

# THE FUTURE OF INGREDIENTS: 2023

Economic conditions may slow food tech innovation but brands can turn to ingredient solutions that will support consumers' physical and financial health.



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# Report Content



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

## WHERE WE ARE NOW

- Another significant year of disruption brought on by climate change and global conflicts
  - Graph 1: consumer attitudes toward supply chain, ethical and environmental issues, any agreement with the statement "Climate change will have an effect on the foods/drinks I buy", 2022\*
- Alternatives to staple ingredients need to offer scalability, affordability and quality
- Technology is rapidly changing the ingredient landscape
- What we are seeing

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Drive value with nutrition and long-lasting foods

- Consumers will be looking for ways to save
- Help consumers meet their goals of eating more nutritious foods while also sticking to a budget
  - Graph 2: food and drink aspirations, next 12 months\*, 2022
  - Graph 3: top ways that consumers save money on food and drink, "buy more frozen or tinned/canned food instead of fresh", 2022
- Solutions to increase shelf-life will be prioritized
- With consumers looking for value, could shelf-life-extending preservatives make a come back?
  - Graph 4: preservative trends, % of food and drink launches, 2002-22
- Moderation is key for many consumers when it comes to ultra-processed foods
  - Graph 5: attitudes towards healthy eating/drinking, "highly processed food/drink (eg chips/crisps, soft drinks) are fine in moderation as part of a balanced diet"\*, 2022
- Shift the conversation towards nutrition quality

### Dietary fiber becomes a hero ingredient

- Dietary fiber could be the secret to a long and healthy life
- Continue to build on fiber's strong health credentials
- New innovation needs to address the fiber gap
  - Graph 6: attitudes towards fiber in food and drink, by age, 2022
- Fiber ingredients with recognizable plant origins have potential

# The Future of Ingredients: 2023

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- Graph 7: top fiber ingredients in high/added fiber food and drink launches, % of launches, 2022

- Emerging fibers connect with clean label and plant-based trends

## Help consumers live and age well

- Consumers are focused on adopting healthy habits that will help them to live and age well
- Build a foundation for hormone health with blood sugar control
- Explore different ingredient solutions to support healthy blood sugar management
- Stay sharp with ingredients for brain health
- Staying sharp means reducing stress and boosting energy, focus and mental clarity
- Healthy hormone regulation is critical to living well and feeling your best
- Interest in liver health will give staying power to ingredients that support new raft of free-from claims

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- "Better-for-us" will be the new "better-for-you"
- Do no harm means putting people and the planet first
- Food products will be judged by the chemicals used in them and around them
- Technology aims to solve systemic problems across the food industry
- Maximize upcycled foods, especially as value-add ingredients
- Engage consumers with upcycled foods by going beyond sustainability benefits

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