

World Market for Nutrition

November 2021

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GLOBAL OUTLOOK

COVID-19 impact on nutrition: Shift to retail will persist

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Calorie purchasing through food continues to rise

Asia Pacific and Eastern Europe to see rapid growth in calorie purchasing

Carbohydrate and fat shows large regional gaps in calorie contribution

Sugar continues to be overconsumed in all regions

Following declines, sugar content in soft drinks is expected to rise

Industry attempts to reduce salt while consumption continues to rise

More consumers are trying to increase their intake of fibre

Animal-origin food grows despite the plant-based eating boom

TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping nutrition

Consumers link fruit to improving their immune system

Prevention of high blood sugar level is a key consumer concern

MCT oil booms thank to its various functionalities

Fibre gains traction thanks to consumers' interest in gut health

Beyond physical health – the gut's role in mental and sleep health

Consumers' interest in nutritional transparency is soaring

Recipes are being reformulated to improve nutrition scores

Scoring for environmental impact is emerging and spreading rapidly

The strongest motivation for plant-based eating is to feel healthier

The range of plant-based products is expanding rapidly

The speed of innovation in functional ingredients is accelerating

Areas of opportunity

NUTRITION METHODOLOGY

New methodology: Readable big data captured by artificial intelligence

New methodology in detail

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