

# FMCG GURUS: Identifying Trends and Opportunities in the Ingredient Market

*March 2022*





# Consumers have become more conscious about their health over the last two years

## Consumers will look to improve their diets in order to improve their overall levels of wellness

52% of global consumers have looked to adopt a long-term approach to health in the last two years (2021)

61% of global have become more conscious about preventing health problems from occurring by leading a healthy lifestyle due to COVID-19 (2021)

60% of global consumers have become more conscious about their health over the last two years (2021)



83% of global consumers have looked to improve their overall health in the last two years (2021)

42% of global consumers have taken a greater interest in ingredients that are known to boost health in the last two years (2021)

49% of global consumers say that they have looked to improve their diet in the last two years (2021)

Across the globe, consumers are re-evaluating their health in a way that previous generations have not done.

Consumers are realizing that diets and lifestyles are increasing the risk of long-term health problems.

As a result of this, consumers are looking to make fundamental changes to dietary habits.

However even in a pandemic environment, challenges to maintaining a healthy diet still exist.



# Consumers would like to address a variety of health issues over the next twelve months

## Focus is on improving immunity and digestive health

As consumers look to stay fit and active until as late in life as possible, they are taking proactive steps to address a variety of areas of wellbeing.

Increased concern over vulnerability to disease and illness, combined with growing awareness about the two areas of health being interlinked, means consumers are prioritizing their immunity and digestive health.

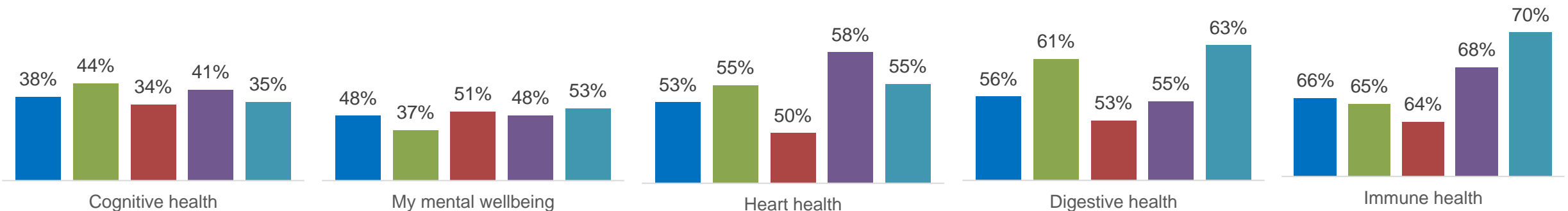
High levels of uncertainty in recent years will also drive demand for products that help aid mental wellbeing.



### Do you have plans to address the following areas of health over the next twelve months? 2022

#### Top five answers

Global APAC Europe North America South America





People are seeking out health-boosting products – even if they are not suffering from specific symptoms

Proportion of consumers who say that they are interested in products that address the following areas of health, even if they are not suffering from specific symptoms. 2020/2021

	Global	Asia-Pacific	Europe	North America	South America
Immune health	67%	67%	67%	68%	63%
Digestive health	66%	66%	65%	70%	70%
Cognitive health	66%	65%	67%	70%	58%
Heart health	69%	70%	69%	68%	69%
Joint and bone health	62%	63%	61%	65%	61%



Consumers are adopting a prevention-over-cure approach to wellbeing, seeking out products that help address areas of health – even if they are not suffering from symptoms and are satisfied with that area of wellbeing.

Products with multifunctional claims will appeal for efficacy and convenience purposes – consumers will want products to contain as many active ingredients as possible.

It is crucial that such products can be incorporated into daily diets and health claims are deemed credible.



# Consumers are being more attentive to ingredient listings when purchasing food and drink

## Consumers are focusing on avoidance and moderation and positive nutrition

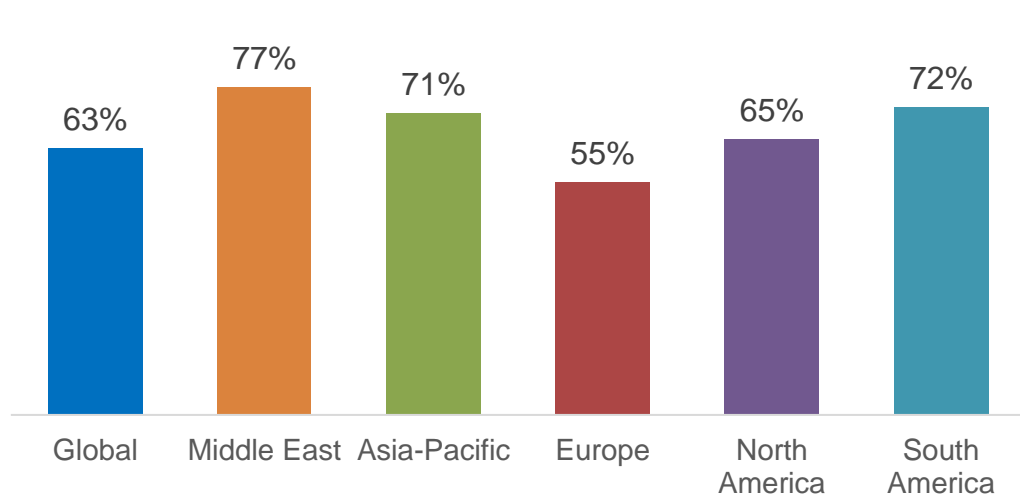
Consumers are looking to avoid artificial ingredients and those that are deemed to be dietary evil, especially as a considerable proportion of consumers feel their health has deteriorated in recent years.

Consumers are adopting a broader approach to what constitutes a healthy diet, with focus being on looking to maximize intake of ingredients that offer a health boost beyond basic nutrition.



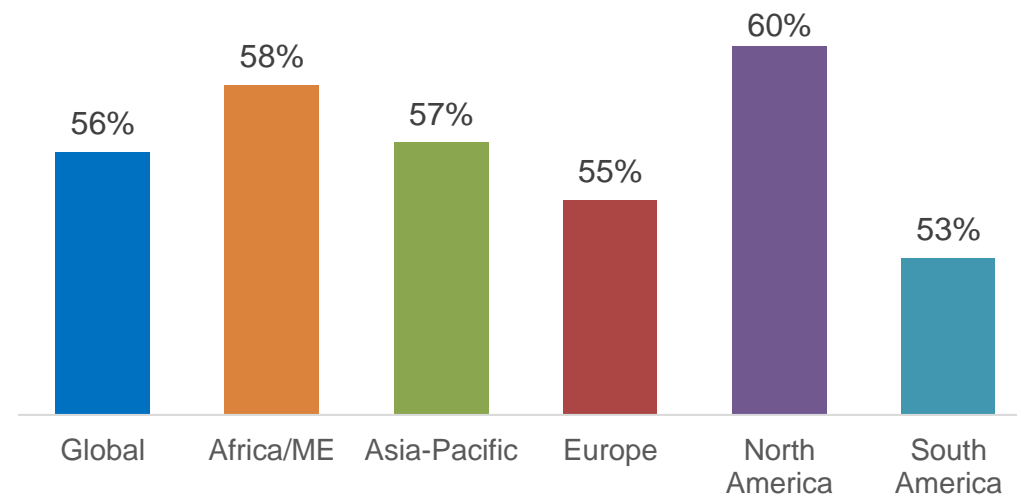
### Avoidance and moderation

Proportion of consumers who say over the last twelve months they have been more attentive to the ingredient listings on food and drink. 2021



### Positive nutrition

Proportion of consumers who say that they regularly research about different ingredients that can boost their health. 2021



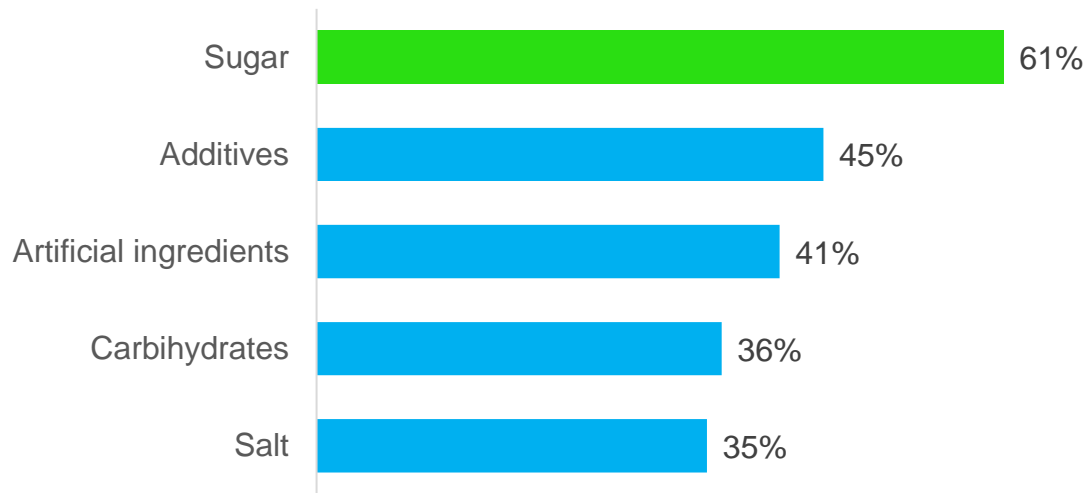


# Consumers are being more attentive to ingredients in the products that they buy

**Sugar is the number one dietary evil for consumers, whilst maximizing intake of omega fatty acids and protein is a priority**

**You state that you have changed your diet in the last two years. What have you done? 2021**  
**Top five answers – consumers who have looked to improve their diets in the last two years**

### Reduced intake of



The war on sugar will intensify over the next couple of years, especially as many feel they have recently gained weight.

Consumers are actively looking to seek to increase their intake of ingredients that boost physical and cognitive health.

### Increased intake of



Consumers are looking to maximize their intake of functional ingredients that can be found in everyday food and drink products.

Demand for probiotic products will continue to grow as consumers become more aware of the gut microbiome and beneficial bacteria.

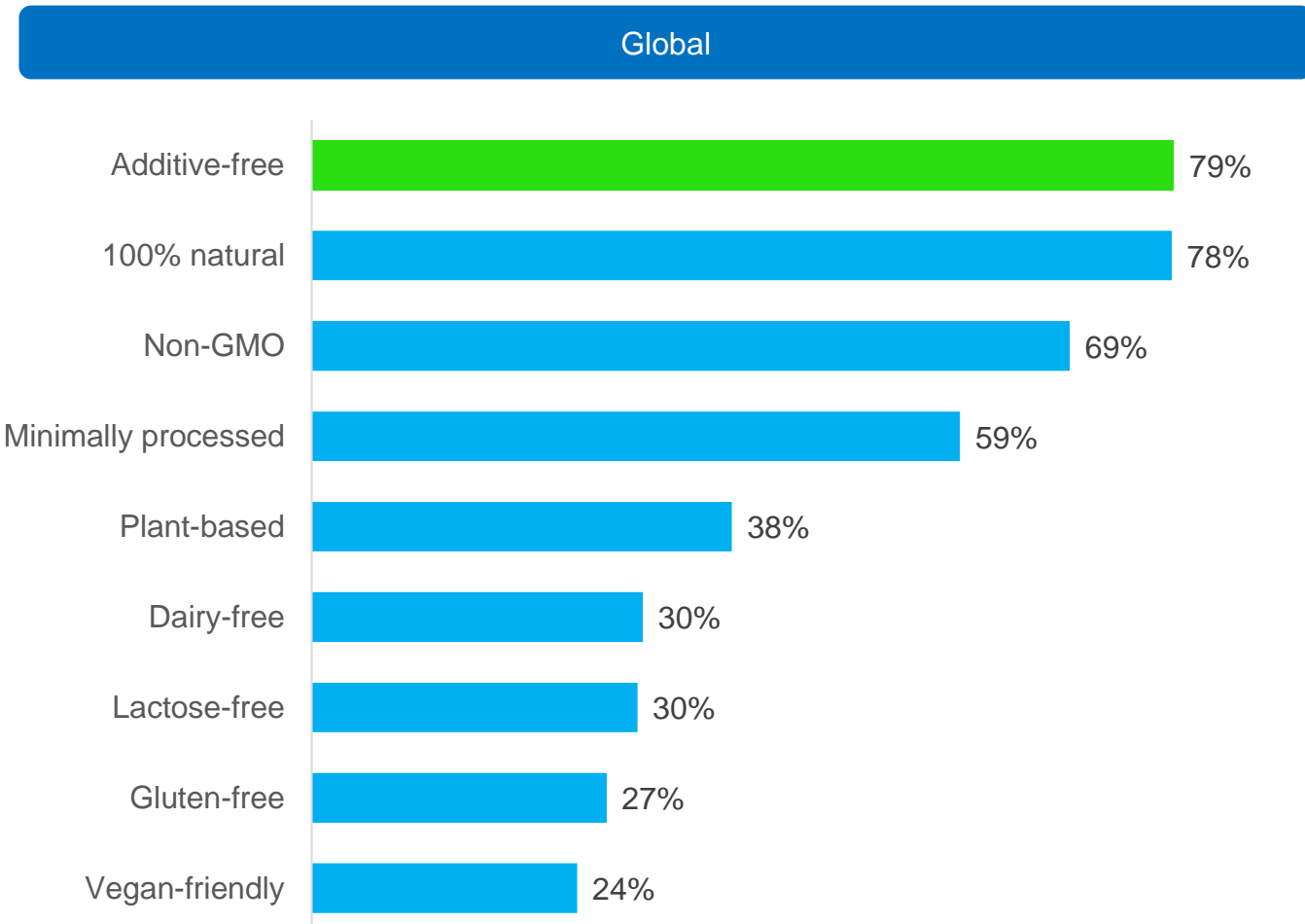




# Free-from claims are important when seeking out food and drink products

Consumers want real and authentic ingredients that they feel offer nutritional value

What types of claims do you like to see on product packaging? 2021



Natural claims are of high importance, with products being associated with being healthier, safer, better quality, and more trustworthy.

Consumers want real and authentic ingredients and want to avoid chemicals deemed harmful to the person and the planet.

Plant-based and vegan-claims are associated with rawness and purity and will become synonymous with clean label products.

This is something that will drive demand for streamlined ingredient lists that carry only a handful of tried and trusted ingredients.



# Consumers are looking to maximize their intake of active ingredients that offer a health boost

## Consumers are turning to everyday food and drinks and functional offerings

### Back-to-basic approach to nutrition

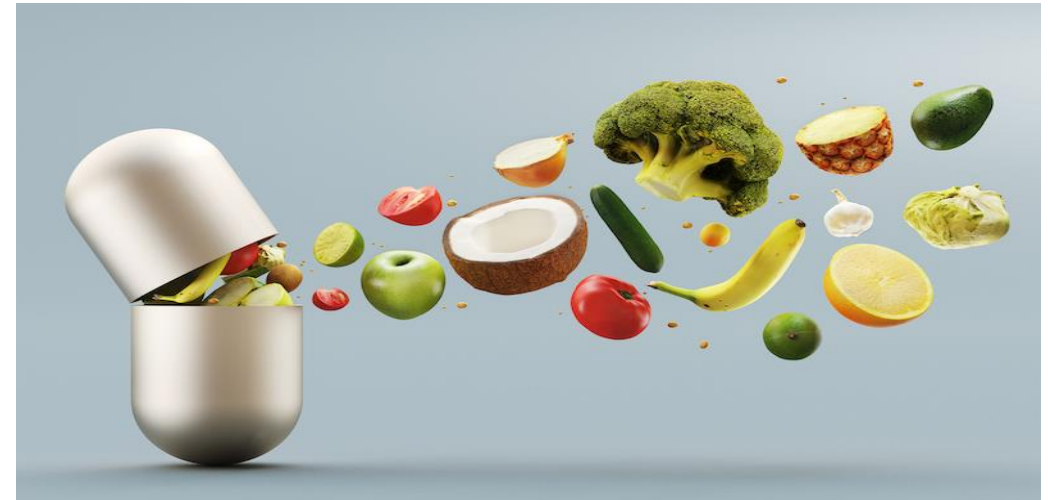


44% of global consumers are making greater attempts to increase their intake of fresh food (2021)

Consumers will turn to everyday food and drink products that they deem natural and nutritious.

This will result in consumers seeking out fresh, local and sustainable produce more frequently.

### Functional products



44% of global consumers are making greater attempts to seek out functional and fortified food and drink (2021)

Consumers will also seek out products that blur the boundaries between traditional groceries and medicine.

Functional food and drink are preferred to supplements when seeking out products with active ingredients.





# A greater interest in ingredients is also resulting in the evolution of snacking habits

## Consumers are looking to maximize their intake of protein

Snacking habits are evolving and becoming more considered, with people wanting a nutritional boost.

The desire to maximize protein intake will result in the continued mainstream evolution of sports nutrition products.

When seeking out such products, avoidance and moderation of dietary evils is just as important.

This creates opportunities to increase the range of functional claims within the sports nutrition market.

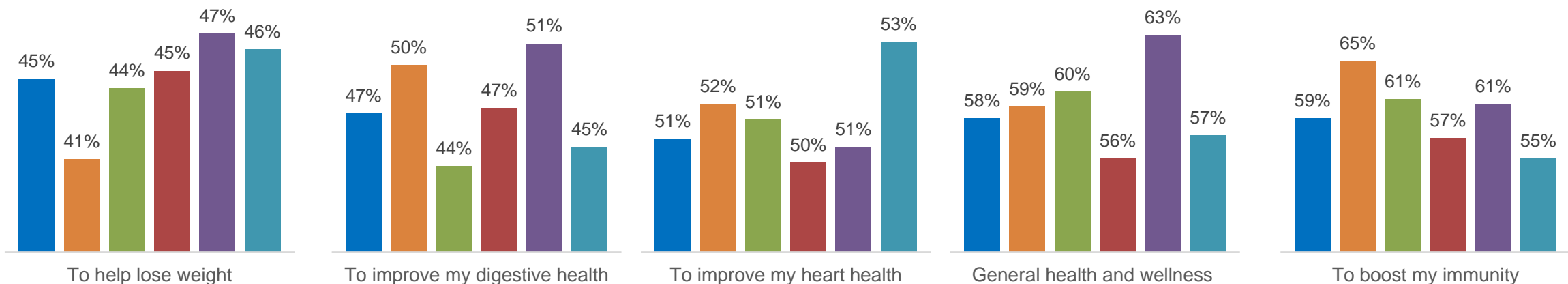
### Proportion of consumers who say that they have switched from traditional snacks such as chocolate and confectionery to high protein/low sugar alternatives in the last twelve months. 2021



### Why is this? 2021

#### Top five answers – consumers who have switched their snacking habits

■ Global ■ Africa/ME ■ APAC ■ Europe ■ North America ■ South America

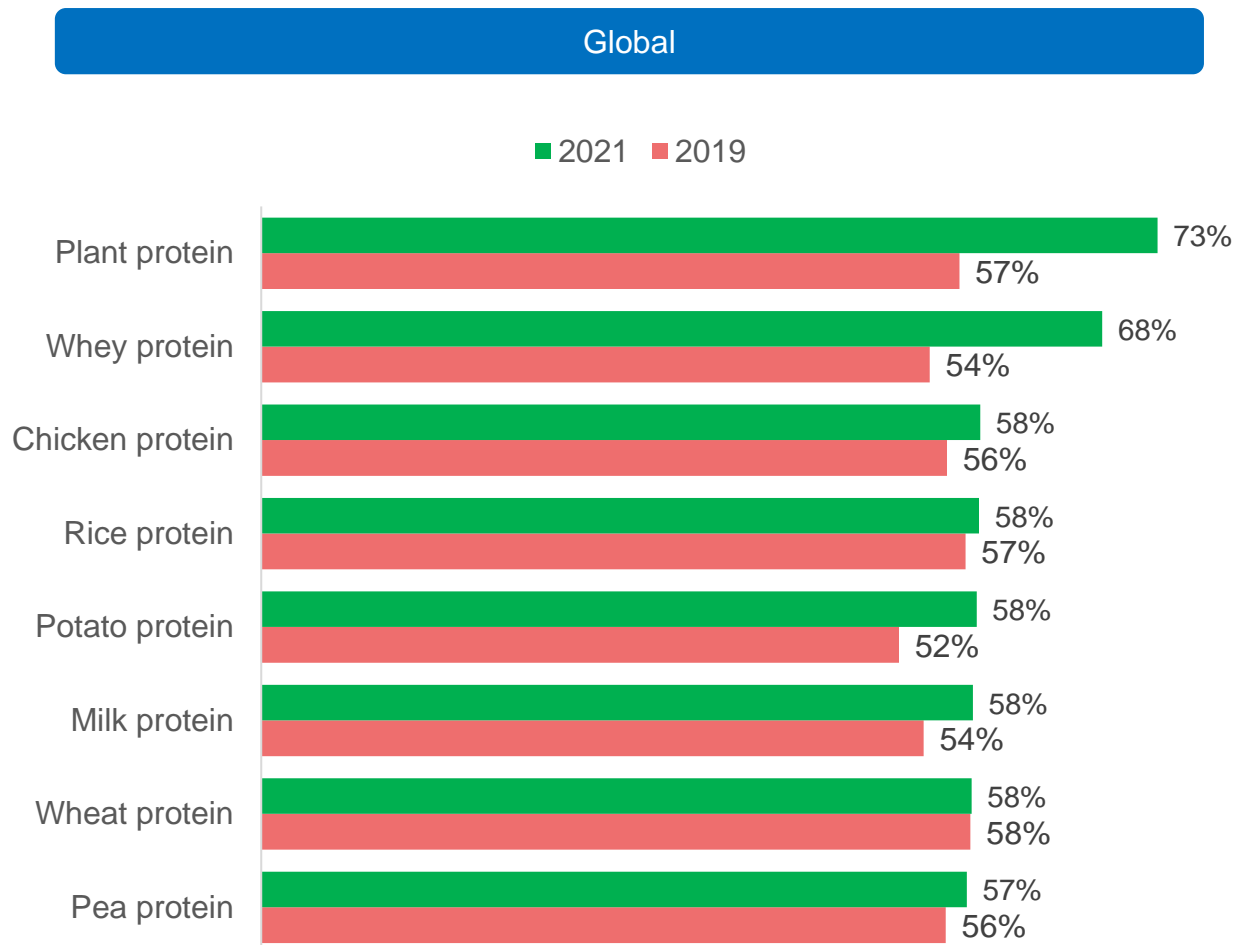




# Demand in alternative protein sources will continue to grow across the globe

However, it is important not to discount the popularity of dairy-based protein

How appealing are the following protein sources? 2021



Plant-based ingredients appeal to consumers. This is due to changing dietary habits, and the belief that such ingredients are deemed green and clean.

However, it is important not to underestimate the appeal of animal-based dairy protein – especially as consumers adopt a back-to-basic approach to nutrition.

Except for those following strict diets, consumers want to obtain protein from a variety of sources.

Taste will be just as important as volume and source of protein.



# Fortification opportunities exist within the plant-based meat and dairy market

**Consumers want to ensure they are maximizing their intake of functional ingredients**

39% of global consumers are following a diet around the avoidance or moderation of animal produce,

## Dairy



44% of those consumers who avoid/moderate dairy have made the decision to do so in the last two years – 61% are concerned that they are missing out on certain nutrients as a result (2021)

Consumers associate animal-free diets with a lot of benefits but are concerned about missing out on nutrients.

This is something that is creating opportunities for fortification in the plant-based market.

## Meat



42% of those consumers who avoid/moderate meat have made the decision to do so in the last two years – 55% are concerned that they are missing out on certain nutrients as a result (2021)

Consumers want ingredients only found in animal produce, and for protein content to be increased.

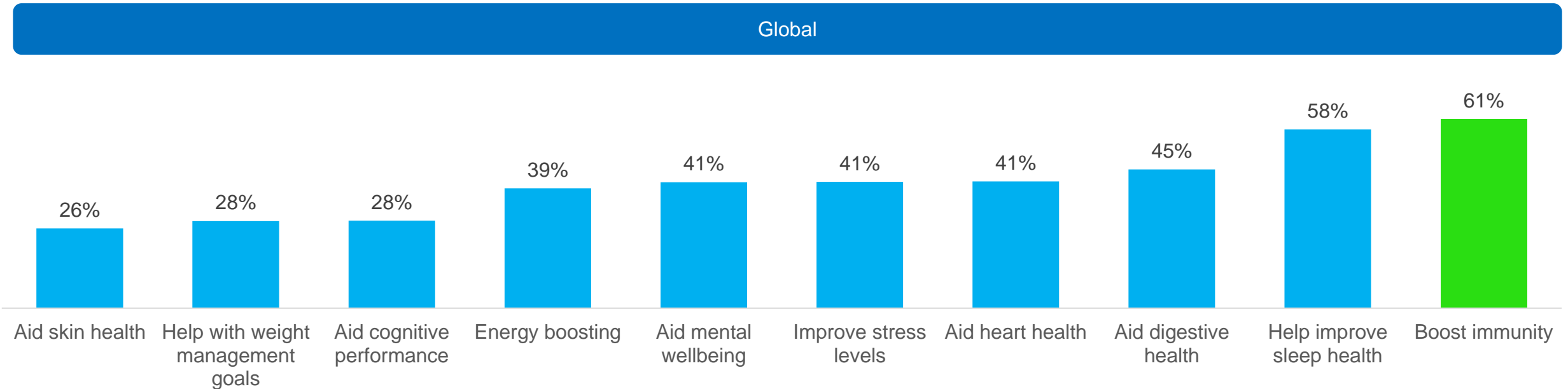
When fortifying products, it is crucial that consumers feel reassured that products remain natural and tasty.



# Botanical ingredients appeal to consumers because they are associated with being green and clean and functional

## Botanicals are associated with aiding physical and cognitive health

### What benefits do you associate with botanical ingredients? 2021



Consumers want ingredients deemed to be green and clean at a time when they adjust their diets to behave in a more sustainable manner.

Botanicals appeal because they are associated with being natural, trustworthy, safe, sustainable, and functional.

Botanicals are associated with addressing areas of health that conscious have become more conscious about in recent years.





# Opportunities exist around upcycled ingredients at a time when consumers are concerned about the state of the planet

## Ingredient innovation can also help address sustainability issues

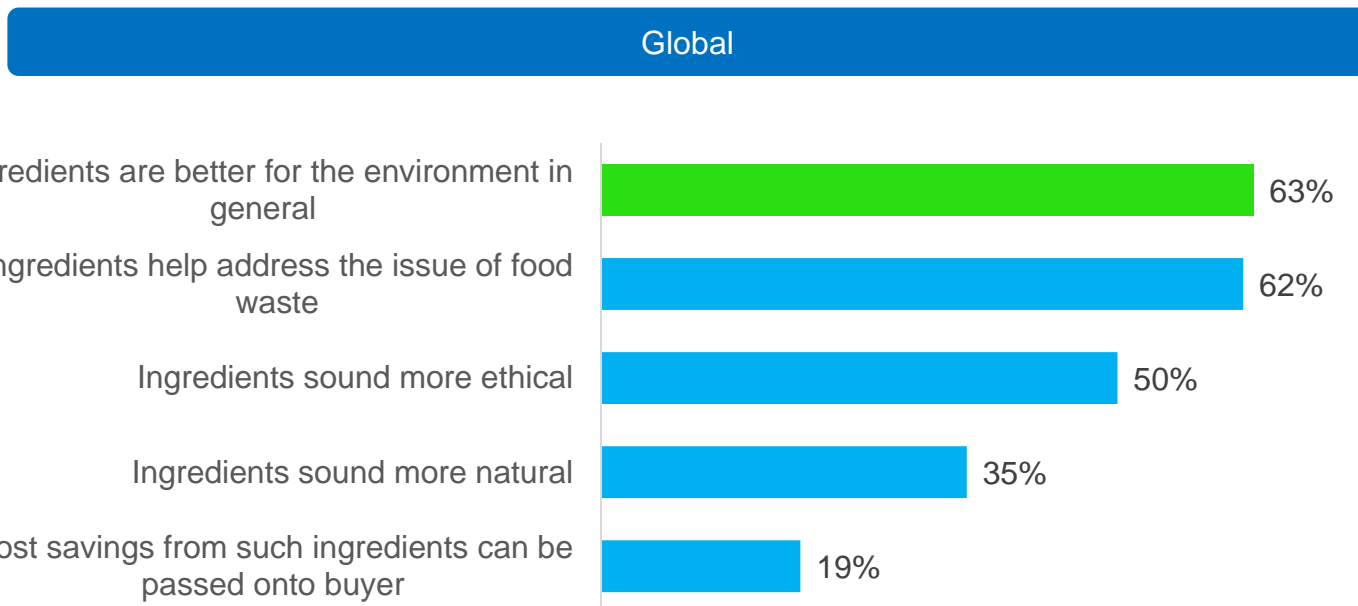
**Upcycled ingredients are ingredients that have directly been sourced from food that will otherwise potentially go to waste and re-used to make other products**

### Proportion of consumers who say that they find upcycled ingredients appealing. 2021



### Why do you find upcycled ingredients appealing? 2021

#### Top five answers – consumers who find upcycled ingredients appealing



Consumers are concerned about the state of the environment and believe that damage done is irreversible.

Food waste is a major issue for consumers from an ethical, environmental, and cost perspective.

Consumers want brands to be more innovative and resourceful along the supply chain, creating opportunities for upcycled ingredients.

Any cost savings that can be passed on to the consumer will further enhance appeal.

## Actionable Recommendations

Consumers are being more attentive to ingredient listings, as they make fundamental changes to their diets to boost their long-term health.

The avoidance and moderation of dietary evils is just as much a priority for consumers as maximizing their intake of active ingredients that offer a health boost.

Credibility around ingredient claims is crucial, especially at a time when consumers are becoming more conscious about the health and wellness industry in general.

Consumers want ingredients that they deem to be real and authentic – avoiding chemicals is a high priority.

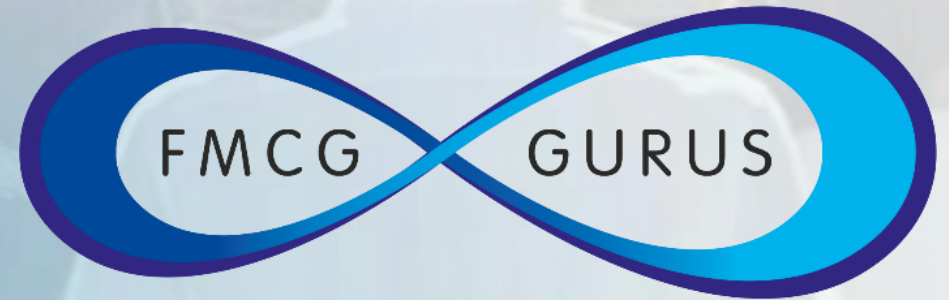
Consumers will want to see functional claims across a variety of product categories.

Opportunities exist for fortification within the plant-based market.

The botanical market will grow as consumers want ingredients deemed green and clean and functional.

Sustainability issues can be addressed through upcycled ingredients.

Dedicated to providing the latest  
consumer, shopper, and category insights  
across the globe.



Consumer Experts, Insight Driven



FMCG GURUS



Info@fmcggurus.com



FMC GGURUS.COM



0044 207 096 0559



@FmcgGurus