



Mindful Eating and Food as Medicine

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Mindful consumption is on the rise and will shape innovation in the food and drinks industry

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Food for body and mind

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Companies are meeting the needs of consumers using various strategies

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Use functional ingredients to meet consumer need states: Camino

Embrace the natural movement to drive a clean label approach: Tanya's Just Real

Invest in digital solutions that enable a personalised experience: Nestlé and with/n app

Innovate around trendy ingredients and lifestyle choices: Halo Top

Target specific consumer segments with tailored product offers: Mission Mighty Me

Innovate and re-formulate towards healthier variants: Croc

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Innovate and reformulate towards healthier variants: Good Moo'd

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