INTRODUCTION

Scope
Key findings
Mindful consumption is on the rise and will shape innovation in the food and drinks industry
Mindful Eating and Food as Medicine
Exploring Mindful Eating and Food as Medicine
Mindful Eating and Food as Medicine in-depth
Immunity and gut health
Food for body and mind
Functional food targeting beauty and beyond
Clean label and minimal processing
Digital wellness and personalisation
The rise of special diets
Lifestyle nutrition
Labelling and regulation
Mindful Eating and Food as Medicine in focus
Companies are meeting the needs of consumers using various strategies
Use functional ingredients to meet consumer need states: Soy Secretz
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
Innovate and re-formulate towards healthier variants: Funday
Innovate and reformulate towards healthier variants: Good Moo’d
Mindful Eating and Food as Medicine
Key industry takeaways
Challenges to overcome
Become tomorrow's next leader

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