



FMCG Gurus

Five Trends You Must Monitor in 2022



Consumer Experts, Insight Driven

Trend 1: Fortification in Plant-based Products

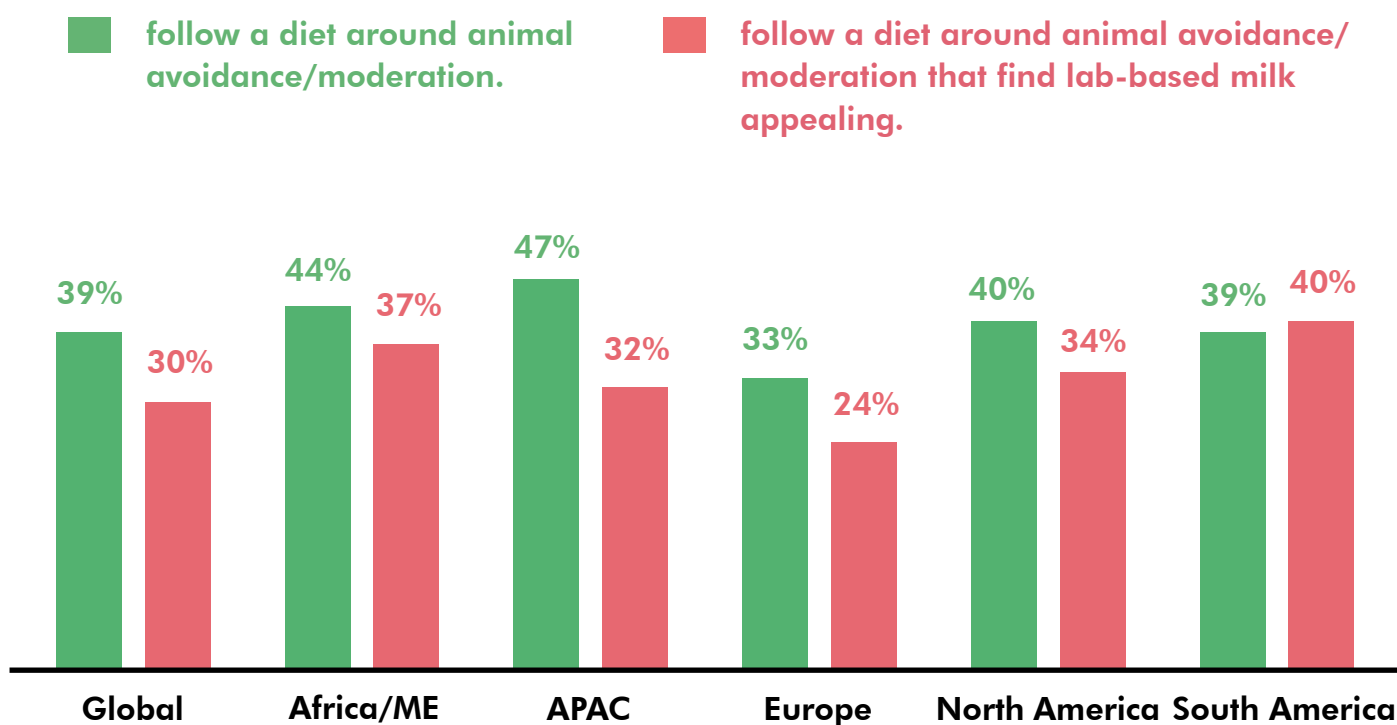
Consumers are switching to plant-based diets, but can worry that they are missing out on vital nutrients.

This will be of high concern at a time when people are looking to maximize the amount of beneficial ingredients in their diets.

Fortification/lab-based products offer the opportunity to switch dietary plans for health and sustainability purposes, without worrying about missing out on nutrients.

Dairy

Proportion of consumers who... (2021)



While fortification/laboratory-based products offer some appeal, brands need to offer maximum reassurance around natural formulation.

Full communication over procedures is crucial to reassure consumers about issues such as health and sustainability.

Of those consumers who find products appealing, they want to see a mixture of ingredients not found in plant products and an increase in protein volume.

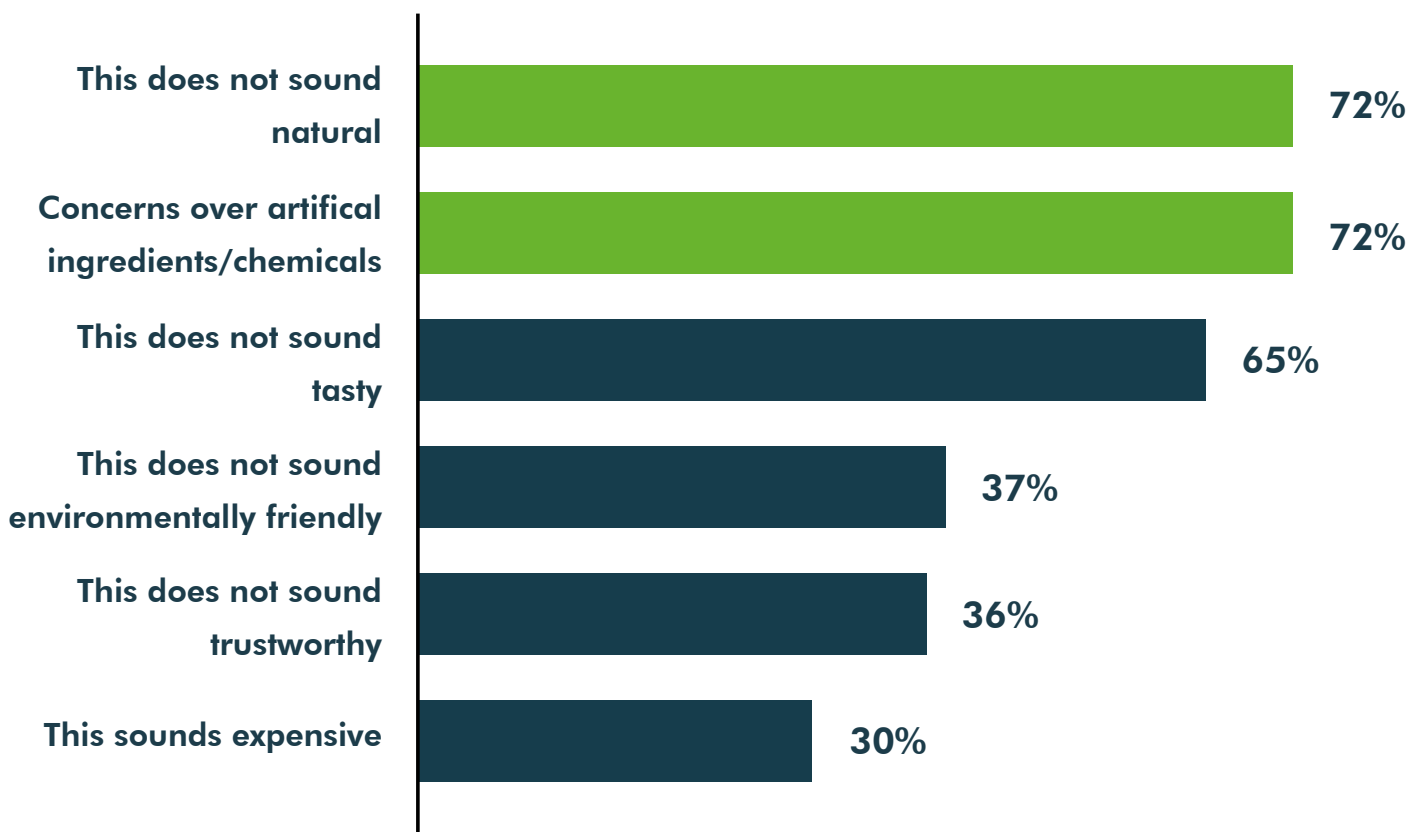
Brands also need to offer reassurance around sensory appeal when engaging in fortification, as taste is the most important factor when choosing plant-based products.



55%

Of global consumers who have opted to moderate/eliminate dairy from their diets within the last two years are concerned about missing out on vital nutrients as a result of doing so. (2021)

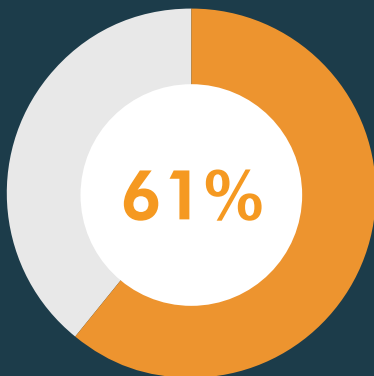
You state that you do not find a milk product fortified in a laboratory appealing. Why is this? **"Consumers following a diet around animal avoidance/moderation that find lab-based milk unappealing". (2021)**



Trend 2: Upcycled Ingredients

Consumers want brands to demonstrate commitment to addressing the issue of food waste. Upcycling ingredients is associated with a variety of benefits from a sustainability, ethical, and health perspective.

Where possible, brands should also look to pass on any cost savings from engaging in such strategies on to the end shopper.



Of global consumers say that they find upcycled ingredients appealing.
(2021)

Story-based marketing is crucial when engaging in such strategies – people want to know the story behind the process.

Such strategies can also create brand identity, appealing to self-expressionist consumers who want products that match their attitudes and outlook on life.

You state that you find the concept of upcycled ingredients appealing.
Why is this? (2021)



63%
Ingredients are better for the environment in general.



62%
Ingredients help address the issue of food waste.



50%
Ingredients sound more ethical.



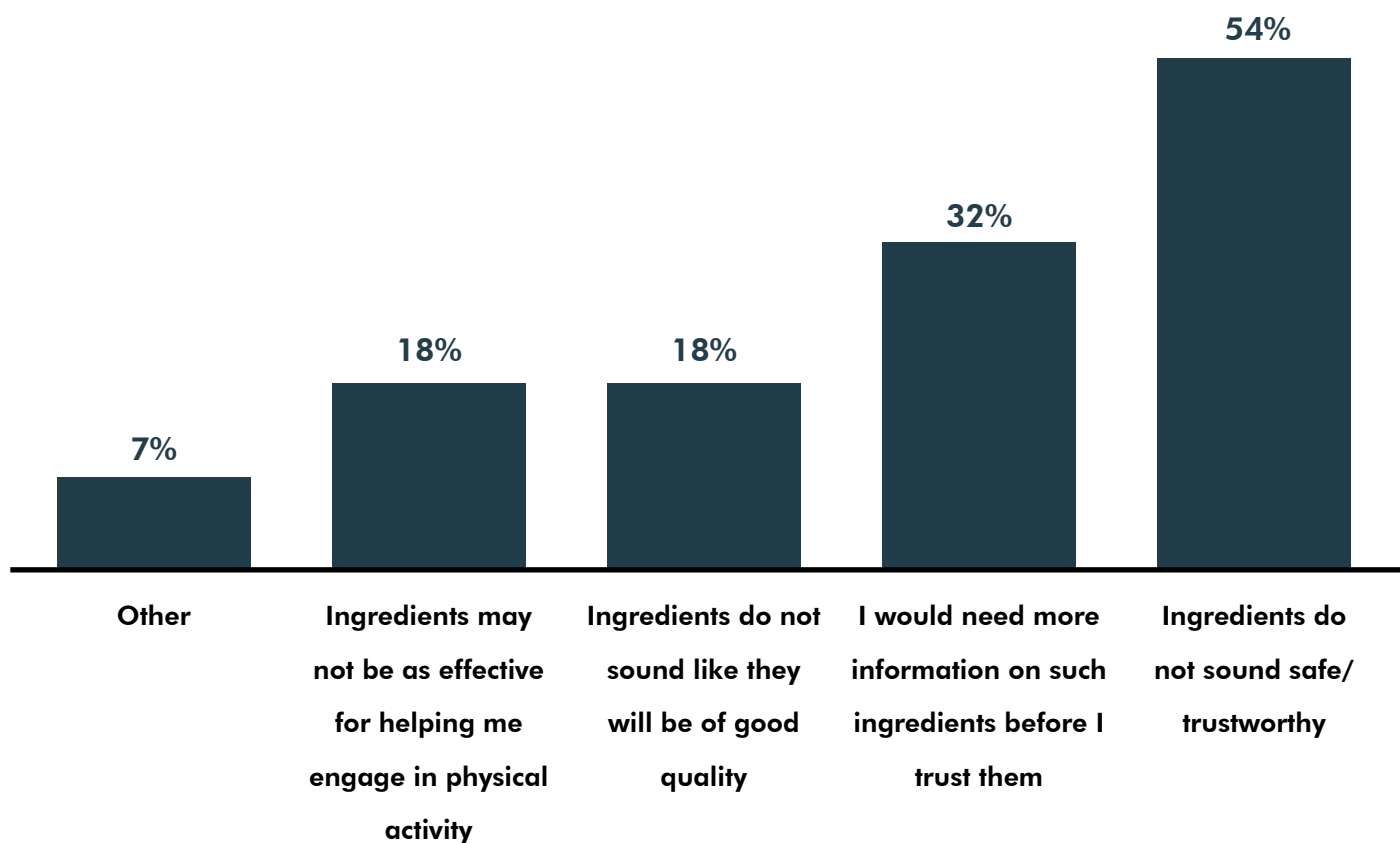
35%
Ingredients sound more natural.

“Upcycled ingredients are ingredients that have directly been sourced from food that will otherwise potentially go to waste and re-used to make other products.”

Global

You state that you do not find the concept of upcycled ingredients appealing.

Why is this? (2021)



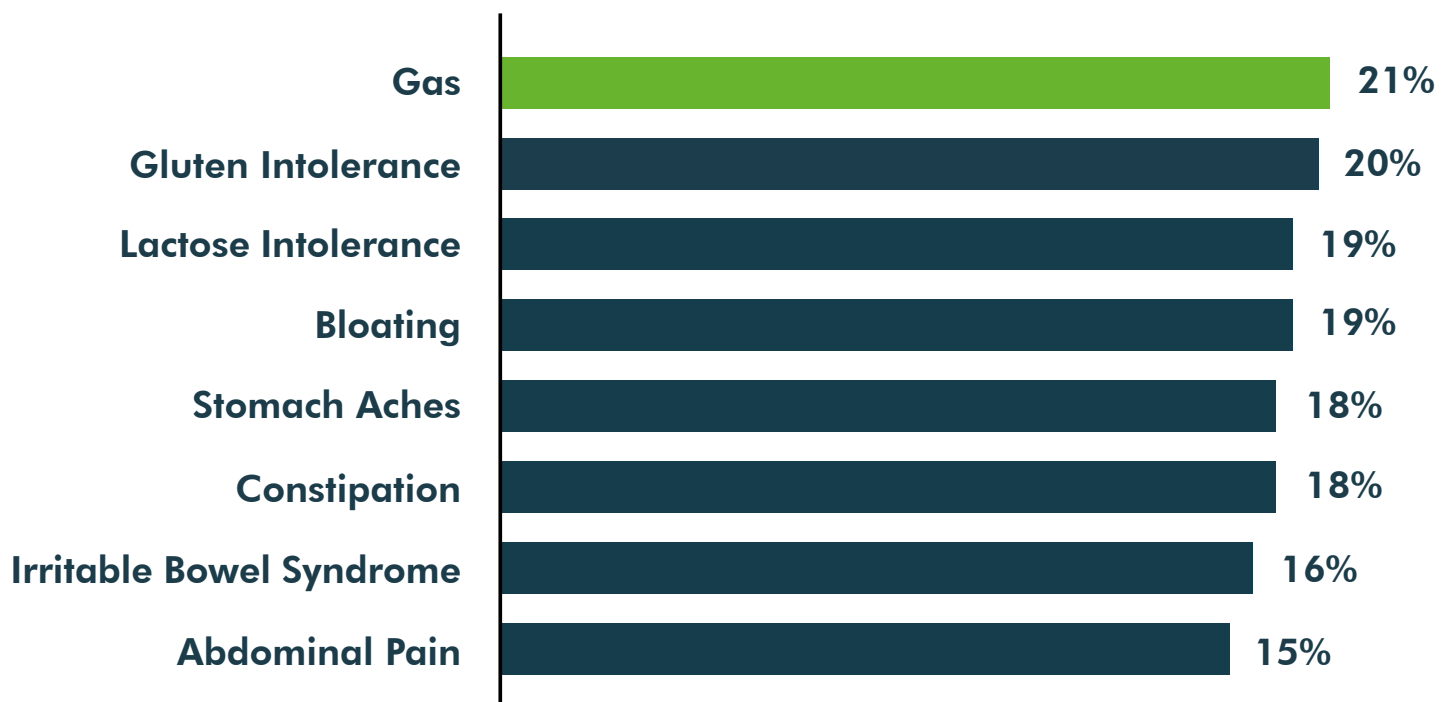
Trend 3: Postbiotics awareness of the microbiome system & The Next Stage of Digestive Health

Digestive health problems are on the rise, due to a mixture of an ageing society and poor dietary and lifestyle choices.

Concerns is rising over digestive health as the link with the immune system becomes more apparent.

Over the next five years, consumers will become more aware of the microbiome system, further raising awareness about the importance of good digestive health.

Proportion of consumers who say they suffer from the following digestive health problems on a regular basis. (2020)



Demand for products and ingredients associated with aiding digestive health will grow. Branded health ingredients and scientific claims on packaging to validate health benefits will be of high appeal.

68% of global consumers say that they recognize the link between the digestive system and their immune health.

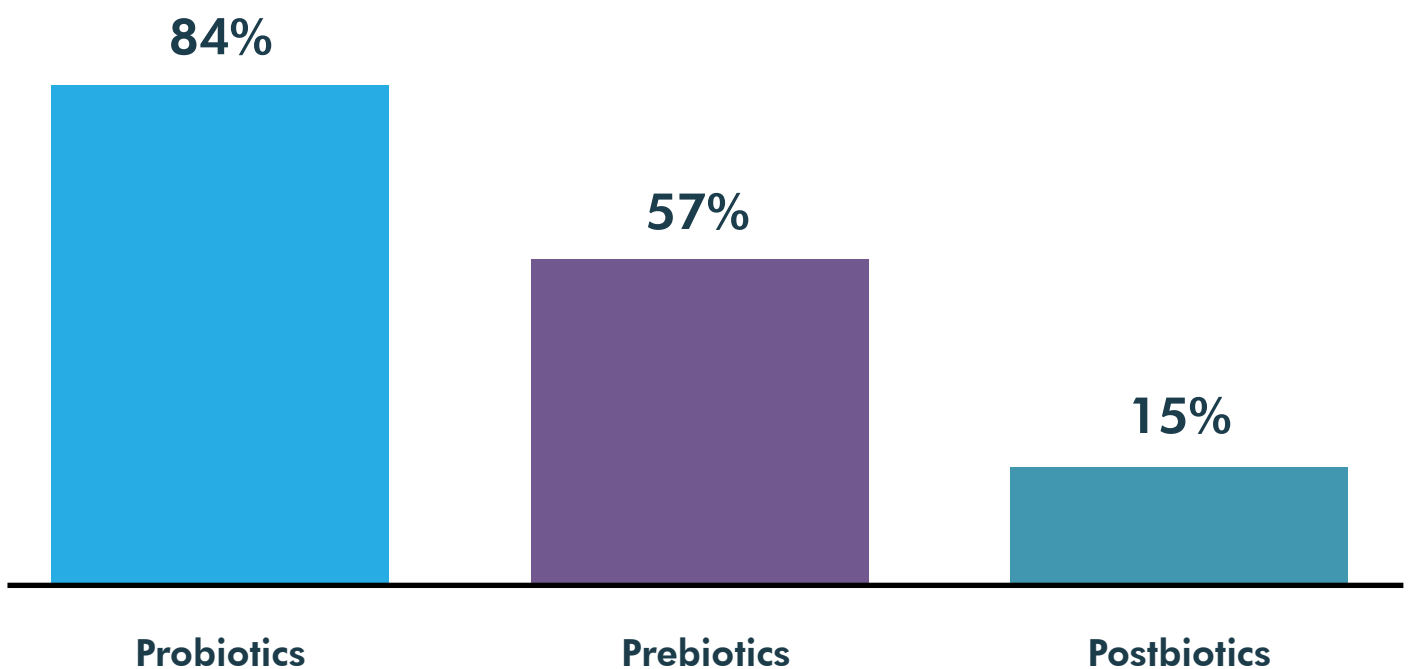
22% of global consumers say that they have become more conscious about their digestive health as a result of COVID-19.

Raising awareness about beneficial bacteria is important as the link with immune health becomes more established.

66%

Of global consumers are interested in products that aid digestive health, even if not suffering from specific symptoms.

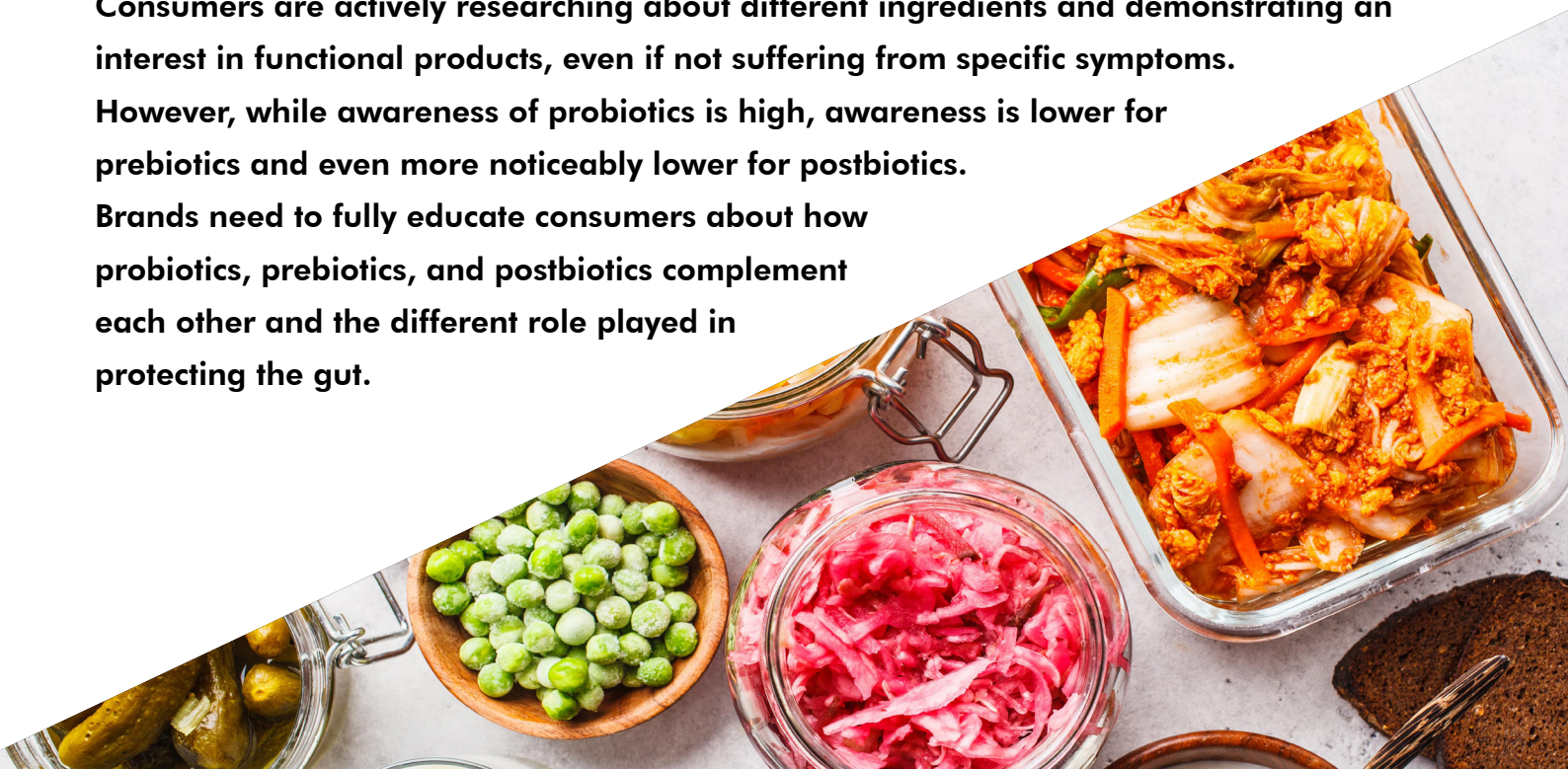
Proportion of global consumers who say that they are aware of the following ingredients. (2021)



Consumers are actively researching about different ingredients and demonstrating an interest in functional products, even if not suffering from specific symptoms.

However, while awareness of probiotics is high, awareness is lower for prebiotics and even more noticeably lower for postbiotics.

Brands need to fully educate consumers about how probiotics, prebiotics, and postbiotics complement each other and the different role played in protecting the gut.



Trend 4: Zinc: The Next Big Functional Ingredient

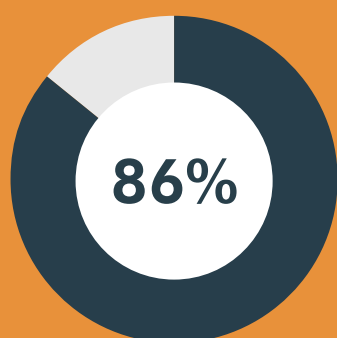
Consumers are seeking out recognized and trusted ingredients that they associate with a variety of benefits – especially those that aid immune health.

This is resulting in a growing interest in minerals, as consumers actively look to complement them with vitamins to try and maximize wellbeing.

As a result, there will be a growth in interest in minerals such as zinc over the next few years, also helped by consumers self-educating themselves on the benefits of ingredients.

What benefits do you associate with zinc? (2021)

	Global	Asia Pacific	Europe	North America	South America
Bone & Joint	18%	20%	15%	19%	27%
Cognitive	24%	18%	26%	27%	23%
Digestive	27%	31%	26%	21%	35%
Heart	34%	33%	32%	34%	50%
Immune	42%	38%	41%	48%	41%
Skin	20%	22%	16%	26%	24%
Weight	19%	17%	20%	23%	21%



Of global consumers say that they are aware of zinc as an ingredient.
(2021)

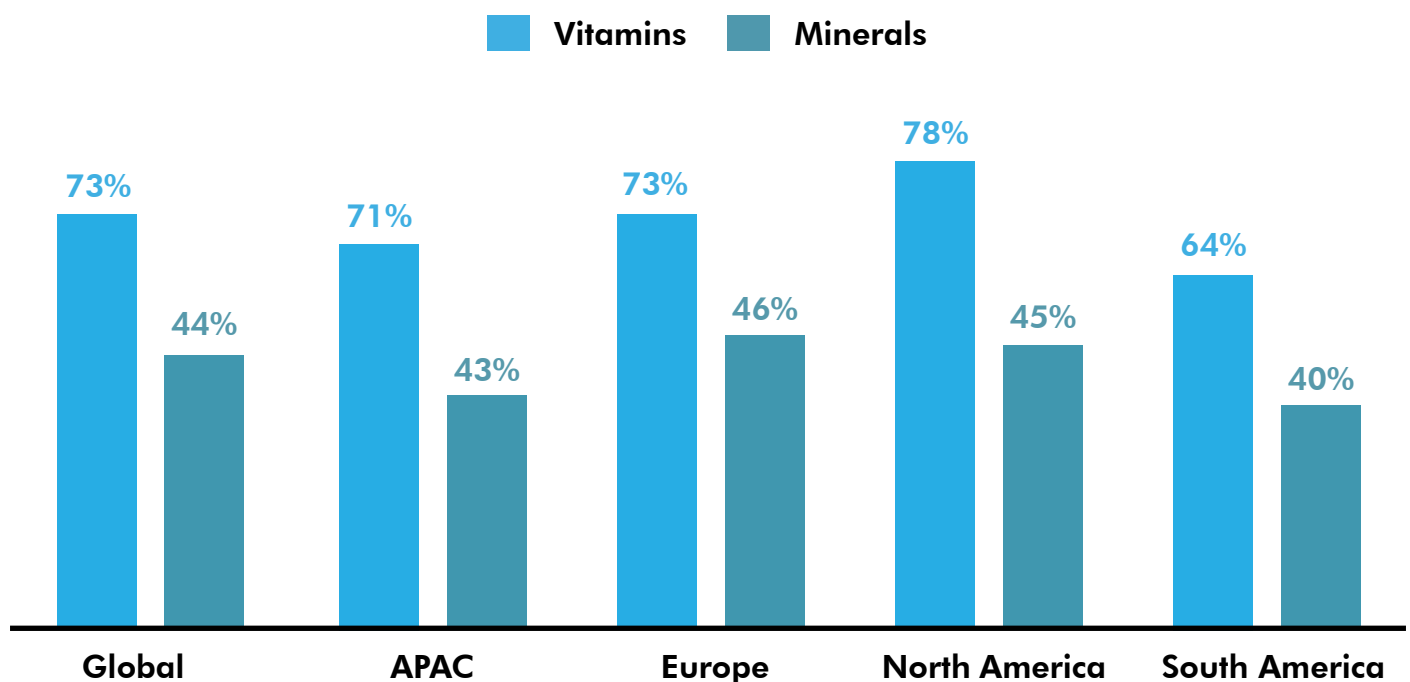


As consumers actively research about different ingredients, they are actively looking to combine certain ingredients to get the maximum health benefits possible.

From a food, drink, and supplement perspective, this means that generic claims about products being “high in vitamins and minerals” is not enough.

Instead, consumers will want in-depth information about the specific vitamins and minerals, how they complement each other, and the specific role each ingredient plays in aiding wellbeing.

Proportion of consumers who have used nutritional supplements in the last twelve months in order to boost their immune health. (2020)

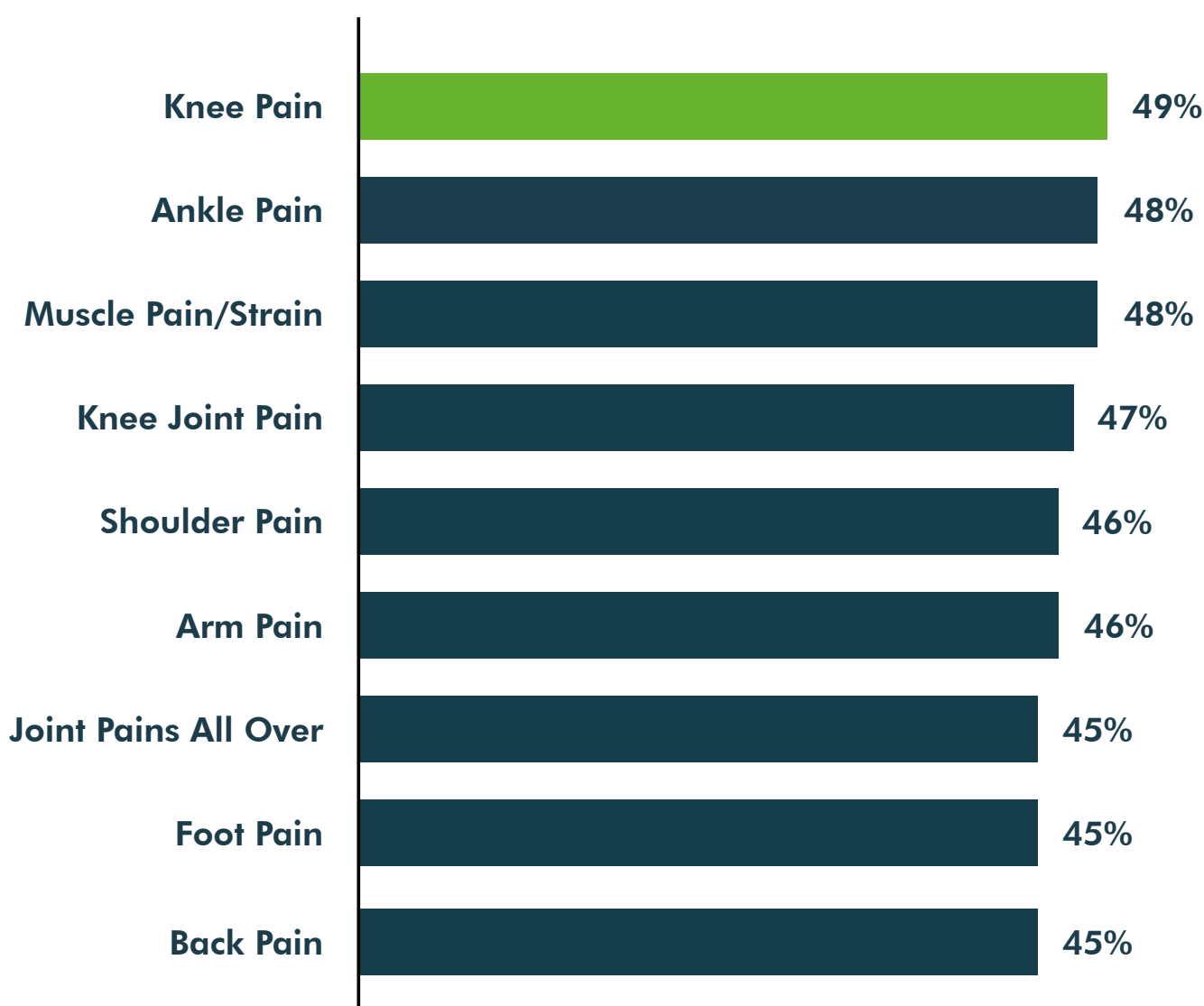


Trend 5: Inflammation & The Next Big Health Concern

Across the globe, the proportion of consumers who suffer from joint and bone health problems is on the rise, due to an ageing society and lifestyle choices (i.e., time spent on digital devices).

Aches and swellings are something that can cause inflammation, something which can have a severe impact on quality of life and increase vulnerability to illness.

Proportion of consumers who say that they suffer from the following aches and pains at least some of the time. (2021)



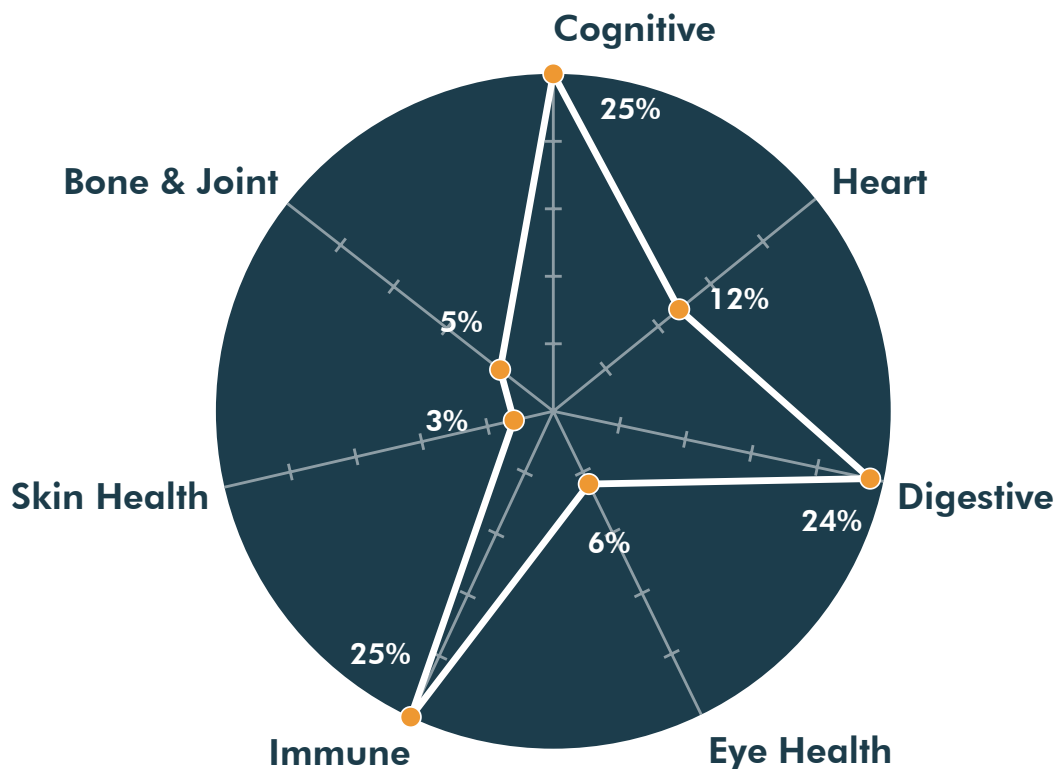
As consumers take a more proactive approach to wellbeing, brands need to ensure that they raise awareness about the risks of inflammation and what steps can be taken to minimize this.

This will drive demand for products and ingredients positioned around anti-inflammatory properties.

Despite the growth in consumers suffering from joint and bone health problems over the last three years, this area of health gets less attention compared to other areas of wellbeing, such as the digestive system.

Global

Overall, what are your biggest health concerns? (2021)



This is despite the link between the immune system and inflammation system being well known.

Brands must educate consumers about the importance of taking a prevention-over-cure approach to inflammation, and which ingredients they should seek out when doing so.

53%

Of global consumers recognize the link between inflammation and immunity.



Contact us for more information



info@fmcggurus.com



www.fmcggurus.com



FMCG Gurus



0044 207 096 0559



Consumer Experts, Insight Driven