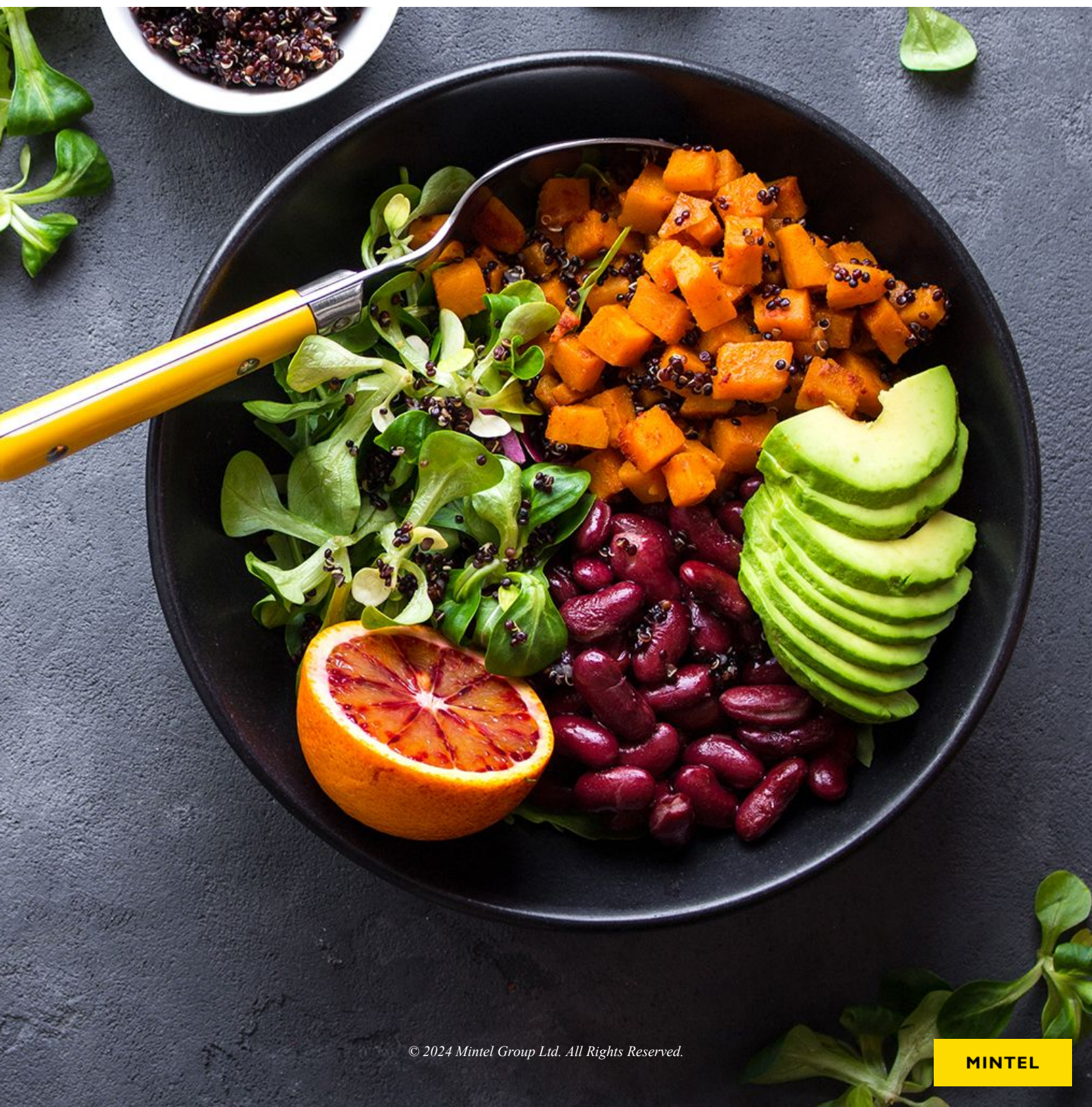


THE FUTURE OF NUTRITION, HEALTH, AND WELLNESS: 2019

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



Michelle Teodoro, Global
Food Science Analyst



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
- 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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email: store@mintel.com

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US	+1 (312) 932 0600
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China	+86 (21) 6386 6609
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Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850