

THE FUTURE OF INGREDIENTS: 2022

Ingredients for self-care and 'better-for-us' needs will future-proof food and drink in the next normal. Moving ahead, watch out for technology-driven ingredients.



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Report Content



- Meet Mintel's global ingredient expert
- The now, the next and beyond

WHERE WE ARE NOW

- Two years into the pandemic, various megatrends have drawn new attention, shaping ingredient innovations in food and drink
- The COVID-19 effect: ingredients in food and drink that add value to products and to consumers' lives will stand out
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Develop healthy products for the next normal

- Consumers want to see positive nutrition in their diet; focus on nutrient density
 - Graph 1: health-related activities done in 2020 (ie during the COVID-19 outbreak), compared to 2019 (ie prior to the COVID-19 outbreak), 2021
- The war on the 'health villain' trio; sugar, sodium and fat retain their importance
 - Graph 2: prohibitive claims/ingredients, 2021
- Explore new ingredient innovations for sugar reduction
- COVID-19 will bring new urgency to sodium reduction solutions
- Healthy minerals can be promoted in reduced-sodium products
- New ingredients to watch out for when reducing fats in healthy products

Ingredients that support self-care will thrive

- Consumers will take self-care seriously
- Nutrition and diet will continue to develop consumers' tools for managing their stress and anxiety
- Leverage mood-altering ingredients to support mental wellbeing
 - Graph 3: attitudes toward healthy eating and sustainability, "Certain ingredients have a beneficial effect on my mood (eg chamomile calms me)", 2020*
- More products will be made in the coming years with emerging anti-anxiety botanicals and proven micronutrients
- Ingredients to watch in sleep health food and drink
- A holistic approach can inspire future edible beauty solutions

Sustainable proteins can grow beyond eco-friendly

- As we enter the new normal, better-for-us is within reach thanks to sustainable proteins

The Future of Ingredients: 2022

- Pea protein's success is close, but it needs to exhibit transparency
- New plant proteins are well positioned for growth, going beyond being just eco-friendly
- Revamp soy, the 'old-school' plant protein
- Cell-based meat can address consumers' reluctance with meat alternatives to replace meat
- Overcome consumer scepticism in novel cell-based foods through expert storytelling
- Non-animal whey protein will disrupt categories where technical and nutritional challenges have limited vegan formulations

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- The way forward: ingredient innovation towards food system transformation
- Ingredient solutions that act on reducing food loss and food waste will help close the gap on food insecurity
- Technology will play a bigger role in reducing, repurposing and eliminating food waste and food loss in the entire food supply chain
- Developments around food made from air can disconnect future food production from energy-intensive agriculture
- Air-derived food solutions look set to grow in providing better sensory attributes and securing food production without negative land use impacts
- Artificial Intelligence (AI) will uncover the process of building next-generation ingredients, ensuring the food is produced fast and sustainably

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