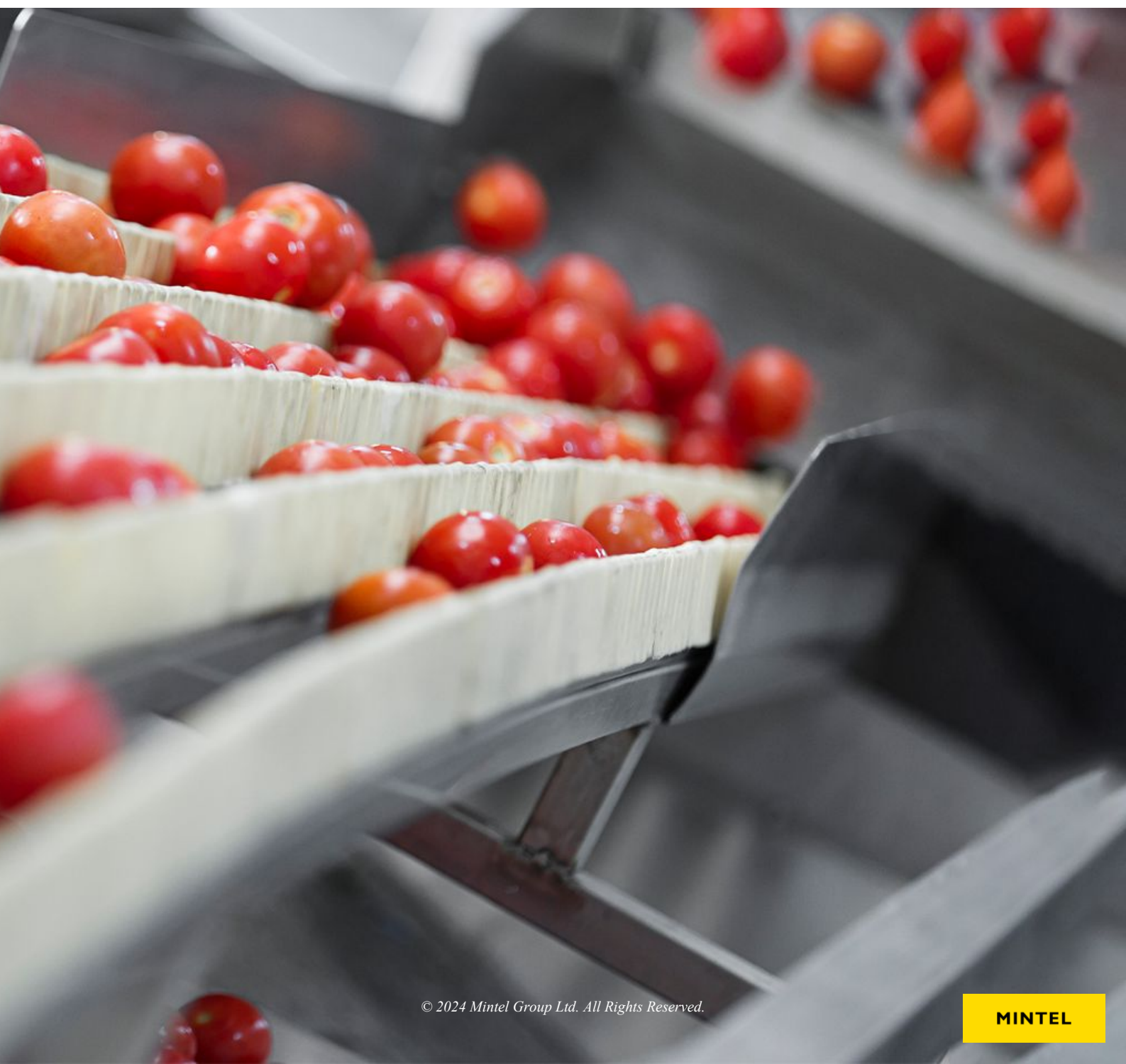


PATENT INSIGHTS: ADVANCED FOOD PRESERVATION INNOVATION

Recent patents in food preservation focus on preservative-free processing, natural preservatives and functional ingredients that extend the shelf life of food.



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Report Content

- At a glance
- Mintel's perspective

WHAT CONSUMERS WANT AND WHY

- Some consumers have a negative perception of preservatives used in food and drink
- Many consumers consider foods with a "preservative-free" claim to be healthier

PRODUCT INNOVATION TRENDS

- North America has the highest percentage of food launches with 'free from added/artificial preservative' claims
 - Graph 1: % of all food and drink launches featuring "free from added/artificial preservatives" claims within each region, 2018-2020
- 'Free from added/artificial preservatives' claim stands out in the top five food & drink categories
 - Graph 2: % use of free from artificial additive/preservative claims within the top 5 categories for food and drink launches, 2018-2020
- Meat products with "free from preservatives" claims appeal to clean label seekers

THE PATENT LANDSCAPE

- Patent publication activity related to preservatives used in food and drinks
 - Graph 3: patents disclosing different types of preservatives used across the food & drinks category, published each year, 2011-2020
- China is the leading country, with the majority of patent grants related to preservatives used in food and drinks

Different techniques used to deliver preservative free claims

- Manufacturers currently use various physical processing techniques to produce preservative-free products
- Packaging technologies could help to preserve food items for longer
- Novel ingredients and food processing techniques contribute to improving the shelf life of food products

Focus on natural preservatives

- Consumers relate naturalness with health
- Brands incorporating naturally sourced preservatives in food products
- Natural preservatives for health and wellbeing
- Brands have started integrating plant-derived preservatives to increase the shelf-life of food
- Potential insect-derived food preservatives have gained attention in recent years
- Biopreservatives of microbial origin: a promising alternative to artificial preservatives

Patent insights: advanced food preservation innovation

- A potential application of microorganisms as natural preservatives

Multi-functional preservatives as 'hero ingredients'

- Multi-functional preservatives are emerging hero ingredients
- Multi-functional food ingredients are gaining momentum as they enhance the shelf life of products and offer health-improving benefits
- Microbial strains used in the dairy and baking industries are emerging hero ingredients

THE IMPLICATION

- Research in preservative-free food processing techniques and natural preservatives is expected to record robust growth

APPENDIX

- Research methodology
- Key food & drink preservatives related patent examples
- Shape your future with Mintel bespoke patent analysis

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