Euromonitor
International

Rethinking Food Ingredients: Meeting Health, Sustainability and Regulatory Needs

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EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

The need for ingredient diversification: Key statistics in 2024

Food systems will need to work for an extra billion consumers by 2040

Health, sustainability and regulation pressures call for a rethink of ingredient strategies

MEETING CONSUMER DEMANDS

Consumer priorities: Affordable and nutritional food first; but taste and sustainability matter

Food price increases most damaging in Africa and Southeast Asia

Prevalence of diet-related diseases leads to legislative pressures on food industry

Nutritional imbalances to bridge vary by market development

Addressing nutrient gaps in developing markets: Nutritional density and affordability are key

Micronutrients in focus in developing world; fibre and protein in mature regions

Health benefit messaging will help consumers link ingredients to particular value adds

Gut-organ approach to health to drive much innovation; fibre the most popular nutrient

In the West, appetite supressing drugs call for complementary nutritional solutions

Health segmentation: Seniors, women and new consumption occasions

Regenerative agriculture or food bioengineering? Nuances in how consumers value natural

ADDRESSING SUPPLY CHALLENGES

Food supply and ingredient sourcing forced to evolve under new sustainability pressures

Lack of agro-biodiversity jeopardises ecosystems and hampers good nutrition

Environmental impact weighs on top commodities and call for more crop diversity

China, key to global sustainability, needs a broader, swifter transition to non-animal protein

Greatest need for alt proteins: Tropics, developing markets

Top fruit and wheat among most volatile commodities

In mature markets, look to food upcycling to unlock new, long-term opportunities

Alternatives crops need to be part of the transition to sustainability

Evolving ingredient strategies to meet future consumer and planetary needs

Alternative proteins to remain a feverish space for innovation

ANTICIPATING LEGISLATION

Health and nutrition to remain a major axis of regulatory developments globally

Towards stricter labelling and new taxes on critical nutrients and "ultra-processed food"

With sweet snacks, call for reformulation and new recipes comes for savoury processed foods

Governmental policies for crop diversification: India pivots from rice to seeds and pulses

Food bio-engineering has a place in future foods but agro-biodiversity must remain priority

EU Deforestation Law: Traceability and certification will be key

CONCLUSION

Recommendations in the short/medium/long term

Our expert's view on the topic

Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rethinking-food-ingredients-meeting-health-sustainability-and-regulatory-needs/report.