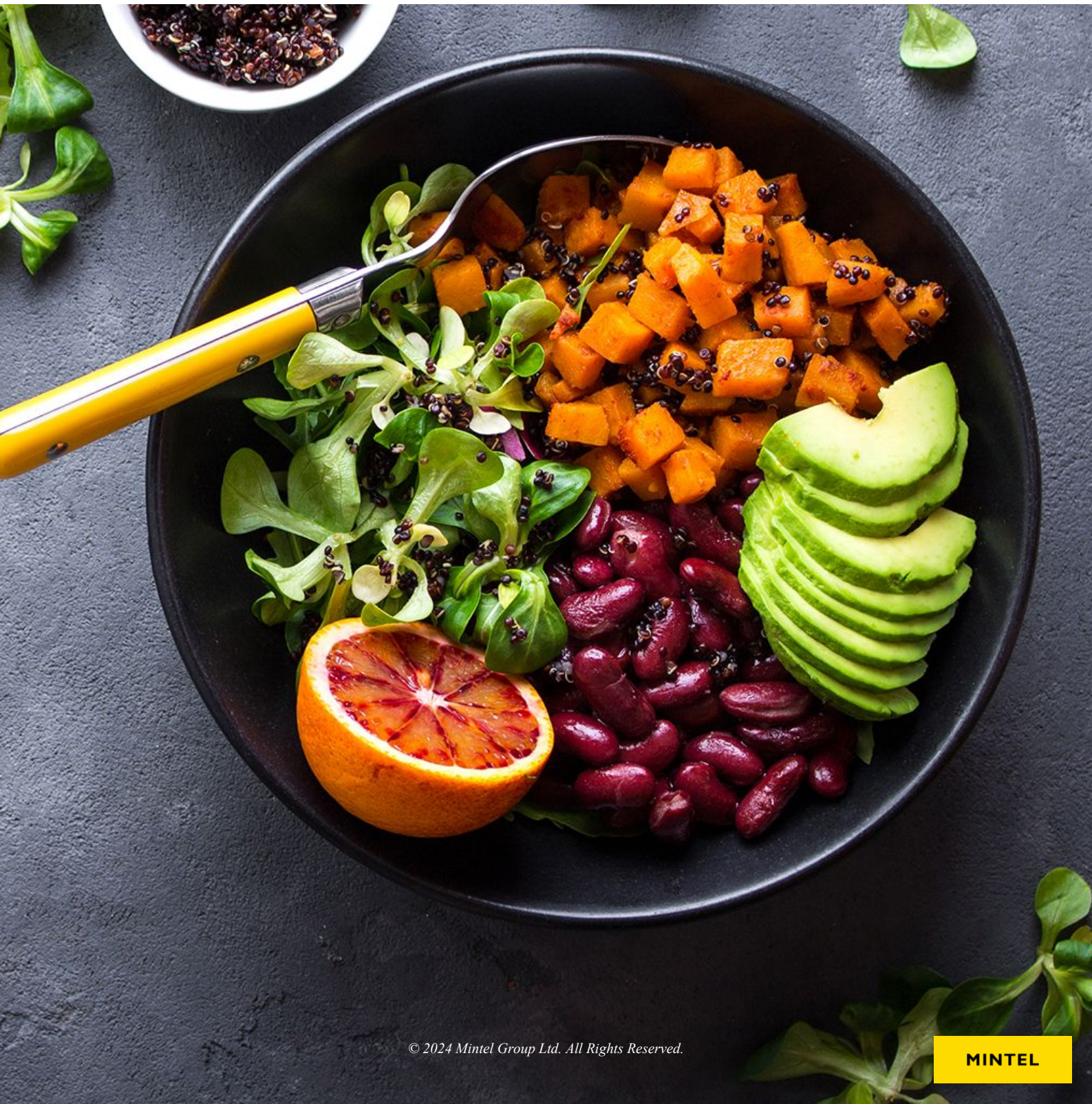


# THE FUTURE OF NUTRITION, HEALTH, AND WELLNESS: 2019

Global Annual Review: What's now and what's next for nutrition, health, and wellness.



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## Report Content



- A look back, and a look ahead

### THE BIG STORIES

- Mintel's perspective

#### 2018: the era of positive ageing

- The pro-ageing movement: live and age with better quality of life
- Focus on prevention more than cure
- Look beyond seniors and tap into younger consumers' desire for preserving holistic health
- Use proactive and positive health messaging to appeal to younger consumers

#### Redefine and focus on the macros

- Fat profits with ketogenic diet, but are not suitable for long-term health
- Cutting down sugar in children's diet is an opportunity
- Build a healthy and natural image in children's drinks that contain sweeteners
  - Graph 1: drink product launches with a children (5-12) claim, Jan 2017 to Jul 2018
- Ensure that economy products do not contain more sugar than 'regular' counterparts
  - Graph 2: average sugars (g per 100g/ml) in product launches, select categories, Nov 2013 to Oct 2018

#### Address the 'new' age of health problems

- Tap growing concerns towards impact of pollution through anti-pollution claims
- Highlight foods that help overcome inflammation
- Healthy dietary choices and ingredients inspired by ancient wisdom may help reduce inflammation
- In APAC: solve eye health problems through functional food and drink with eye health claims

### IN THE NEXT TWO YEARS

- Mintel's perspective

#### Importance of a healthy gut reaches new heights

- Support gut microbiota with diet rich in microbiota-accessible carbohydrates (MACs)
- The link between gastrointestinal health and wellbeing is a hot research topic
- Beyond digestion: pre- and probiotic products play a role in brain health and mood
- Consumers desire anecdotal evidence and medical endorsement
- Upgrade the delivery method of probiotics for maximum effectiveness

## **Promote neuro nutrition across lifespan**

- Demand for neuro nutrition across different life stages
- Address the different cognitive health needs of consumers
- Look for multiple ways to support a healthy brain
- Develop products tailored to the brain health needs of different lifestages
- Highlight the key nutrients and ingredients for brain health in products

## **Make clinical nutrition a competitive edge in senior market**

- Prepare senior consumers to live longer
- Tackle dementia: a top 'future fear' for seniors
- "Silver muscles" thirst for high protein
- Clinical nutrition: the future directions in senior market

## **IN FIVE YEARS AND BEYOND**

- Mintel's perspective
- Maximize the super benefits in superfoods with mesonutrients
- Highlight the mesonutrient of superfood in products
- Take nutrition innovation to the next level with technology
- Start partnering with tech start-ups and R&D institutes to drive better nutrition
- Anticipate greater demand for 'Eco Dieting', food and drink for both planetary health and human health
- Promote food and drink attributes that align to the FAO definition of a sustainable diet
- Increase sustainability efforts that are not only 'good-for-me' but good for the planet



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