPE of 2021: Vegan Mexican Sweet Corn Cake! Someone please tell me you've heard of the old school chain ChiChi's, bc that's what inspired this! With a hint of coconut & cinnamon**



Ahmad  
@TheGoldenBalanc



**Yall trying to be healthy? Try this Vegan Grilled Quinoa Salad 🤗 It's delicious! A like and a retweet go along way 🙏**



“

Twitter is the only platform that truly allows a chef to be raw (pun intended). I can share my candid thoughts on the food/culinary industry and engage in thoughtful conversations with others invested in this industry.

I can connect with other food lovers, chefs, and journalists in an instance. One may go to another platform for the beautiful visuals, but people come to Twitter to find the experts.”



Priyanka Naik  
@ChefPriyanka





## Share of voice

# #TrendyDiets

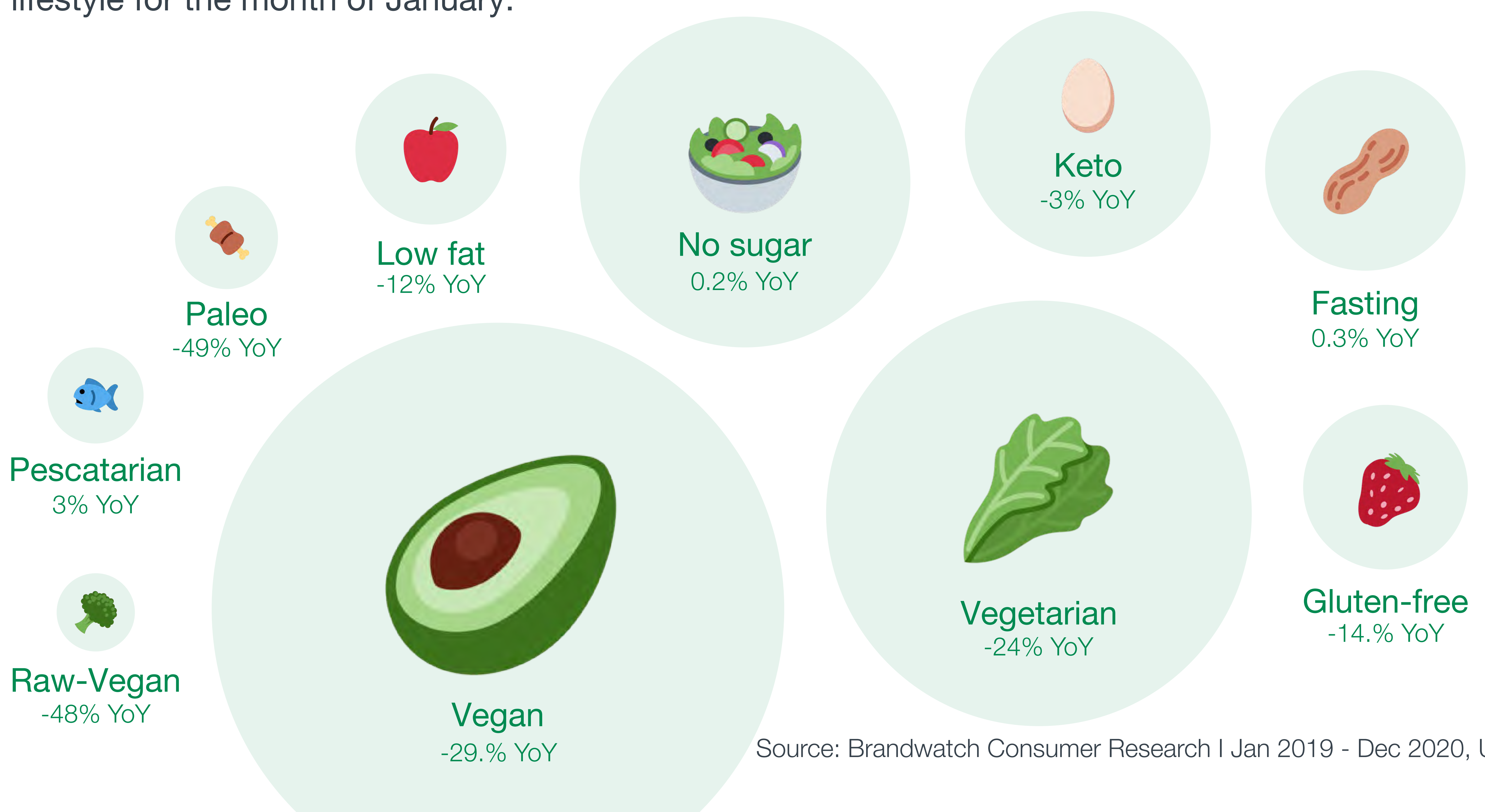
Veganism and vegetarianism continue to own the highest share of voice each year, however sub themes around purpose surfaced within the conversation.

## Eating for awareness

Veganuary drove a high volume of the conversation. A UK nonprofit promotes and educates about veganism by encouraging people to follow a vegan lifestyle for the month of January.

## A higher purpose

There are many reasons why people choose to eat vegan. Another popular reason discussed on Twitter is to reduce their carbon footprint.







Rosanna Pansino  
@RosannaPansino



**My sweet potato casserole recipe is the best! It's made with coconut milk & coconut sugar!**



ryan  
@vibrationalll



**give plant based milks a chance!!**

**coconut milk is YUMMY oat milk is DELICIOUS soy milk is REFRESHING almond milk cashew milk is GREAT**



trinity  
@trinitybellaa



**me reading new yorker articles with my oat milk matcha is the exact same thing as an old man reading the newspaper with a cup of joe...**





Share of voice

# #MindfulMilk

Alternative options for milk have seen huge growth in both choice and popularity in recent years.

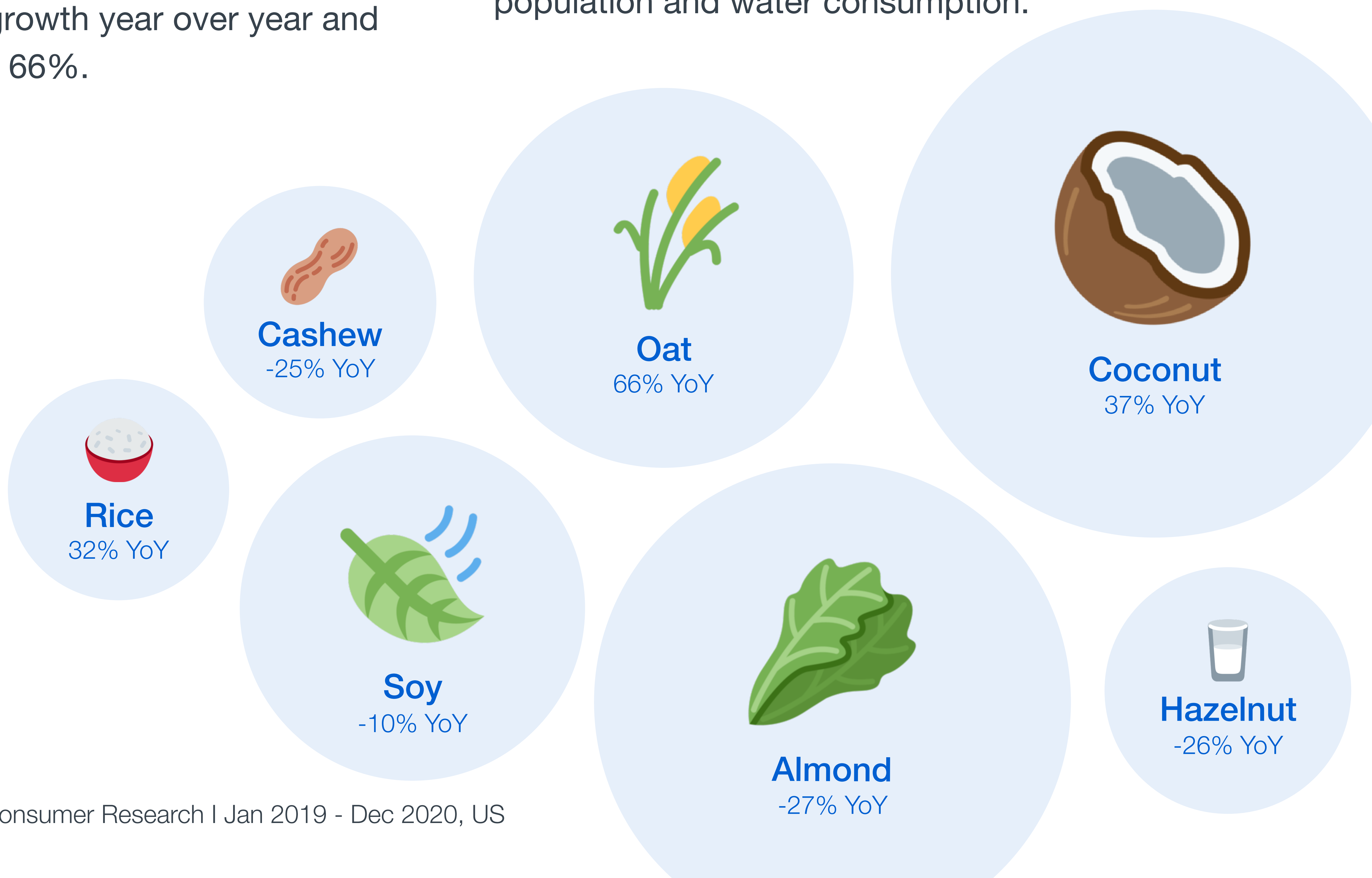
## Go oats!

Milk alternatives have proved extremely popular in overnight oat conversations and dietary preference conversation.

The conversation around oat milk saw the biggest growth year over year and increased by 66%.

## All about sustainability

There are many reasons why people choose alternative milk options, however there are still environmental concerns discussed on Twitter. There is discussion about their effect on the bee population and water consumption.







Jimmy Wong  
@jfwong



**Mama Wong and I teamed up to make the craziest dish from Food Wars / Shokugeki No Sama - the Countdown Mapo Curry Noodles!!**

**Also, a mini history lesson about spicy food culture in China and where the name "Mapo Tofu" comes from :)**



Jimmy Wong  
@jfwong

**“Tofu is one of those food items that has been around for 2,000 years, so we’ve figured out an incredible number of ways to use it in our food. It’s high in protein, got a lot of amino acids, and soaks in the flavor of the dish you’re cooking with. Across Asian culture it’s a staple ingredient - there are entire rows of it at every grocery store”**



## Share of voice

# #MeatlessMeat

When it comes to meat alternatives, there are plenty of choices.

## Fast meatless meals

Fast food outlets increased conversation about branded meat alternatives with new vegetarian and vegan options, prompted by the rise of these dietary preferences.

#MeatlessMonday is a popular trend and reminder to eat alternatives.

## Meatless snacks

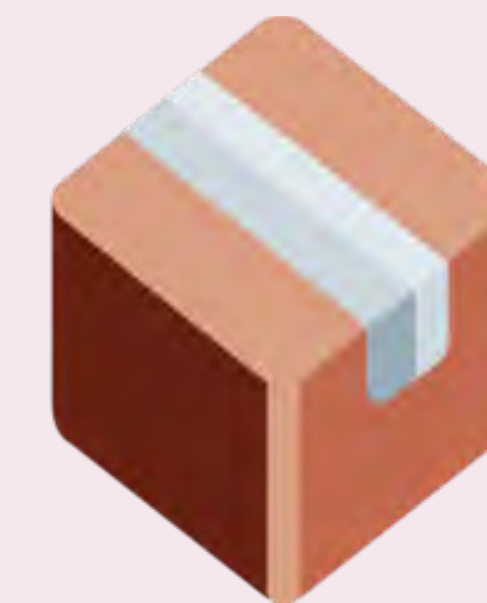
Tofu, jackfruit, seitan, tempeh and pea protein can all be used in many ways and have become more than just a substitute for meat, we found examples of crisps, jerky and brownies! The share of voice around pea protein has increased 42% year over year!



**Seitan**  
-6% YoY



**Pea protein**  
42% YoY



**Branded**  
-36% YoY\*



**Lupine**  
4% YoY



**Jackfruit**  
-8% YoY



**Tempeh**  
-9% YoY



**Tofu**  
12% YoY





James Lamprey  
@FunFoodsyt



### Chocolate Avocado Ice Cream 🥑

Today's ice cream recipe is this delicious chocolate avocado ice cream. This is healthy, it's Keto and it's amazing! Link to full video is in the bio. #avocado #avocadoicecream #chocolate #dessert #icecream #des...



ShawtyAstrology  
@shawtyastrology



### ★🌿 SUPERFOODS YOU SHOULD ADD TO YOUR DIET (based on rising sign) ★🌿 - PART 2

Libra: Watermelon ✨

Scorpio: Strawberries/Raspberries ✨

Sagittarius: Walnuts ✨

Capricorn: Ginger ✨

Aquarius: Spirulina/Dark Chocolate ✨

Pisces: Spinach/Kale ✨



Muganda Clay  
@mqhlay



Meanwhile, there's a lady at the next table. I can tell she is nice person: Her salad has lots of avocado... People who eat avocado are nice people. Always... 🥑





## Share of voice

# #SuperFoods

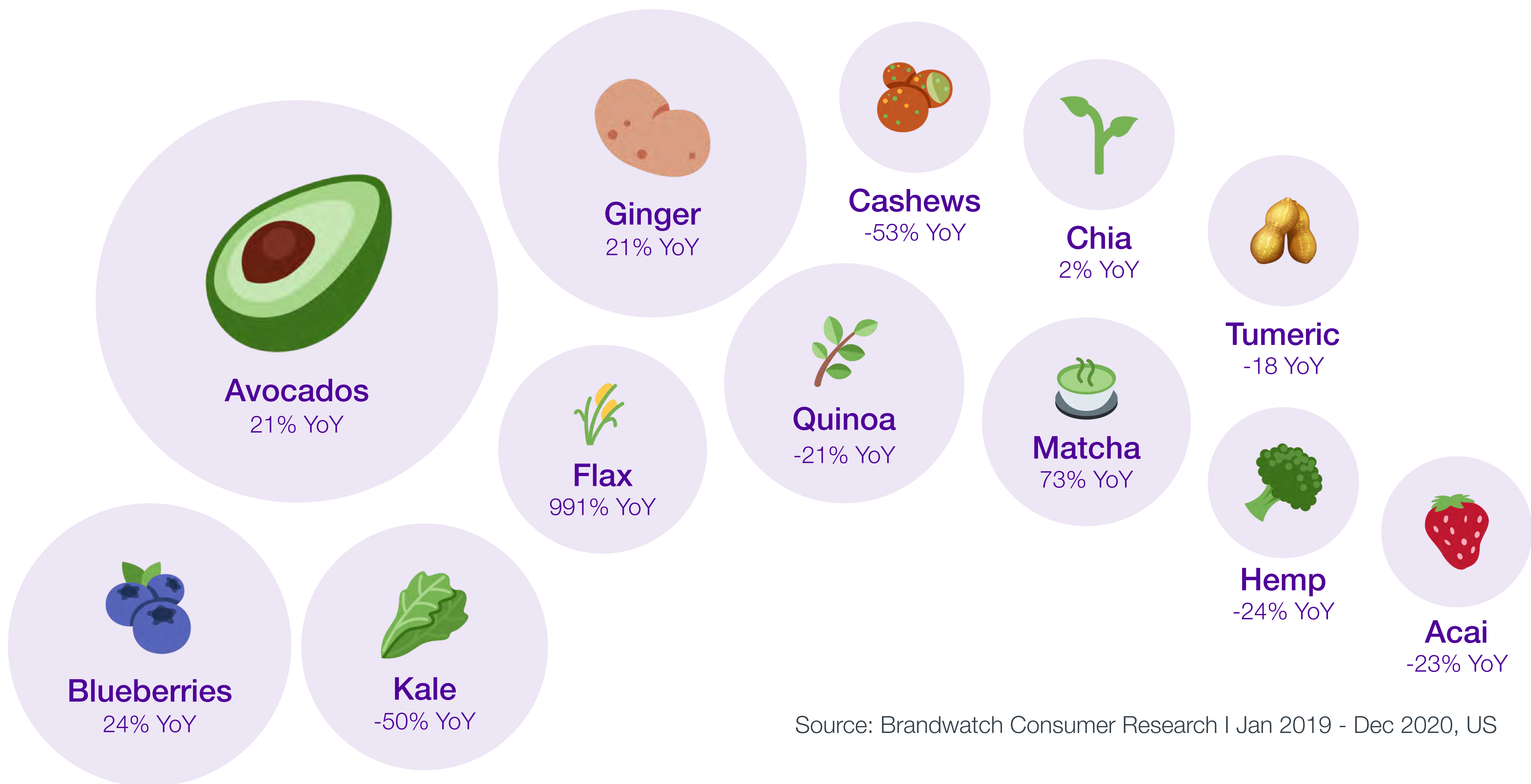
Superfoods have high concentration of vitamins and minerals packed into them.

## Super recipes

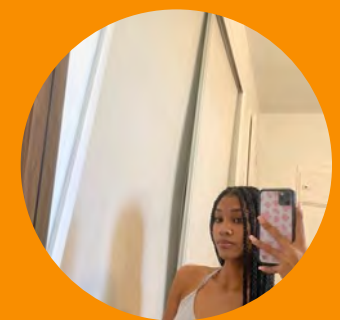
Avocados were mentioned together with salads, tacos, and toast. Blueberries were often mentioned with cakes, oatmeal, pancakes. Ginger, kale, chia, matcha, and acai berries were often discussed in reference to juicing.

## Super growth

The share of voice around flax has grown tremendously with an increase of 991% year over year. Matcha has also seen an increase in share of voice by 74% more than last year.







princess jaz  
@jazminkushh



I'll live off of veggie chips



kiri  
@Kirious\_



-sweet potato fries cooked til  
slightly crunchy  
-paprika  
-garlic powder  
-black pepper  
-sea salt  
-ketchup

there's not a better late night  
snack than that and u can't  
change my mind





## Share of voice

# #CrunchyCravings

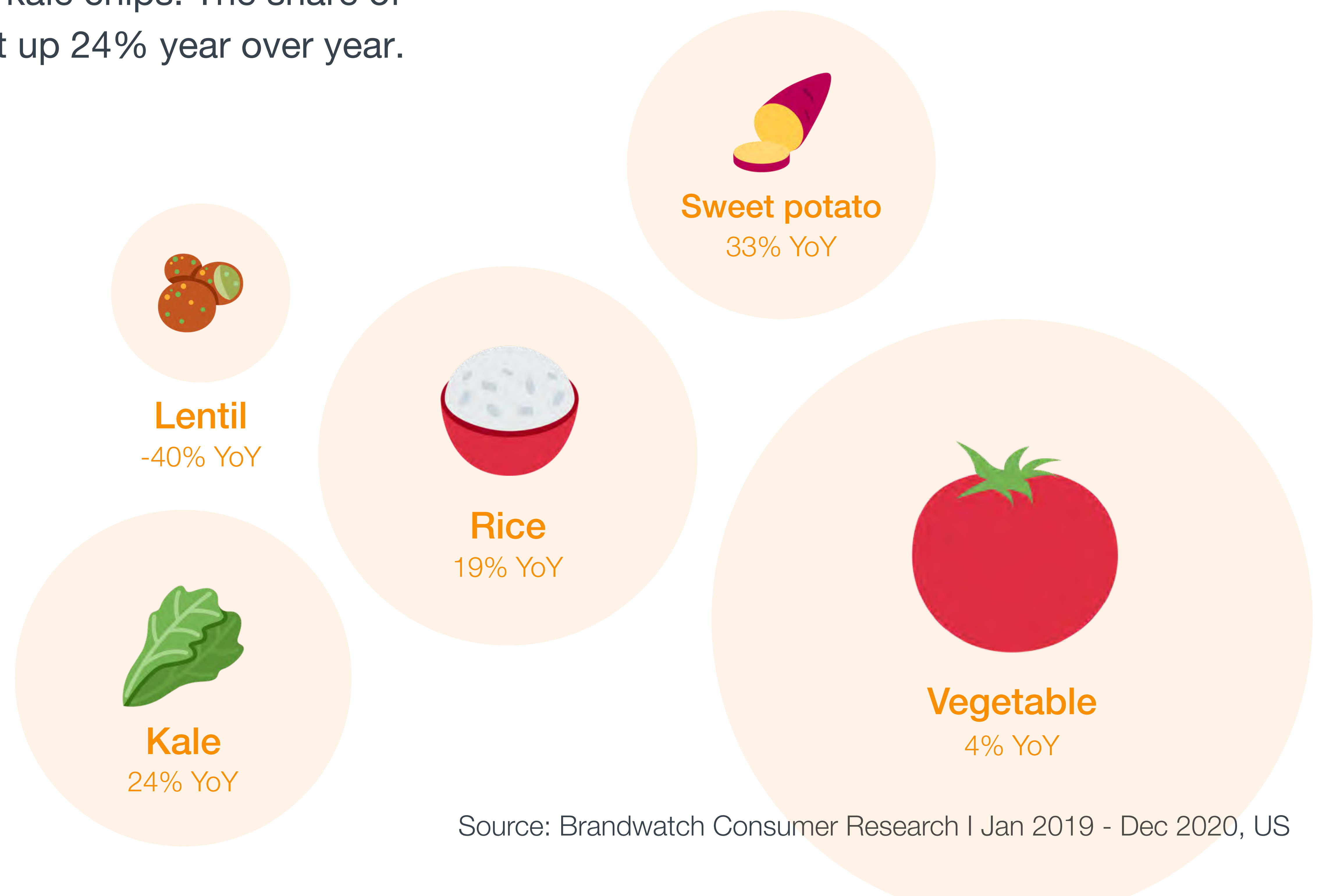
Popular alternatives to the potato chip includes sweet potato and vegetables.

## Going green

Vegetable and pulse based crisps, like lentils, kale and sweet potato, have seen an increase in conversation because of their healthy perception. Air fryers are a huge trend right now and a big topic of conversation around using it for homemade kale chips. The share of voice around kale went up 24% year over year.

## Crackers about crackers

Rice crackers have become a popular topic of conversation because people feel as though they are nutritionally beneficial. The share of voice around rice crisps went up 19% year over year.







Will McInnes  
@willmcinnes



**My boys wanna bake. What's an outstandingly delicious vegan recipe that is easy for first time cake/biscuit bakers? 🍪**



Will McInnes

@willmcinnes CMO, Brandeatch

**“Twitter is the fastest way for me to get inspo and answers from a bunch of better cooks and bakers than I’ll ever be”**





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