



Unique Data. Expert Analysis. Innovative Solutions. One Platform.

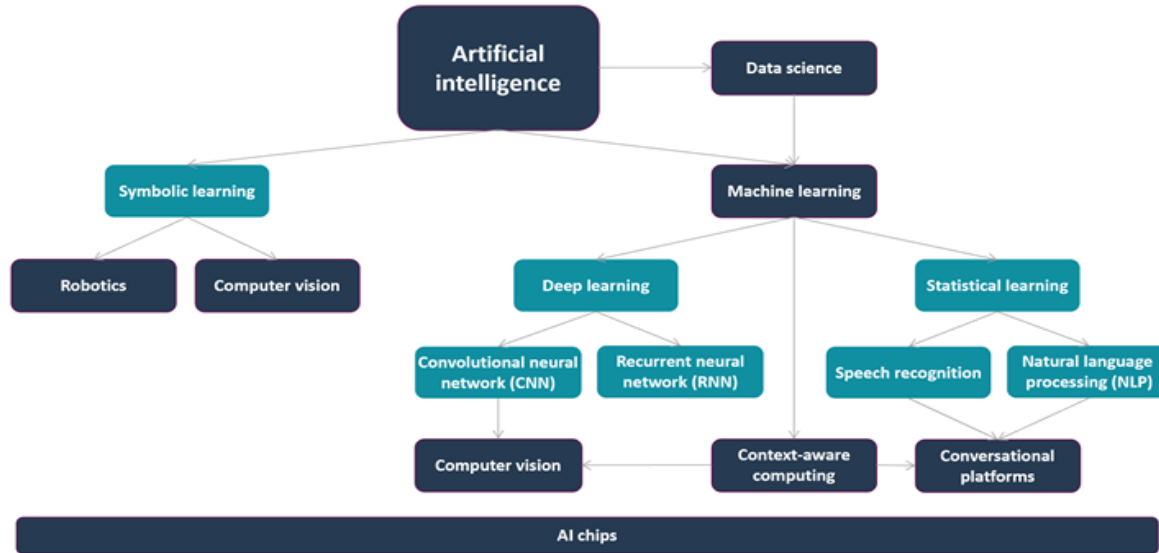
January 2022

# AI in Food: Filings trends 2021

# Tech briefing for AI

## Technologies and subsets of AI

AI is an umbrella term that covers several different technologies.



## What is AI?

Artificial intelligence (AI) refers to software-based systems that use data inputs to make decisions on their own. AI includes an array of technologies and subsets. The graphic on the left illustrates how these are interrelated.

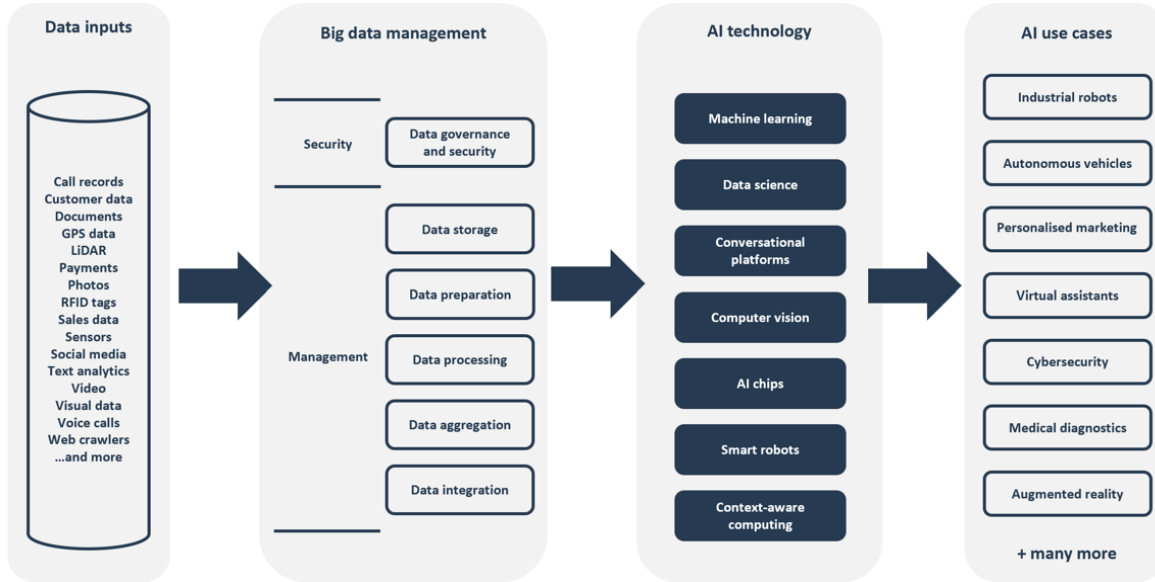
### The seven key AI technologies

Within the AI industry, we have identified seven key technology categories: machine learning, data science, conversational platforms, computer vision, AI chips, smart robots, and context-aware computing.



# Our thematic framework for AI

We simplify the AI industry's value chain into four segments: data inputs, big data management, AI technology, and AI use cases.



## An overview

Big data – extremely large, diverse data sets that, when analyzed in aggregate, reveal patterns, trends, and associations, especially relating to human behavior and interactions – plays a significant role in the development of AI technology.

Big data is produced by all forms of digital activity: phone calls, emails, sensors, payments, social media posts, and much more.

It is also produced by machines, both hardware and software, in the form of machine-to-machine exchanges of data.

These exchanges are particularly important in the IoT era, where devices talk to each other without any form of human prompting.

Once collected, big data is typically managed in data centers, either in the public cloud, in corporate data centers, or on end devices.



# The impact of AI on the Food industry

## Thematic impact assessment for Food

The matrix below details the AI technologies where food companies should be focusing their time and resources.



## AI in Food investment opportunities

The thematic impact assessment on the left looks at how each AI technology can be used across the food value chain.

We suggest that companies invest in technologies that are shaded in green, explore the prospect of investing in technologies shaded in yellow, and ignore areas shaded in red.



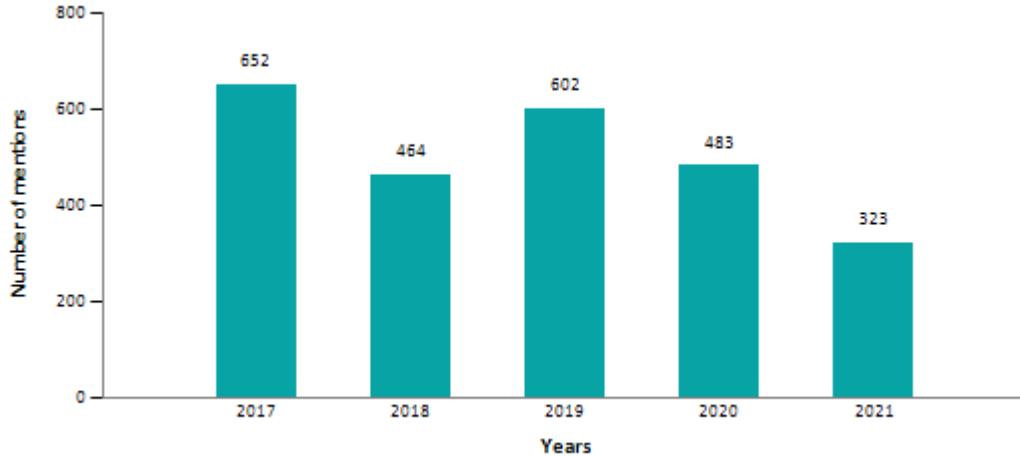
# AI in Food: Filings trends in last five years

## GlobalData Company Filing Analytics

GlobalData analyzes company filings and transcripts, uncovering overarching company sentiment and underlying trends hidden in vast amounts of financial and non-financial data.

## AI mentions in the filings of Food companies

The mentions of AI in the financial filings of Food companies registered a negative CAGR of 16.1% between 2017 and 2021.



Source: GlobalData

## Global

AI-related mentions in the filings of Food companies dropped to 323 in 2021 from 483 in 2020.

## GlobalData Insight

During the review period 2017-2021, the highest number of AI-related mentions in filings were seen in 2017, while 2021 had the least mentions.

In 2021, mentions of AI in the filings of Food companies were 33.13% lower than the previous year.

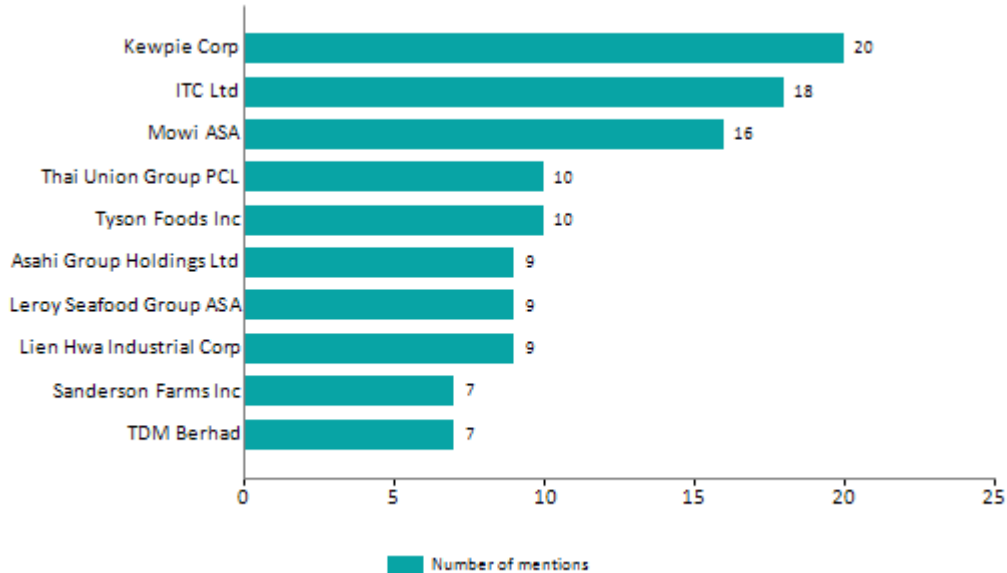
Asia-Pacific occupied the top spot among geography-related mentions of Food companies discussing AI.



## Companies with the most mentions of AI in the Food industry: 2021

Top companies with the most mentions of AI in the Food industry in respective financial filings during 2021

Kewpie Corp had 20 AI mentions in the Food industry in 2021.



Source: GlobalData

## Companies

The top ten companies together accounted for 35.6% of total AI-related mentions in the Food industry during the year.

GlobalData insight

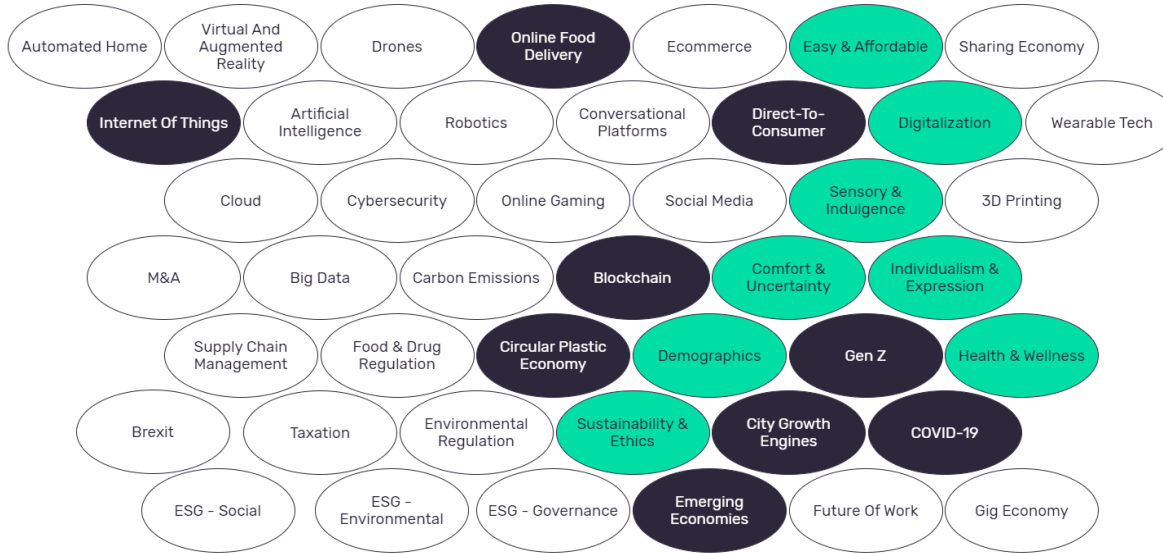
Kewpie Corp had 20 AI mentions in the Food industry in 2021.

Other Food companies with most AI mentions include ITC Ltd, Mowi ASA, and Thai Union Group PCL.



## More themes impacting Food

Our 2021 Food theme map below shows the big themes that will have a significant disruptive impact on all Food companies over the next two years.



## Our 2021 theme map

We define a theme as any issue that keeps CEOs awake at night.

Our 2021 theme map shows the big themes driving growth in the industry.



## Discover thematic research

### GlobalData insight

Unique Data. Expert Analysis. Innovative Solutions. One Platform.

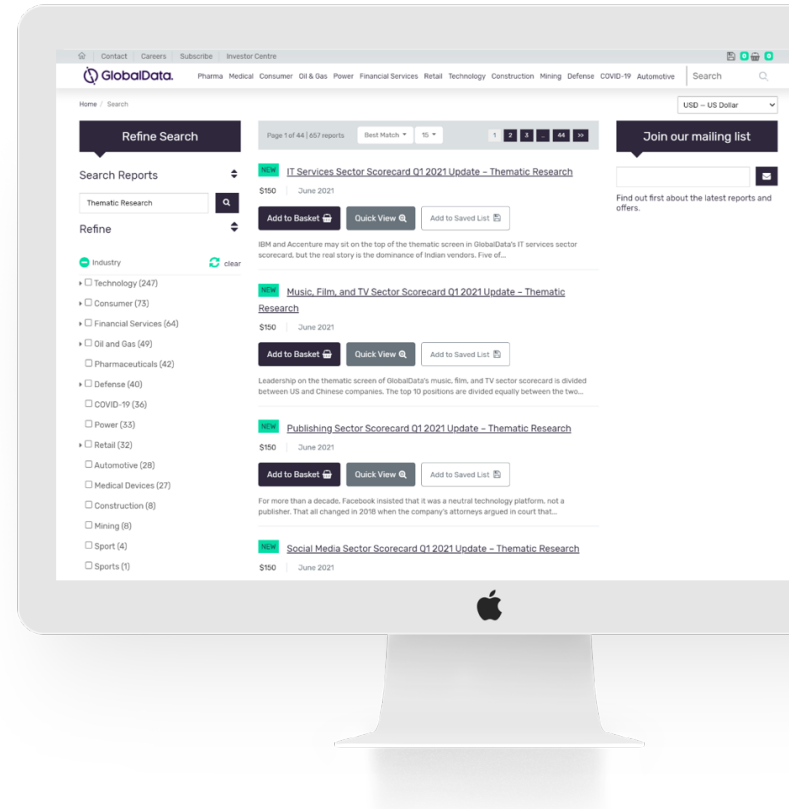
To find out more about major themes set to disrupt your industry, discover GlobalData's research reports.

We leverage the collective expertise of our in-house research analysts, consultants, and journalists, as well as thousands of external thought-leaders, to create differentiated and actionable insight.

Our thematic analysis offers a comprehensive lens into the future of your industry, enabling you to:

- Drill down into market shifts to determine strategy that drives your business forward
- Identify sector trends and themes early to protect your blindside
- Utilize forecasts and customer insight to power your product development & innovation

[ACCESS REPORTS](#)





The left side of the page features an abstract background of curved, overlapping lines in shades of blue and grey, creating a sense of depth and movement. A thin vertical green line runs down the right edge of this section.

**FOR ANY QUESTIONS OR FURTHER  
ENQUIRIES PLEASE CONTACT US AT:**

[reportstore@globaldata.com](mailto:reportstore@globaldata.com)

+44 20 7947 2745

**Disclaimer:** All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publisher, GlobalData. The facts of this report are believed to be correct at the time of publication but cannot be guaranteed. Please note that the findings, conclusions and recommendations that GlobalData delivers will be based on information gathered in good faith from both primary and secondary sources, whose accuracy we are not always in a position to guarantee. As such, GlobalData can accept no liability whatsoever for actions taken based on any information that may subsequently prove to be incorrect.