

# THE FUTURE OF SPECIALISED NUTRITION: 2023

Brands should expect more development in personalisation, esports and FSMPs. Technology is the driver for future innovation and addressing emerging health concerns.



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# Report Content



## WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

## IN THE NEXT TWO YEARS

- Mintel's perspective

### **Expect big data mergers for personalisation**

- Precision, personalisation or both?
- Watch which wearable smart technologies are gaining traction
- Mergers will boost precision

### **Watch esports players level-up on nutrition**

- Watch esports become the new athleisure default
- Brands aligning with esports will need to look beyond energy and think about health
- Just Legends disrupts the esports wellness space

### **FSMP brands enhance nutrition and accessibility**

- FSMP brands broaden functionality, flavour and plant-based offerings
- FSMPs will continue to boost their over-the-counter reach

## IN THE NEXT FIVE YEARS

- Mintel's perspective
- Artificial intelligence becomes vital in discovering new ingredients
- AI is powering discoveries in nutrition and will grow further
- Prospect of infant formula shortages pushes lab-grown innovation
- Precision-fermented 'enhanced' infant formula becomes reality
- Watch these precision fermentation manufacturers in the infant formula space
- Blue light damage is the new health target
- Gen Z Chinese consumers are more worried about tech use than nutrition
- Botanical extracts will pave the way for blue light protection

## KEY TAKEAWAYS

- Key takeaways

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