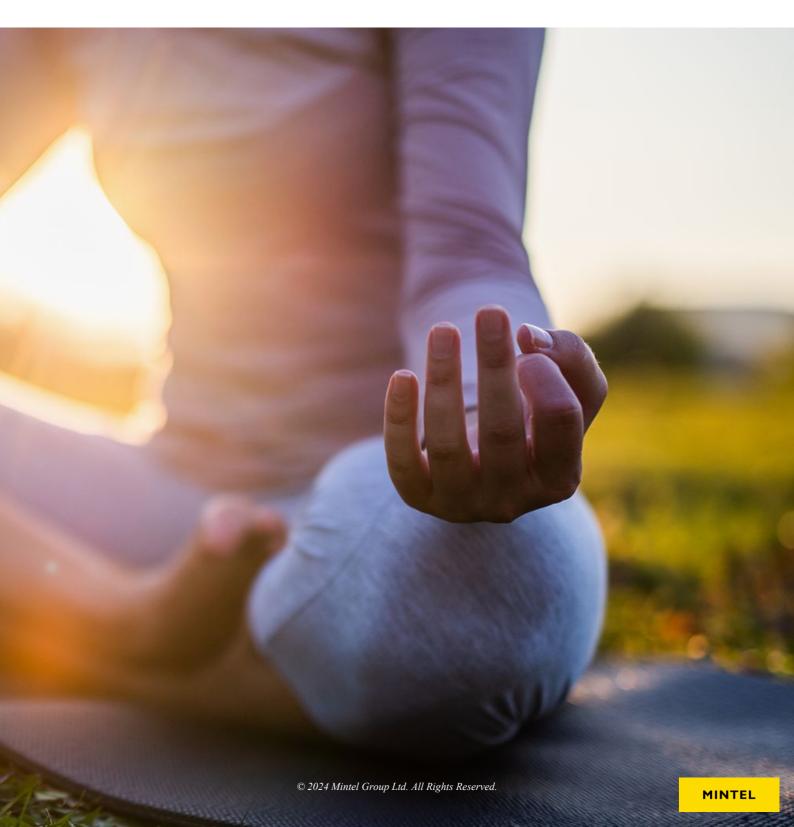
THE FUTURE OF NUTRITION, HEALTH AND WELLNESS: 2020

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





Report Content

A look back and a look ahead

THE BIG STORIES

· Mintel's perspective

Mind the gap of mental health and wellbeing

- Mental and physical health are becoming equally important in pursuing holistic health
 - Graph 1: important things required to achieve a healthy lifestyle, 2019
- · Consumers are seeking mental health and wellbeing benefits in their diet and lifestyle
- · Look at multiple areas of mental health to cater to mindful consumers' needs
- · Mental health and wellbeing products feature relevant and trending nutrition solutions

The power of the gut

- Supporting a healthy gut microbiota has broad potential
- · Consumers associate probiotics with many different benefits
 - Graph 2: perception of probiotics, 2017
 - Graph 3: reasons for taking probiotics, 2018
- Cognitive health is the next frontier for pro-, pre- and postbiotics
- · Cognitive health is the next frontier for pro-, pre- and postbiotics

Deliver products for the management of diet-related diseases like diabetes

- Opportunities for manufacturers to create personalised eating plans for type-2 diabetics
- · Opportunities for nutrition claims that support the prevention and management of type-2 diabetes
- · Nestlé Health Science pilot OptiJourney, a low-calorie weight management programme for type-2 diabetes remission
- · Expect more attention to low-carb diet plans for people with type-2 diabetes

IN THE NEXT TWO YEARS

Mintel's perspective

Make diets and food systems sustainable

- Sustainable nutrition: achieving healthy diets through sustainable food systems
- · Sustainability in food and drink is starting to matter to consumers
- · Consumers' openness to 'sustainable nutrition' will lead manufacturers to continuously promote sustainable and plant-

based products

The Future of Nutrition, Health and Wellness: 2020

- Consumers' openness to 'sustainable nutrition' will lead manufacturers to continuously promote sustainable and plantbased products
 - Graph 4: share of food and drink launches, select sustainable nutrition-related claims, Dec 2014-Nov 2019
- · Collaboration and reformulation will fuel the shift in innovation towards sustainable nutrition and food systems

Focus on the shortfalls of plant-based diets, specifically nutrition and naturalness

- · As plant-based dieting grows, it will face more scrutiny from consumers and health professionals alike
- Consumers often link health with naturalness (as well as nutrition), and producers should expect further attention to processing
- Highlight health and nutritional qualities of plant-based products that are a match to their conventional counterparts
- Plant-based dairy and meat producers should educate consumers about how to eat a well-balanced and nutritious vegan or plant-based diet

Claims need to evolve with consumers' needs

- The 'anti-pollution diet' will be the next Mediterranean diet
 - Graph 5: attitudes towards pollution, 2018
- Exposure to blue light and the negative consequences on our vision will create demand for food/drink that protects our eyes
- The future of gut health starts in the mouth

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- A diet rooted in heritage is a potential roadmap to achieving optimal health and comfort
- · Refine food safety and nutrition quality through digitalisation
- Refine food safety and nutrition quality through digitalisation
- · Food safety solutions will become more advanced, convenient and affordable for fresher, cleaner and safer foods
- · Investments and acquisitions will be at the forefront of an effective and efficient food and agricultural system
- Technological advances, clinical trials and active patents in personalised nutrition will thrive, making it more accessible and credible

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent (see Research Methodology for more information).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at http://www.mintel.com/terms

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850