

THE FUTURE OF INGREDIENTS: 2020

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



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Report Content



- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

Functional botanicals offer stress relief

- Formulate stress-fighting foods
- Functional botanicals fit as part of a wider message about mental health and wellness
- Stress-relief food and drink products tap into the self-care market
- Psyilocybins are poised to follow in the footsteps of CBD

Alternative plant proteins are on the rise

- Pea protein has found its home in "plant-based" products, but clear labeling is required
- Fava bean proteins hold promise to improve the texture of meat and dairy substitutes
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- Promote the sustainability story of fava
- Fava bean is an emerging plant protein to watch

Sustainable ingredients have room to grow

- Planet-saving ingredients can offer consumers sustainable nutrition
- Nutrient-dense beans are well positioned for growth in healthy and sustainable innovations
- Look beyond soy and explore the wider legume family for sustainable ingredients

IN THE NEXT TWO YEARS

- Mintel's perspective

Disruption is coming to the protein category

- Will 2021 be the breakthrough year for lab-grown meat and proteins?
- Address concerns before going commercial with lab-grown meat
- Dried medium from lab-grown meat can be used as a nutritive seasoning
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- Clean meat could be the answer for consumers who are not quite ready to give up meat
- Anticipate more disruption to the protein industry in the near future

Sugar reduction gets innovative

- Resolving the taste challenges of stevia will expand its use

The Future of Ingredients: 2020

- Resolving the taste challenges of stevia will expand its use
- Allulose must go beyond just keto-friendly products
- Unexpected fiber ingredients will continue to be sought for innovative sugar reduction

Biodiversity will be a pillar of sustainability

- Investing in biodiversity is not just good for the planet, but also for brands
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- Appeal to Gen Z consumers with sustainable solutions
- Preserving biodiversity will be the next step in sustainability
- Beyond Madagascar: time is right to start promoting new origins of vanilla to consumers

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Artificial intelligence will accelerate product development
- What we've seen: AI technology uncovers hidden opportunities for calamansi
- Sustainable food production will be next to benefit from space-related innovations
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- Look at space programs' partnerships for the future of food innovation
- Science and technology will be friends, not foes
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- Food can learn from other industries that highlight the advantages of lab-grown

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