

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.



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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

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