Euromonitor International

New Frontiers in Healthy Food and Beverages

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Table of Contents

INTRODUCTION

Scope
Key findings
Consumers increasingly shun “negative” food and drink ingredients
While dietary and free from labels shape foods, health benefits lead the way in drinks

TRANSFORMATIVE PLANT-BASED TREND IN FOODS

Plant-based proliferation
A claim growing across categories
Plant-based speaks to the reducers, the limiters and the restrictors (1)
Plant-based speaks to the reducers, the limiters and the restrictors (2)
Vegan gelling alternatives open up further food categories
UPP sees gold in wasted broccoli greens

GUT HEALTH DAIRY VENTURES BEYOND DIGESTION

Going beyond just digestion, gut health now embraces a holistic perspective
The dairy industry's gut health focus gains ground
Embracing fibre in the dairy and alternatives industry to unlock gut health potential
Avonmore addresses gut health and low fibre consumption with chicory root addition to milk
Good Culture sets the trailblazing example of utilising probiotics in dairy beyond yoghurt

CREATING HEALTH CLAIM SYNERGIES IN SNACKS

Better-for-you snacking is set to continue expanding to tackle modern diet needs
Health remains a valuable proposition for value-driven food categories like snacks
The snacks industry has been boosting nutritional credentials to capture growth
Ranging health concerns and perceptions are growing the need for combination snack claims

FOOD AND DRINKS AT THE SERVICE OF THE MIND

Brain health beholds an avenue of opportunities across food and drinks
Mental health has moved to the top list of consumer health concerns
Brain health is being prioritised to deal with an uncertain world
The activity is shifting to less-traditional brain health categories
Case Study: elements focus

OUTLOOK

A quest for animal-free food and the atomisation of diets
How to be a leader in health and wellness food and drinks

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