

THE FUTURE OF NUTRITION, HEALTH AND WELLNESS: 2021

Staying healthy for today and tomorrow equates to holistic solutions, with opportunities for healthy foods that are affordable, accessible and sustainable.



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Drink/Purchase
Intelligence



Report Content



- Listen to our Food Science expert, Stephanie Mattucci talk you through the key stories from this report (video length: 10mins)
- The now, the next and beyond

WHERE WE ARE NOW

- The pandemic has exposed critical truths related to nutrition, health and wellness
- 2020 has been all about health
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Immune system support will evolve to be holistic

- COVID-19 has intensified interest in immune support
- Immune health will still be important to many consumers, even after the vaccine
- A multi-faceted approach to support immune health can help meet consumers' overarching wellness goals
- Support the immune system through gut health
 - Graph 1: attitudes towards food and drink, "foods with gut-friendly ingredients (eg in fermented foods) can help to support your immune system," May 2020
- Promoting a healthy gut microbiota has broad potential for immune health

Nutrition will be practiced as self-care

- Good nutrition is self-care
- Healthy foods can help consumers feel good, physically and mentally
- Nutritional solutions are needed to support mental wellbeing too
- Support mental wellbeing with the next generation of mood foods
- Will kefir be the "Greek yogurt" of the "next normal"?

Diets will help manage chronic diseases

- Healthy aging strategies must include healthy diets
- Look for nourishing foods with benefits grounded in science
- Post-COVID-19, consumers want food and drink solutions for disease prevention
- Diabetes is one of the fastest growing health challenges of the 21st century
- Gut-healing diets promise relief for people managing chronic diseases
- Several variations of gut-healing diets are emerging

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Social and environmental justice movements will influence how we think about food systems
- Invest in affordable nutrition for consumers facing economic hardships
- Some consumers are skeptical that healthy eating habits can be achieved on a low budget
 - Graph 2: attitudes towards healthy eating and sustainability, July 2020
- "Better-for-us" will be the new "better-for-you"
- Sustainable ingredients and healthier products go hand-in-hand for a better future

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