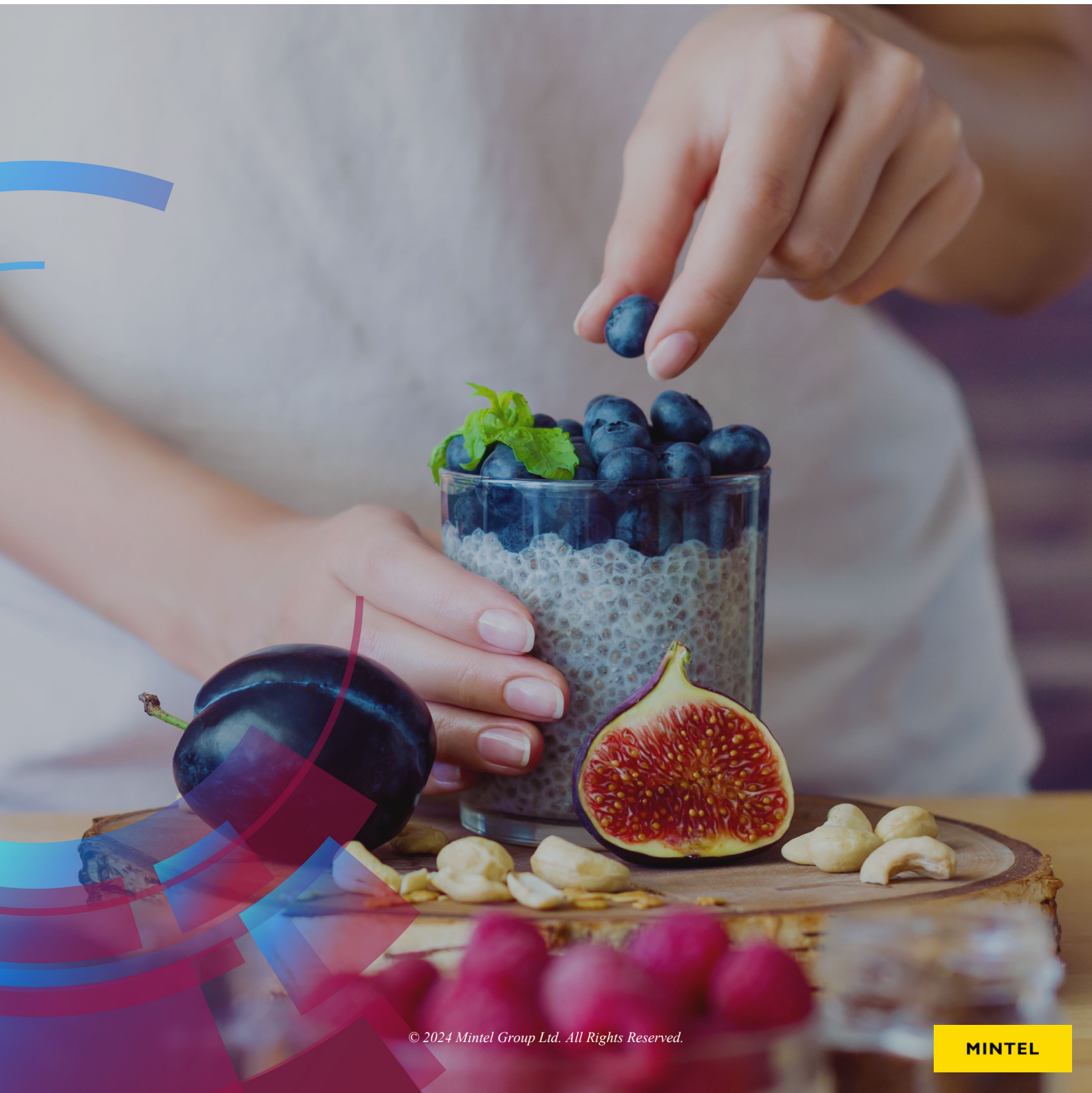


THE FUTURE OF NUTRITION, HEALTH & WELLNESS, 2022

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



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- 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

The Future of Nutrition, Health & Wellness, 2022

- 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

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