

# **Competitor Strategies in Ingredients**

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#### INDUSTRY IMPACT

COVID-19 impact summary The five-step consumer progression of COVID-19

## INTRODUCTION

Scope Key findings

### **BUSINESS STRATEGIES**

Packaged food maintains its leadership among eight industries Total volume growth is hindered by low sales in foodservice Givaudan: "Natural" acquisitions for expansion Cargill capitalises on growing demand for protein Cargill: China sits at the centre of investment for future growth Kerry blends authenticity with functionality Kerry gains from meat-free launches in the UK Dupont invests in probiotics COVID-19 strategy: identify the key categories IFF shifts from flavours and fragrances to taste and scent COVID-19: essentials gain while discretionary and foodservice lose IFF to merge with Dupont's Nutrition and Bioscience unit Ingredion focuses on speciality ingredients portfolio to drive growth COVID-19's immediate impact on Ingredion Royal DSM invests in "better for you" DSM focuses on infant nutrition for future growth Firmenich looks to partnerships for improved market response ADM capitalises on the growing demand for ancient ingredients Starch and sweeteners lose out from the impact of COVID-19 Tate & Lyle's growth strategy: "sharpen, accelerate and simplify" Sucralose thrives in retail due to stockpiling

#### KEY TRENDS IMPACTING THE INDUSTRY

About the strategic themes... Strategic themes and hot topics in packaged food (1) Strategic themes and hot topics in packaged food (2) Examining key trends impacting ingredients

#### CASE STUDIES

Demand for natural drives the growth of clean label Givaudan strengthens its clean label credentials with acquisitions Dupont builds up its clean label solutions with new launches Kerry invests in acquisitions to enhance its capabilities in clean label Tate & Lyle expands its clean label line, Claria Supplying alternative proteins is on the agenda of big players Givaudan looks for future protein sources Could pea protein be the next frontier in plant-based? Cargill to capitalise on growing demand for private label DSM and Avril seek "Proteins of the Future" ADM and Marfrig join forces Kerry expands its plant-based offerings Firmenich focuses on a better taste and texture for plant-based Firmenich continuously promote new and ancient ingredients Firmenich fights against waste of so called "ugly" berries Organic is benefiting from increasing health conscious Regulations are tightening around organic... ...which means opportunities and challenges for companies

#### CONCLUSION

What's next ?

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