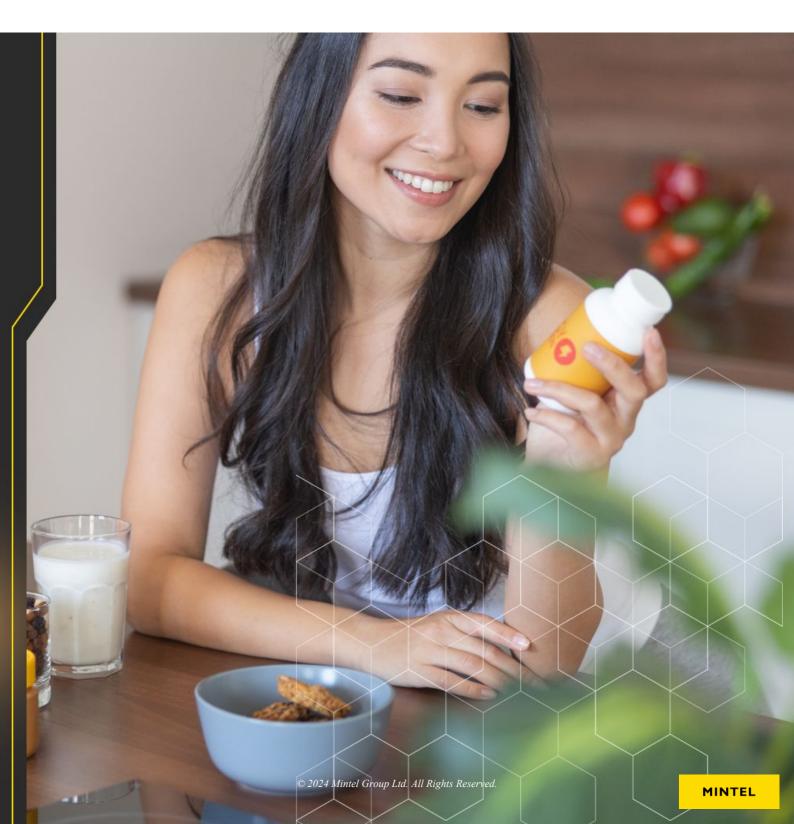
# THE FUTURE OF NUTRITION, HEALTH AND WELLNESS: 2023

Proactive conscientious consumption and the global financial crisis will open doors for breakthroughs in healthy ageing, affordable nutrition and agriculture.





# Report Content

- · Meet Mintel's global food science expert
- · The now, the next and beyond

#### WHERE WE ARE NOW

- 2022 was centered on conscientious consumption, which will continue to shape future innovations in the years ahead
- · When the economy drops, affordable nutrition must take priority
  - Graph 1: key factors driving consumer behavior around Value "How do each of the statements below apply to you?", 2022\*
- · Consumers want to be more in charge of their health
- "Better-for-us" movement is receiving the attention it deserves
- · What we are seeing

#### IN THE NEXT TWO YEARS

· Mintel's perspective

#### Make healthy foods available on a budget

- · Consumers need healthy, affordable food
  - Graph 2: food and drink aspirations for 2022, 2022\*
- Prove product value to the cost-cutting consumer by delivering trusted nutrition and versatility
- · Improvements in nutrition quality will take centre stage
- · Make household staples nourish the body while being easy on stretched purse strings
- Bring in some family-friendly features
- · Consider cost-saving ingredients that can replace relatively more expensive ingredients in food production
- · Reverse food engineering can be the future of affordable nutrition

#### Create healthy ageing solutions for the next normal

- · Start prevention early on with positive nutrition
- · Bridge the gap between today and tomorrow by offering multiple health and nutrition benefits
  - Graph 3: experience and interest in food and drink product benefits "Any current usage or future interest NET," 2022
- Interest in "food as medicine" approach to promote preventative health and ageing well favours functional product expansion
- · People will require more neurological health solutions as they live longer lives
- · Healthy agers can improve their mental performance and productivity through various neurological health food solutions
- · Hormone health will be a growing area of interest for future healthy ageing brands

# The Future of Nutrition, Health and Wellness: 2023

- Offer hormone health support for both men and women
- · Use diet and nutrition to support kidney health

#### Weight management goes beyond diet and exercise

- · Help consumers address pandemic weight gain
- Weight management is more than just focusing on physical activity, calorie restriction and weight loss
- · Include gut health as part of healthy weight management
- · Leverage weight management's effect on various aspects of health
- Find ways to support body neutrality
- · Trendy weight management diets will need to be more sustainable, nutrient-dense and accessible

#### IN FIVE YEARS AND BEYOND

- Mintel's perspective
- · Sustainable agri-food supply chains will support nutrition equity and food security
- Technology will play a crucial role in strengthening agriculture's foundations
- · Upcycled ingredients need to be scaled up beyond being eco-friendly
- · Weatherproofed Provisions will be significantly influenced by health and nutrition
- · Provide easy nutrition to older consumers in case of natural disasters
- · Health and wellbeing will gain even more from sensory advances, particularly those that involve scent and sound

#### **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 <a href="http://www.mintel.com/terms">http://www.mintel.com/terms</a>

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: <a href="mailto:store@mintel.com">store@mintel.com</a>

## 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