

PATENT INSIGHTS: IMPROVE HEALTH VIA PERSONALISATION

Personalised nutrition has created a new business model, confirmed by patent activity, as brands start to innovate around personalised nutrition.



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Report Content

- At a glance
- Mintel's perspective

WHAT CONSUMERS WANT AND WHY

- With the rise of health consciousness, consumers are becoming more motivated to seek healthier lifestyles
- Wearable health-tracking devices are becoming increasingly popular among health-conscious consumers
- Younger consumers are especially interested in personalised food and drink solutions
 - Graph 1: consumer interest in trying food and drink that is personalised to match their needs (eg based on diet or activity they share), by age, 2021

PRODUCT INNOVATION TRENDS

- Tech solutions boost personalised nutrition

THE PATENT LANDSCAPE

- Patent publication activity related to personalised nutrition
 - Graph 2: patents related to personalised nutrition, published each year, 2012-22
- Outside of the US, Asian countries have the majority of patent grants for personalised nutrition

Support wellbeing with personalised nutrition

- In Asia, consumers seek personalised nutrition solutions
- Consumers seek personalised nutrition solutions for general health and wellbeing
- Targeted gut microbiome nutrition is on the horizon
- Patent filings suggest that 'Diets by DNA' are emerging
- Tech companies are developing wearables and test kits that are key to delivering personalised nutrition
- Food brands are developing personalised technologies that improve user experience

Offer personalised solutions for metabolic disease

- Consumers look for personalised solutions for support with metabolic conditions
- Personalisation of food and drink can help with diabetes management
- Technologies that recommend personalised eating plans may support with the management of diabetes-related conditions
- Offer personalised weight management tools
- Personalised meal planning may help consumers to overcome obesity

Patent insights: improve health via personalisation

Consider personalised nutrition in foodservice

- Consumers show interest in customised meal experiences while eating out
- Revitalise the foodservice industry via personalised nutrition
- Personalisation can enhance consumers' eating experience from a nutritional perspective
- Biomarker-based personalised nutrition can help with the management of health conditions linked to diet

THE IMPLICATION

- Personalised nutrition may revolutionise and transform the food and drink industry

APPENDIX

- Research methodology
- Key patent examples related to personalised nutrition
- Key personalised nutrition related patent examples
- Shape your future with Mintel bespoke patent analysis

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