

# 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.



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# 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
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### 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

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- Consumers' openness to 'sustainable nutrition' will lead manufacturers to continuously promote sustainable and plant-based 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
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- 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

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