



# TOMORROW : 2050

## Alternative Futures for Food & Beverage

### What could the Food & Beverage sector look like by 2050?

The global food and beverage market is growing at unprecedented levels, driven by multiple micro and macro-economic factors. Recent global events such as the COVID-19 pandemic and the Russia/Ukraine conflict have severely impacted the food and beverage industry across the globe, with food supply and food inflation among the key challenges expected to persist for some time. In [Translink's TOMORROW: 2050 Alternative Futures for Food & Beverage Report](#), four possible futures are explored.

#### SOME T SCENARIO

In this context, the food and beverage sector sees global cooperation to eradicate hunger with a limitation in the development and adoption of new technologies for 'new' food and beverages.

##### WHAT THIS MEANS FOR M&A:

- 1 There is limited scope for deals involving new technologies.
- 2 The open markets and global cooperation initiatives enable an environment conducive to deal-making across borders.
- 3 International joint ventures and collaborative agreements are commonplace between food and beverage brands and organisations that focus on eradicating hunger.

#### SHARED T SCENARIO

Here, global collaboration gives impetus to initiatives to share generic and biological information to explore and harness the health benefits of personalised dietary advice.

##### WHAT THIS MEANS FOR M&A:

- 1 Lucrative opportunities for deals with a global reach.
- 2 Mergers serve to shorten the food and beverage supply chain.
- 3 M&A deals are used to acquire footprints into new markets.

#### OUR T SCENARIO

2050 is the time of nationalism and protectionism, with only a few close alliances between regional or neighbouring countries. Each country aims to be self-sufficient in terms of food and beverage supply.

##### WHAT THIS MEANS FOR M&A:

- 1 Limited opportunities for cross-border deals.
- 2 First and fast movers gain the advantage in the narrow geographical markets.
- 3 M&A decisions are led by profit motives and acquiring 'the next food and beverage technology'.
- 4 Government support for deals that increase the country's level of food and beverage self-sufficiency.

#### NO T SCENARIO

In this scenario, governments regard food as an object of strategic national importance, leading to increased protectionism. Although farming methods remain traditional, alternative produce, with a lighter environmental impact, are cultivated.

##### WHAT THIS MEANS FOR M&A:

- 1 M&A deals are derailed, stalled, and delayed by extensive compliance requirements.
- 2 Interesting M&A opportunities exist in countries with circular food economy focus, and where acceptance of alternative food and beverage products is growing.
- 3 Deals are made between organisations that enable and support regenerative farming within certain geographical areas.

HERE IS A  
SYNOPSIS OF EACH  
SCENARIO AND  
THEIR POTENTIAL  
IMPACTS ON  
M&A