

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.



Emma Schofield,
Associate Director -
Global Food Science



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

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850