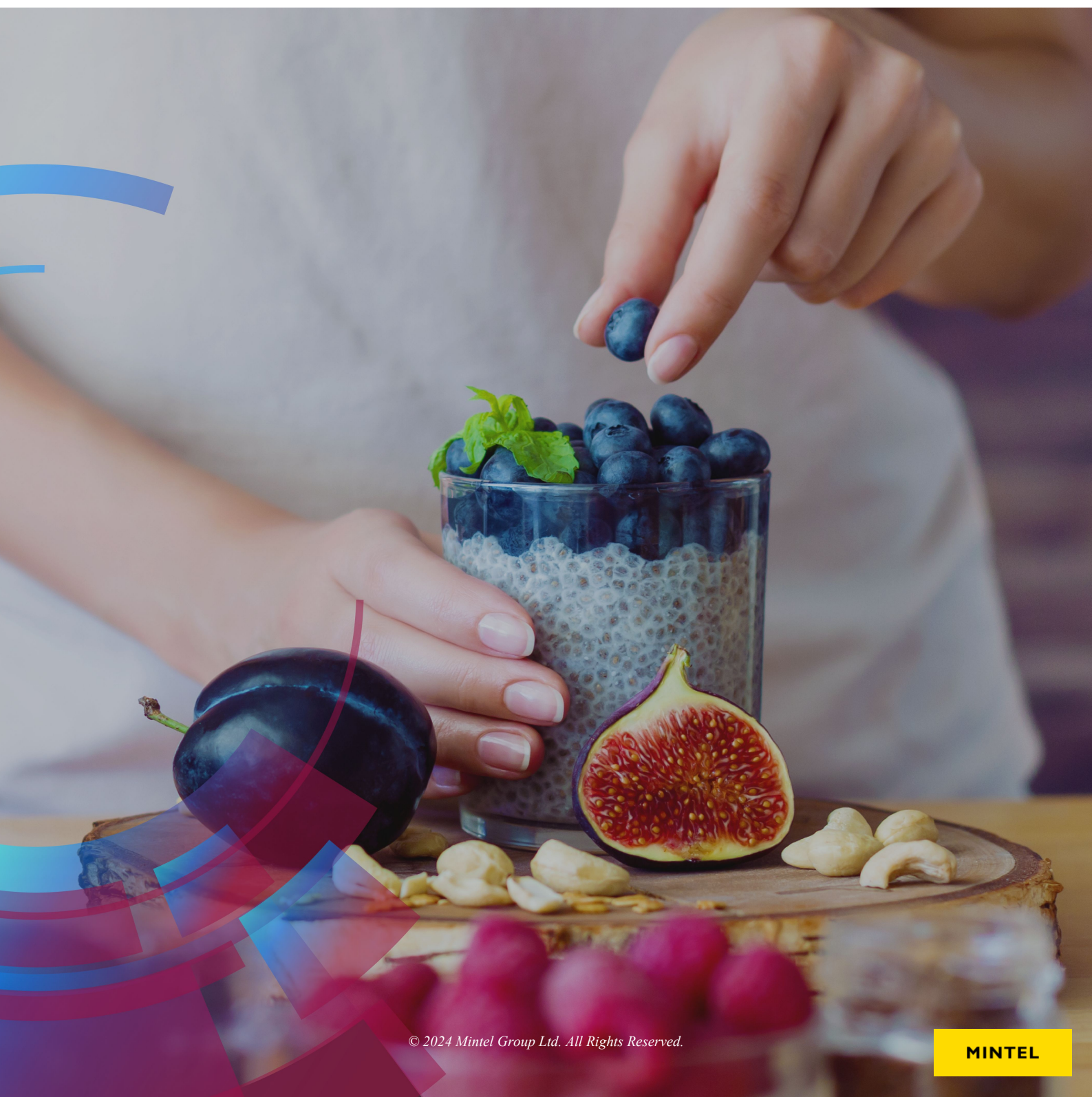


THE FUTURE OF NUTRITION, HEALTH & WELLNESS, 2022

Renewed attention to health due to COVID-19 will create opportunities for nutrition to come to the fore in preventing health issues for people and the planet.



Emma Schofield,
Associate Director -
Global Food Science



Report Content



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

WHERE WE ARE NOW

- In the aftermath of the pandemic, weight, immunity, and mental wellbeing are priorities for consumers
- Food and drink must be healthy for people and the planet
 - Graph 1: agreement with the statement "it is important to me that my diet is both healthy and good for the planet", 2021
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Gut health is no longer just about digestion

- The gut microbiome is not just about digestion, but is emerging as a cornerstone of good health
- Although research is still in its infancy, some consumers already link gut health with immunity, mood, sleep and weight
 - Graph 2: reasons why consumers maintain their gastrointestinal/digestive health, 2021
- Embody the gut as a cornerstone of health through 'soft' and 'hard' associations and claims
- Gut-friendly ingredients hold potential to grow as microbiome-focused products open new doors for gut health
- Ingredients to watch in the gut health space

Harness nature to help consumers age healthily

- Interest in living healthier for longer, can create opportunities for healthy ageing solutions targeting younger consumers
 - Graph 3: healthy ageing is a reason I am motivated to having healthier habits, by age, 2021
 - Graph 4: it is necessary to take preventative measures for ageing as early as possible, by age, 2020
- Consider functional ingredients that support the many areas of health that often decline with age
 - Graph 5: benefits people would like from diet, 2020
- Concern about blue light can create opportunities for eye- and skin-friendly antioxidants
- Hyaluronic acid for 'inner hydration' holds potential as 'the next collagen' for joint and skin health
- ERGO the 'longevity vitamin' can become the next functional ingredient from medicinal mushrooms
- Consumer interest in clean and natural nutrition will continue to create opportunities for botanicals with health benefits
- Consider natural ingredients that help to protect consumers against chemicals, pollutants and other unwanted substances

Develop healthy foods for dietary disease prevention

- The global prevalence of dietary-related health issues will drive demand for healthier products

- Nutrition, naturalness, and reducing consumption of certain food groups, are all important to consumers when eating healthily
 - Graph 6: steps taken to eat/drink healthily, 2021
- Research into the health impacts of 'ultra processed' foods will continue to drive demand for 'clean' ingredients and minimally processed recipes
- Fibre can become 'the next' protein
- Producers can strengthen the link between plant-based dieting and heart health with claims linked to fibre, saturated fat and salt
 - Graph 7: % of food and drink launches that feature selected nutrition or health claims linked to dietary-disease, selected sub-categories/categories, 2017-21
- Plant-based foods and ingredients should make more of attributes like fibre or unsaturated fats
- Stevia reb M. holds promise to deliver sugar reduction, while maintaining the indulgent qualities that consumers seek
- Help prediabetic consumers to make lifestyle changes to prevent or delay type 2 diabetes

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Single-cell proteins look set to expand as sustainable alternatives to animal protein ingredients
- Single cell proteins such as mycoprotein are no longer limited to the meat alternatives aisle and are expanding into dairy and egg
- Fermentation can deliver ethical and cost-effective alternatives to ingredients like cocoa beans
- 'Local' production will become easier as science uncovers new ways to produce ingredients, helping to deliver 'sustainable nutrition'
- In future, food and supplement ranges can link with home test kit providers to deliver gut health solutions based on their unique microbiome
- Tailored infant nutrition solutions may form part of the solution to preventing obesity in later life

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