

# THE FUTURE OF INGREDIENTS: 2024

Ingredients that deliver foods that are both healthy and sustainable remain long-term priorities, and novel technology holds potential to support their delivery.



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# Report Content



## WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Explore the intersection of food and healthcare

- The food industry will face increasing pressure to provide healthy foods
  - Graph 1: nutrition rating systems (eg Nutri-Score) are the best way to decide how healthy a product is, 2023
- Ingredients that deliver healthier nutrition profiles will continue to thrive
- Consumers' nutrition interests vary by region
  - Graph 2: top factors when shopping for food (only factors related to nutrition included), 2023
- Consider foods that align with the concept of 'prescription food'
- Focus on metabolic health for the prevention of long-term diet-related health issues
- Ingredients that support metabolic health can thrive
- Ingredients for 'diversity dieting' may become more prominent in the future

### Ultra-processing is driving a new era of 'clean' foods

- Publicity over 'ultra-processing' will drive new demand for 'clean' ingredients
  - Graph 3: claims that impact consumers' food and drink purchasing decisions, 2023
- 'Clean' and 'less processed' attributes continue to appeal to consumers
- Take steps to educate consumers about emerging 'natural' sweeteners
  - Graph 4: perceptions of specific sugars and sweeteners, 2022
- Demand for sugar reduction without additive sweeteners will encourage the development of novel solutions
- Remind consumers about the positives of food processing
- Put back what is lost during 'ultra-processing' to deliver nutrient-dense processed foods
- Microorganisms can help boost the healthfulness of processed foods

### Focus on sustainable ingredients that taste good

- Ingredient diversification can support the health of humans and the planet
- Diversify into climate-resilient crops, in tasty and familiar formats
- Some consumers are optimistic about 'new' foods and production techniques

# The Future of Ingredients: 2024

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- Graph 5: products/services that are good for the global environment that consumers have tried, or want to try in the future, 2023

- The road to protein diversification has been challenging, requiring ingredients that support taste
- Technologies and ingredients look set to deliver desirable textures in protein alternatives
- With scarcity of land and freshwater for food production on the horizon, diversifying into ingredients from the sea holds promise
- Upcycled fibre- and protein-rich waste streams can support healthier nutrition profiles

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- AI to speed up the discovery process of valuable health ingredients
- AI to support 'right first time' NPD
  - Graph 6: frequency at which consumers look for new foods/flavours to try, 2023
- Biofortification looks set to challenge food fortification with new food sources of 'at-risk' nutrients
- Cell-based tech has more to offer, but must deliver tangible benefits for the consumer
  - Graph 7: agreement with the statement that meat and dairy ingredients should only come from animals (ie not be made using ingredients from cell-based technologies), 2023
- Precision fermentation is making inroads in food and supplements
- Fats and oils are the next frontier for cell-based technologies
- Cell-based technologies look set to enable the production of sustainable and climate-resilient fats and oils

## KEY TAKEAWAYS

- Key takeaways

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