

# THE FUTURE OF INGREDIENTS: 2019

Global Annual Review: what's now and what's next for ingredients.



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# Report Content

- A look back, and a look ahead

## THE BIG STORIES

- Mintel's perspective

### The future is bright for plant proteins

- Alternative plant proteins are on the rise, but are a long way from catching up with dairy proteins
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  - Graph 1: high/added protein food and drink launches that contain select protein ingredients, Oct 2013-Sep 2018
- Use plant-based proteins to connect with younger adults
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  - Graph 2: reputation of plant-based proteins (any agree), by age, Oct 2017
- Lysine-rich fava beans can improve the amino acid profile of plant-based protein blends
- Blend plant proteins to improve a product's protein quality

### Healthy fats gain traction

- Get consumers excited about the benefits of omega-3s, DHA, and EPA
- Keto-friendly fats have superfood potential
- Seek out fats that are better for people...and better for the planet

### Clean label continues to evolve

- Clean is now a consumer term
- While clean is the new healthy, consumers may be growing skeptical
- Degree of processing is a potential risk, especially for clean label products
  - Graph 3: plant-based (eg coconut/almond/soy) yogurts are healthier for me than dairy yogurts, 2017

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Use gut health to drive interest in prebiotics

- A more holistic approach to health will also provide new opportunities for total microbiome support
- Support the microbiota with fiber, prebiotics, and probiotics
- Focus on a variety of fibers to improve microbiota diversity

### Explore healing botanicals

- Seek out botanical ingredients for a range of functional benefits

## The Future of Ingredients: 2019

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- Interest in natural functional ingredients
- Keep an eye on fast-moving CBD

### Develop products for healthy aging

- Support both brain health and heart health throughout the ages
- Innovate with essential nutrients and eye-friendly ingredients
- Promote the multiple benefits of collagen peptides to attract younger consumers looking to support healthy aging early on
  - Graph 4: VMS product usage, net current use, by age, June 2017

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Prioritize transparency to help consumers understand new technologies
- Cellular agriculture and synthetic biology are poised to advance into new and more complicated categories
- Younger Europeans are the most receptive to 'lab-grown meat'
  - Graph 5: lab/cultured/synthetic meat appeals to me, % agree, 2017

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