

# THE FUTURE OF INGREDIENTS: 2021

Ingredients that support human and planetary health while delivering exciting sensory experience can thrive and science will deliver food that nature alone cannot.



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# Report Content



- Listen to our Global Food Science expert, Emma Schofield talk you through the key stories from this report (video length: 15mins)
- The now, the next and beyond

## WHERE WE ARE NOW

- Ingredient innovations are needed to support the holistic needs of our global population
- The pandemic can create new opportunities for food and drink ingredients
- What we are seeing

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Optimising human and planetary health

- What's best for us, is also best for the planet
- Consumers are interested in the impact that food has on the environment and are willing to make sacrifices
- Producers promote ingredients and production systems that give back to nature
- 'Health by stealth' reformulations could help to overcome the taste challenges of healthy eating
- Innovative solutions can help producers to deliver 'health by stealth'
- Addressing the 'fibre gap' is key to health and producers can align fibre to the wellness trend when creating products for younger consumers
- Ingredient solutions help to deliver more enjoyable and personalised eating experiences for health-focused foods

### Enhancing food experiences with sensory attributes

- The sensory qualities of food and drink are critical to consumers
- Fermentation techniques look set to produce ingredients that improve the sensory attributes of protein alternatives
- Traditional fermentation techniques can deliver exciting tastes, in combination with health benefits such as 'naturally low in sugar'
- 'New wave' fermentation techniques can draw parallels with traditionally fermented foods to improve consumer acceptance
- Precision-fermented and cell-based ingredients look set to deliver desirable tastes and textures
- Aromatic ingredients can enhance the eating experience while supporting health through sugar or calorie reduction
- Aromatic ingredients can emerge as mood-elevating ingredients which align to the mental wellness trend

## Expect renewed attention to food safety and quality

- Consumer concern about food safety and quality will open opportunities for transparency over food- and human- safety protocols farm to fork
  - Graph 1: important qualities in food/drink post-COVID, % of consumers who agree, July 2020
- Producers offer transparency about various aspects of the safety of their products
- Consumers' focus on quality and safety will drive demand for clean and natural attributes in food and drink
- Naturalness can meet sustainability for foods that are safer for humans and the planet
- Reassure consumers about the safety and quality of food by being transparent about the sustainability of food supply chains
- Interest in food and drink products that are safe as well as natural could drive interest in natural preservation solutions

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Producers of cell-based foods will need to prove and communicate the benefits these foods deliver for health and the environment
- 'Hybrid' meats made with plant-based and cell-grown components may have improved sensory attributes
- Novel-technology may deliver fat and oil ingredients for 'hybrid' products with improved sensory attributes and favourable nutritional profiles
- Communicate the tangible benefits of GM technologies to improve consumer acceptance
- Consumers may be more likely to accept genetic modification if it can solve problems that nature alone cannot

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