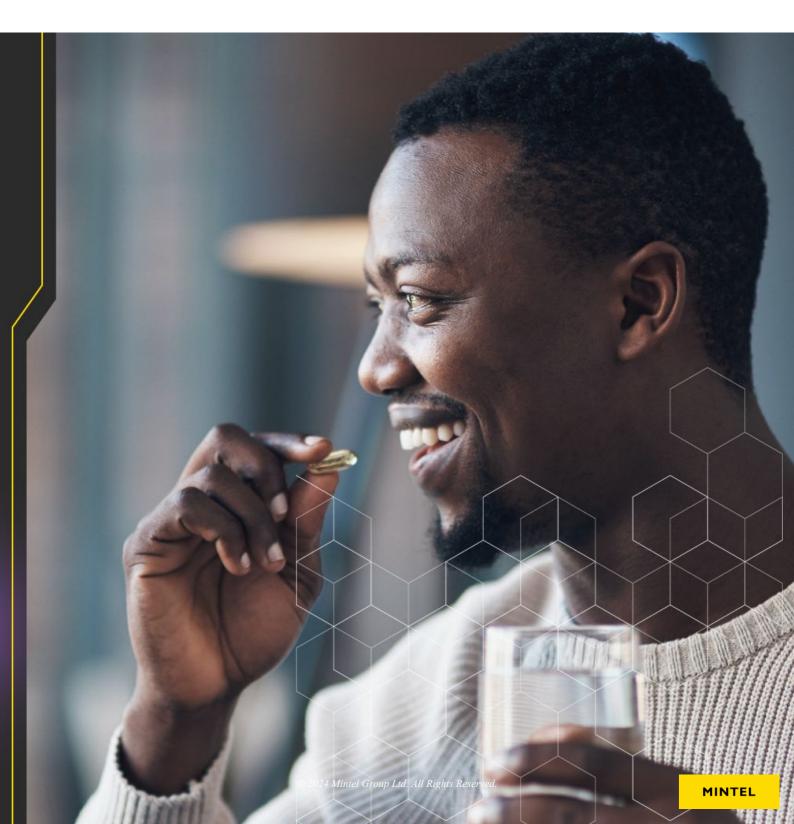
THE FUTURE OF SPECIALISED NUTRITION: 2023

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



Rick Miller, Food & Drink Associate Director for Specialised Nutrition



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
- · Al 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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