

OPTIMISED NUTRITION

TREND & INSIGHTS REPORT
2025





WHAT IS OPTIMISED NUTRITION?



Optimised Nutrition approaches food and beverage at a biochemical level, seeing the components of edible ingredients in a similar way to pharmaceuticals and how they effect physiological body processes.



The category finds its roots in specialised nutrition, with application in hospitals and for those with disease related dietary needs, through to the use of trending ingredients like nootropics and electrolytes to improve general health and wellbeing.



No longer is the primary focus of innovation a matter of weight loss and aesthetics, instead consumers are becoming more cognizant of the potential of food to 'biohack' both their current and future health and contribute to dysfunction resolution.

WHY OPTIMISED NUTRITION?

As noncommunicable diseases continue to become more prevalent in nations globally, nutrition becomes critical to their management and mitigation. Nutrition is shedding its former perception as an ambiguous holistic approach to health management, and now becoming recognised in its role in actively contributing to systemic health promotion.

This report categorise the main trends in Optimised Nutrition into two groups: **Trail Blazers** and **Game Changers**.

Trail Blazers represent cutting-edge trends rooted in precision formulation, emerging research, and are highly functional in execution.

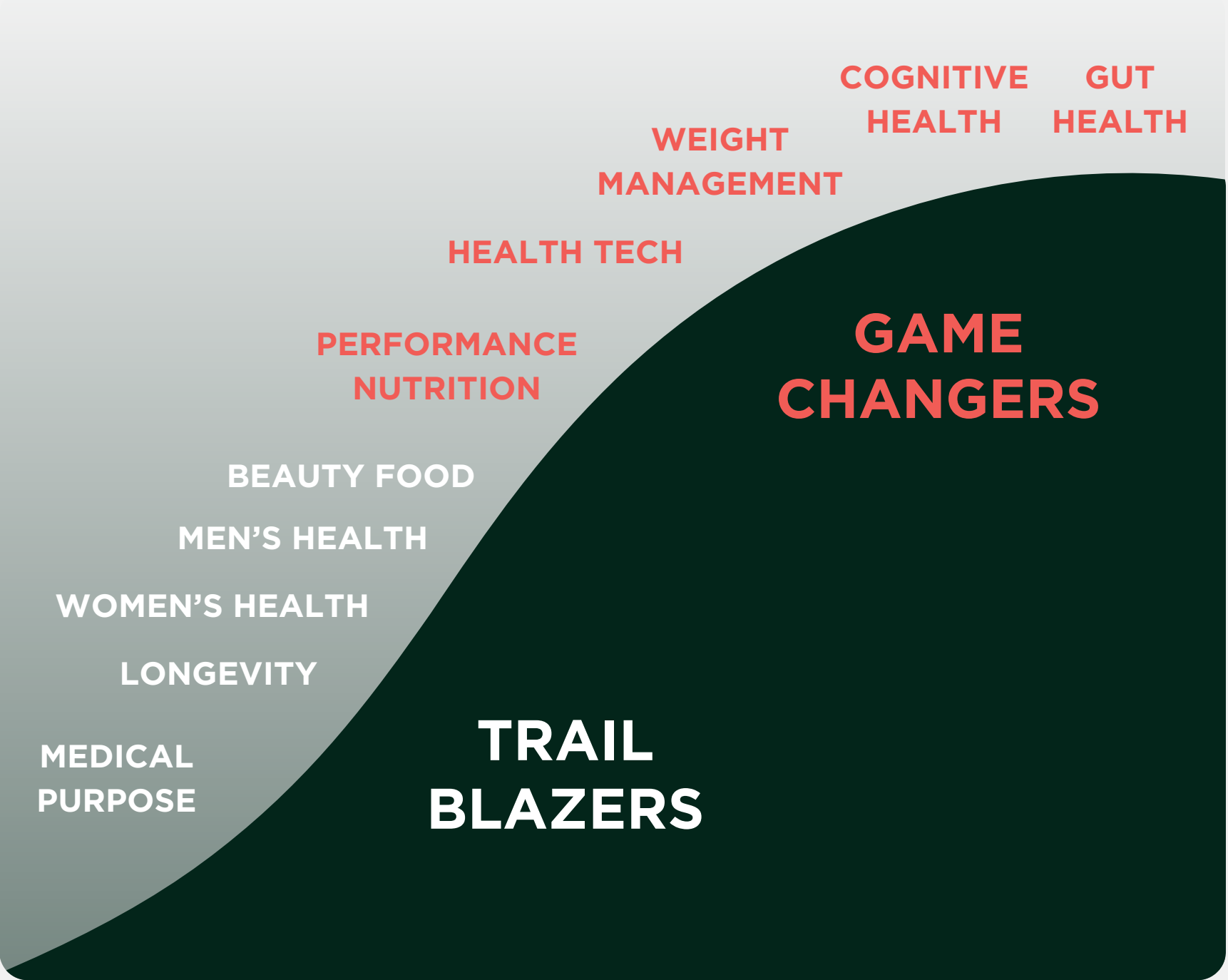
In contrast, **Game Changers** covers nutrition trends that have now established a footing and are gaining mainstream recognition, increasingly appearing in widely available functional food products. While accessibility varies, innovation continues to drive progress across both categories.

CAGR - 2024-2030

- SPECIALISED NUTRITION: 7.2%
- FUNCTIONAL FOOD AND BEVERAGE: 8.6%
- HEALTH AND WELLNESS FOOD: 9.7%



TREND DURATION: 5-7 YEARS



CONSUMER OPENNESS



EVERYDAY HEALTH

Consumers are seeking health solutions that fit into their everyday lives, without having to drastically change their behaviours - like swapping a sugary soda for a prebiotic one. If they are consuming these products anyway, shoppers want them to have a functional element. Products like juice shots are booming due to their ease of building into morning routines and minimal requirement for prep.

62% OF AMERICAN GEN Z PRIORITISE THEIR HEALTH AND WELLBEING OVER MONEY, PERSONAL GROWTH, OR CAREER (EDUBIRDIE, 2024)



HEALTH > WEALTH

Consumers are actively spending more on health and wellness and seeing this as a priority over financial wealth. There is a growing acknowledgement in building long term health habits and a willingness to invest in them. However, there is a clear disparity in prioritising healthfulness in purchase decisions depending on household income, at 75% in high income compared to 55% in low-income households.

IN 2024 40% OF SHOPPERS NOW RANK HEALTH AS TOP PRIORITY ABOVE PRICE AT 39%, COMPARED TO 37% AND 48% RESPECTIVELY IN 2023 (CIRCANA, 2024)



CRITICALLY ENGAGED

Consumers are seeking tailored solutions to their personal needs and health goals. They are critically engaging in the science behind claims brands are making and are feeling more empowered to do so armed with the insights of qualified professionals on social media and via podcasts. They want to know ingredients are clinically proven and are more clued up on how to assess if they are or not.

AROUND 50% OF UK AND US CONSUMERS SELECT CLINICAL EFFECTIVENESS AS TOP PURCHASE FACTOR, COMPARED TO 20% FOR CLEAN INGREDIENTS (MCKINSEY, 2024)

NEW IN SCIENCE



NESTLE INVESTS IN DIETARY RNA POTENTIAL (02/25)

Kresko RNAtch is a biotech company focused on unlocking the hidden potential of dietary RNAs from fresh foods. Kresko RNAtch looks to enable companies to create a new generation of food and supplements that deliver proven, long-lasting benefits beyond basic nutrition.



FUNCTIONAL SEAWEED SECURES FUNDING (02/25)

BioMara is using an innovative technique to maximize dietary fibre extraction from brown seaweed. The investment will allow for increased testing to substantiate health claims and expand production.



OPENAI BUILD LONGEVITY RESEARCH MODEL (02/25)

OpenAI and Retro Biosciences have built a language model that used biological data to engineer proteins that can turn basic cells into stem cells. It could potentially uncover new innovation that humans may not have been capable of on their own.



WATER LENTILS EFSA APPROVAL (02/25)

Water lentils have been proven safe and removed off the novel food list. Growing on standing water, the rapidly growing low intervention crop is sustainable and highly nutritious and could be a valuable food source in the move towards a plant based food system.



GLP-1 2.0 (02/25)

Semaglutide injections have taken the world by storm over the last 12 months, though have faced some challenges with their compliance due to side effects and cost. Pharmaceutical companies are testing new iterations and formats to increase suitability and consistency of consumption.



ELDERBERRY JUICE MAY BENEFIT METABOLISM IN OBESITY (01/25)

A small clinical trial has shown that regular consumption of elderberry juice has shown positive biomarkers in obese individuals. The juice may contribute to an improved microbiome profile, glucose tolerance and metabolic health.

NEW IN WELLNESS



LOCATED ON ON THE COAST OF COSTA MUJERES



NUTRITION AND GUT HEALTH AS A PILLAR OF THE SHA APPROACH

SHA WELLNESS CLINIC

LUXURY MEDICAL WELLNESS CLINIC
MEXICO

SHA Wellness Clinic offers an integrative approach to health and longevity through a combination of medical science, holistic therapies, and personalised wellness programs. Their services include detox, weight management, longevity programs, and performance optimisation, all tailored to individual needs using cutting-edge technology and expert guidance.



IDYLLIC RETREAT OVERLOOKING THE MEDITERRANEAN SEA

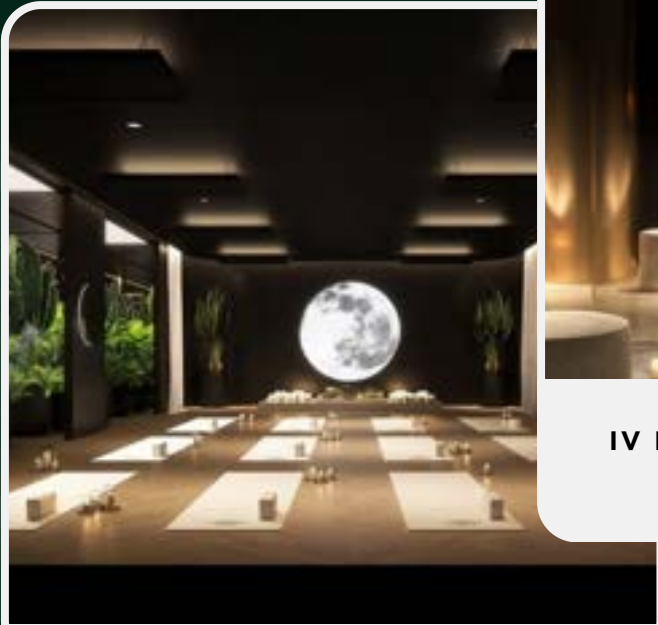


COMPREHENSIVE TOTAL BODY HEALTH ASSESSMENT

ZEM WELLNESS

SLEEP TOURISM
SPAIN

ZEM Wellness Clinic Altea is a luxury retreat that blends modern medical treatments with traditional wellness practices, focusing on Mediterranean longevity. The ZEM Sleep Boost program enhances sleep through advanced techniques like sleep cycle regulation, psychological support, and therapies such as intravenous laser serum and hypoxia-hyperoxia sessions, leaving guests feeling rejuvenated.



YOGA AND PILATES STUDIO



IV INFUSION ROOM

SAINT

PERFORMANCE OPTIMISATION MEMBERS CLUB
MELBOURNE

Saint Private Social Club blends exclusive luxury with holistic wellness, offering a balance of high-intensity training and relaxation. The club features a boxing studio, HIIT workouts, reformer Pilates, and yoga. For recovery, members can access hyperbaric oxygen chambers, red light therapy, and even a meditation cave. Social spaces offer organic, macro-balanced meals, creating a holistic environment for fitness, recovery, and connection.

THE TREND SETTERS



DR RANGAN CHATTERJEE

 @drchatterjee

Instagram following: 1.5m
Experience: NHS GP, Podcaster, Author

Dr Rangan Chatterjee is a British GP, author, and health podcaster who promotes a holistic approach to well-being. He focuses on the connection between lifestyle and health, covering areas like diet, movement, stress management, and sleep. His philosophy emphasises small, sustainable changes to improve overall health. He encourages a flexible, personalised approach to nutrition, prioritising whole, minimally processed foods while avoiding rigid dieting rules. He highlights the gut-brain connection and the impact of ultra-processed foods on mood, energy, and long-term health.



DR ANDREW HUBERMAN

 @hubermanlab

Instagram following: 7.3m
Experience: Stanford PhD neuroscience professor, Podcaster

Dr Andrew Huberman is a neuroscientist and professor at Stanford University, known for his research on brain function, behaviour, and health optimisation. He explores topics such as sleep, stress, focus, and neuroplasticity, often providing science-backed strategies for improving cognitive and physical performance. His Huberman Lab podcast translates complex neuroscience into practical tools for improving sleep, focus, and performance. He emphasises nutrition's role in brain health, advocating for time-restricted eating, blood sugar regulation, and nutrient-dense foods to support cognitive function and longevity.



The background of the slide features a close-up, slightly blurred photograph of several glasses filled with orange juice. Some glasses have ice cubes, and there are lemon slices floating in the juice or on the rim. The overall tone is warm and fresh, with a soft focus that emphasizes the liquid and the citrus elements.

82%

**OF U.S. CONSUMERS NOW CONSIDER
WELLNESS A TOP OR IMPORTANT PRIORITY IN
THEIR EVERYDAY LIVES, WHICH IS SIMILAR TO
73% OF UK CONSUMERS**

MCKINSEY, 2024

SOCIAL MEDIA TRENDS

ONLY 2.1%
OF NUTRITION CONTENT ON
TIKTOK IS SCIENTIFICALLY
ACCURATE
(DUBLIN CITY UNIVERSITY, 2024)



mocktail that gave me
the best sleep ever

SLEEPY GIRL MOCKTAIL,
@GRACIE_NORTON, @CALEESHEA

COTTAGE CHEESE EVERYTHING:
AVOCADO TOAST, @EMTHENUTRITIONIST



COTTAGE CHEESE BRUSCHETTA AVOCADO TOAST
360kcal & 22g protein

33%
OF GEN ZERS TRUST
TIKTOK MORE THAN THEIR
HEALTHCARE PROVIDER
(CHARITYRX, 2022)

Huberman Lab
Approved



ANDREW HUBERMAN APPROVAL
TO REASURE CONSUMERS, HEALF

123%
YOY INCREASE IN STREAMS
OF HEALTH RELATED
PODCASTS
(SPOTIFY, 2022)

ARMRA COLOSTRUM'S LUNAR
ELIXIR, EREWHON



PCOS NUTRITION, DR HAZEL WALLACE,
WOMENS HEALTH NUTRITIONIST



Nutrition for PCOS



FUNCTIONAL LATTES, BLACK SHEEP
COFFEE

OVER 50%
OF CONSUMERS REPORT TO
HAVE ADDED/REMOVED
FOOD FROM THEIR DIET DUE
TO A SOCIAL MEDIA POST
(FOOD SCIENCE AND
TECHNOLOGY, 2024)

2/3
OF PEOPLE SAY THEY'RE
MORE CONSCIOUS OF
LOOKING AFTER THEIR
PHYSICAL AND MENTAL
HEALTH
(WGI, 2022)

RICH ROLL PODCAST, 1.4M
FOLLOWERS, @RICHROLL



Microplastics
in the body
Building a
fitness routine
You are the
observer to
your brain
Sugar &
Heart Disease
Create Your
Longevity

LONGEVITY MENU, CAFE
GRATITUDE X DR WILL COLE



CAFE GRATITUDE
X
DR
WILL COLE
[GUT-HEALING]
longevity
menu

TRAIL BLAZER

MEDICAL PURPOSE

Optimised nutrition is evolving beyond basic formulations to create products that truly meet individual needs. Traditionally, Foods for Special Medical Purposes (FSMPs) have been nutrient-packed drink solutions designed for those with medical conditions or difficulty eating solid foods. However, taste and texture have often been a drawback, making them an unappealing necessity rather than a desirable option. Exciting new innovations are changing this, not just by refining nutritional profiles but by rethinking the entire product

experience. From easy-grip packaging for those with limited dexterity to refreshing frozen formats that soothe and comfort, the focus is on making these products more practical and enjoyable. By improving taste and texture, these solutions encourage regular consumption, helping to prevent weight loss and support recovery. With ageing populations and rising health challenges linked to urban living, the demand for smarter, more appealing nutritional options has never been greater.



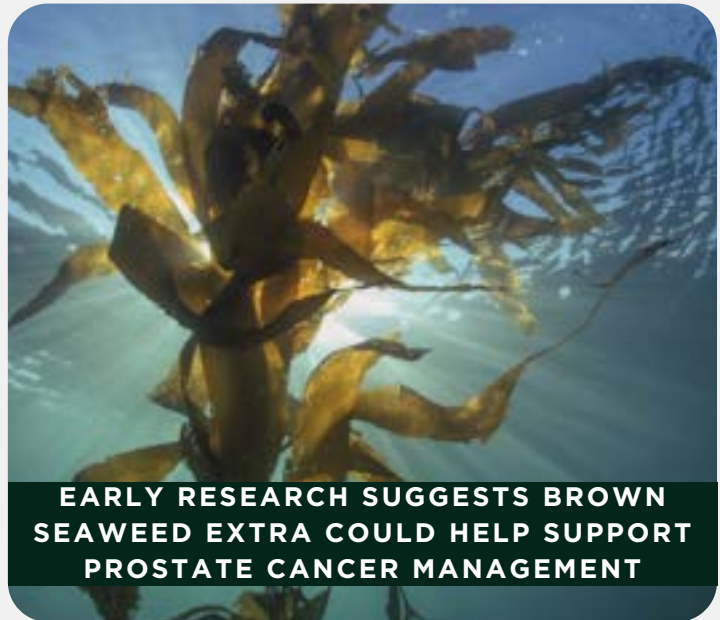
FROZEN ORAL NUTRITION SUPPLEMENT, ICESUPP

THERE WILL BE
2 BILLION
PEOPLE OVER
65 BY 2050
BEING THE WORLDS FASTEST
GROWING AGE GROUP
(WHO, 2024)



FIELD DOCTOR X PERCI FUNDING FOR BREAST CANCER POST SURGERY

1 IN 5
OF ADULT IN ENGLAND ARE
PREDICTED TO HAVE A
MAJOR ILLNESS BY 2040
(THE HEALTH FOUNDATION, 2023)



EARLY RESEARCH SUGGESTS BROWN SEAWEEED EXTRA COULD HELP SUPPORT PROSTATE CANCER MANAGEMENT

TRAIL BLAZER

LONGEVITY

Thanks to the popularity of Secrets of the Blue Zones on Netflix and Bryan Johnson’s high-profile pursuit of avoiding death, longevity is a term that’s becoming widely understood and a core pillar of modern wellness routines.

With ageing, more often than not comes some kind of physical or mental decline and with a globally ageing population, understanding how to slow and minimize the onset of age related disease is becoming a research priority.

The research is ever evolving and far reaching, from findings indicating that organs age at different rates to uncovering changes at cellular level to identify potential health problems before they appear. Understanding epigenetics and environmental exposures in a diverse range of people could indicate how to manage cellular health to promote a longer health span through dietary, medical and lifestyle approaches. For example, the role UPFs play in expediated aging to recent twin studies showing plant based diets may slow biological aging. Initial models are suggesting life span could even be extended up to 10 years with a sustained adoption of longevity diets.

KEY INGREDIENTS:

NMN | ASHWAGANDHA | COLLAGEN | PROBIOTICS | OMEGA 3 | RESVERATROL | BEETROOT EXTRACT | SPERMIDINE | CACAO | GINGER | CURCUMIN | SOY

SOME ITEMS LISTED ABOVE MAY NOT BE PERMITTED IN FOOD FOR SALE IN ANZ



LONGEVITY SHOT, HAPPY AGING



CUCUMBER EXTRACT FOUND TO IMPROVE JOINT DISCOMFORT IN OVER 40S, EUROMED CUBERUP

30%
OF NEW PRODUCT LAUNCHES
IN WESTERN EUROPE IN 2024
HAD CELLULAR HEALTH
CLAIMS
(EUROMONITOR, 2025)



PLANNED WELLNESS COMPLEX, ELYSIUM FIELDS, MELBOURNE

70%
OF UK CONSUMERS REPORT
TO HAVE PURCHASED
MORE LONGEVITY
PRODUCTS IN THE LAST 12
MONTHS THAN IN PRIOR
YEARS
(MCKINSEY, 2024)



AM/PM LONGEVITY SUPPLEMENT, JUNG+

TRAIL BLAZER

WOMEN’S HEALTH



MENOMOCKTAIL, KOOKOO



LACTATION MUESLI, ORGANIC HABITS



PCOS TAILORED MEAL DELIVERY, THE FIELD DOCTOR

For much of scientific history, research focused on men, assuming women’s biology functioned similarly aside from reproduction. This has left major gaps in understanding female health. Now, a growing push for female-focused research is driving breakthroughs in personalised nutrition, exercise, and sleep tailored to hormonal fluctuations.

Scientists are uncovering how women’s nutritional, exercise, and sleep needs shift throughout the menstrual cycle and across life stages. Government initiatives, biotech innovation, and booming FemTech are accelerating progress in hormone-modulating treatments for PCOS, the microbiome’s role in fertility, and the higher prevalence of autoimmune diseases in women.

With an ageing population, menopause and later-life health conditions are also gaining long-overdue attention.

KEY INGREDIENTS:
MAGNESIUM | FENUGREEK | OMEGA-3 | IRON |
PHYTOESTROGENS | ZINC | RED CLOVER | VITAMIN D, E
& C | B VITAMINS | ADAPTOGENS | FENNEL



MENOPAUSE PROTEIN BAR, MENOWELL

37%
OF PREGNANT WOMEN
GLOBALLY ARE ANAEMIC
(NON-PREGNANT IS 30%)
(WHO, 2019)



PREGNANCY, MEOPAUSE AND WELLNESS JUICES, BENEFIT JUICE



PROTEIN POWDER SYNCED TO THE MENSTRUAL CYCLE, LEVELLE



MENOPAUSE PROTEIN SHAKE, BOMIMO

150%
INCREASE IN US CONSUMER
INTEREST IN HORMONE
BALANCING FROM 2022 TO
2024
(TASTEWISE, 2024)

SOME ITEMS LISTED ABOVE MAY NOT BE PERMITTED IN FOOD FOR SALE IN ANZ

TRAIL BLAZER

MEN’S HEALTH

Just as women’s health is increasingly recognised as a distinct field, men’s health is gaining momentum as an independent movement. As healthcare and nutrition become more personalised, NPD is shifting to address men’s needs and unique health challenges. While most health research has historically been conducted on men, it hasn’t always translated into male-specific product development—something now beginning to change in many fields, from nutrition to skincare to holistic wellness.

Stigmas around men engaging in wellness are fading, making way for a broader approach beyond muscle-building and protein intake. With the average male lifespan four to six years shorter than females, there is growing demand for products that target longevity and the prevention of male-dominant diseases like heart disease, diabetes, and cardiovascular disease.

Male mental health is also a rising crisis, particularly in the UK, US, and Australia, where young men face increasing rates of anxiety and depression. Thought leaders like Andrew Huberman have spotlighted the role of diet in mental well-being, driving opportunities for functional ingredients that support hormone balance and cognitive health.

Hormonal health is another emerging focus, with supplements addressing testosterone decline, stress-related cortisol imbalance, and prostate health. Brands like Hims are making male-specific wellness more accessible through DTC models, reducing barriers to participation and normalising self-care for men.



MEN ARE
26%
MORE LIKELY TO HAVE
TYPE 2 DIABETES THAN
WOMEN
(UK PARLIAMENT, 2023)



1 IN 5
MEN AGED 16-24 RATE
THEIR MENTAL HEALTH
AS ‘POOR OR LOWER’
(AVIVA, 2024)



KEY INGREDIENTS:
SAW PALMETTO | ZINC | PROBIOTICS | PUMPKIN SEEDS |
LYCOPENE | ASHWAGANDHA | FENUGREEK |
TRIBULUS TERRESTRIS | VITAMIN B6 | MYO-INOSITOL

SOME ITEMS LISTED ABOVE MAY NOT BE PERMITTED IN FOOD FOR SALE IN ANZ

EMERGING CATEGORIES

BEAUTY FOOD



Thanks to the growing awareness of the gut’s role in overall health, the phrase ‘beauty from within’ has never been more relevant—especially when it comes to the gut-skin connection. Consumers are increasingly seeking supplements to support skin health from the inside out, turning to ingredients like probiotics, tremella mushrooms, collagen, and turmeric.

PERFORMANCE NUTRITION



Performance nutrition products are no longer exclusive to athletes; they’re now appealing to casual gym-goers. The hydration market is booming, with new brands and formats offering higher electrolyte levels than traditional products. Similarly, athletes are seeking whole food, clean-label alternatives to protein powders, gels, and recovery supplements.

HEALTH TECH



Consumers can now track how their body functions on a biological level, from their blood sugar response to their disease risk factors. Health tech is becoming ever more accessible and integrated into every day life where with AI, consumers can collect and interpret data themselves and receive informed recommendations without even seeing a specialist.

61%
OF 18-24 YEAR OLDS SAY THAT WHAT YOU EAT IS IMPORTANT FOR YOUR SKIN HEALTH
84.51 INSIGHTS, 2024

12.8%
INCREASE INTEREST IN HYDRATING FOODS AND BEVERAGES THE LAST YEAR
TASTEWISE, 2024

11%
OF THE GLOBAL POPULATION USES WEARABLE TECHNOLOGY (E.G WATCH, RING, GLASSES)
STATISTA, 2025

GAME CHANGER

WEIGHT MANAGEMENT

Society is always searching for a way to lose weight while still enjoying food, and over the years, countless approaches have emerged—from Atkins to 5:2, keto to veganism—each promising balance between eating and weight control. Yet, the obesity epidemic persists and rates continue to climb.

Perhaps the most significant shift in the past year has been the surge in semaglutide drug usage, reshaping both eating habits and grocery spending. Reports suggest that GLP-1 drug users in the US have reduced their food spending by 6%, with notable shifts towards healthier choices—a signal that weight management in the food industry could be entering a new era. GLP-1 users are seeking products to manage the side effects whilst densely packing in nutrients to account for their reduced food intake. We could witness a pivot in buying, away from ‘unhealthy’ foods towards nutrient-dense, functional foods, particularly if weight loss drugs become better tolerated.

Meanwhile, those not taking GLP-1 drugs are seeking natural alternatives to trigger similar biological processes. Products claiming to ‘boost’ endogenous GLP-1 (such as Lemme, Supergut, and Pendulum Probiotic) are emerging, while consumers are turning to satiating foods like beans, legumes, psyllium, and prebiotics to help manage hunger.

KEY INGREDIENTS:

BRAZZEIN | BERBERINE | CHROMIUM | RESISTANT STARCH | PSYLLIUM | OATS | LEMON AND SAFFRON EXTRACT | YERBA MATE | OMEGA 3 | CACAO | MICROALGAE

SOME ITEMS LISTED ABOVE MAY NOT BE PERMITTED IN FOOD FOR SALE IN ANZ

70 MILLION
US CONSUMERS EXPECTED
TO HAVE USED GLP-1
MEDICATIONS BY 2028
(GOLDMAN SACHS, 2024)

GLP-1 GUT BOOSTER POWDER, SUPERGUT



1 IN 4
ADULTS IN THE DEVELOPED
WORLD ARE OBESE, IF THIS
TREND CONTINUES, IT
COULD COST THE GLOBAL
ECONOMY 3% OF GDP/YEAR
BY 2035
(PICTET, 2024)

BRAZZEIN (SWEET PROTEIN)
SWEETENED SOFT DRINK, OOBLI



31%
OF AMERICAN MILLENIALS
AND GEN ZS FEEL MORE
PRESSURE TO LOOSE
WEIGHT JUST KNOWING
ABOUT GLP-1 DRUGS
(TOLUNA, 2024)



METABOLIC BOOSTER PREBIOTIC FIBRE
BLEND, MYOTA

GAME CHANGER

COGNITIVE HEALTH

FOCUS | SLEEP | MEMORY | HYDRATION

Off the back of performance nutrition, consumers are now applying the same principles to optimise their cognitive state. Whether it's enhancing memory and recall, improving sleep and focus, promoting relaxation, or managing stress, the new cognitive consumer is actively seeking ingredients that support mental well-being. Emerging ingredients showing promise in this space include astaxanthin (an algae-derived antioxidant), magnesium L-threonate, and sage extracts, all of which are being explored for their potential brain-boosting benefits.

Another aspect of this trend focuses on maintaining cognitive health across the lifespan. Drawing inspiration from longevity-focused nutrition, individuals are taking a proactive approach—prioritising brain-supporting foods and supplements today to safeguard mental agility in the future. New ingredients such as spermidine, nootropic mushrooms like lion's mane, and polyphenol-rich botanicals like crowberries and tart cherry are gaining attention for their potential neuroprotective effects. As research continues to uncover the link between diet and cognitive function, expect to see more innovation in functional food and beverage formulations tailored to both immediate and long-term brain health.

KEY INGREDIENTS:
PSYCHOBIOPTICS | CITICHOINE | OMEGA 3 | LION'S MANE | IODINE | MAGNESIUM L-THREONATE | ASTAXANTHIN | SAGE | ASHWAGANDHA | HOPS

SOME ITEMS LISTED ABOVE MAY NOT BE PERMITTED IN FOOD FOR SALE IN ANZ



BRAINY FOCUS CHOCOLATE, FUNCHO KIDS



BEDTIME MILK, TOM PARKER CREAMERY



FOCUS SUPPLEMENT, DIRTY SUPPLEMENTS

61%
OF US CONSUMERS HAVE CHANGED THEIR DIET TO BETTER SUPPORT THEIR COGNITIVE HEALTH
(FMCG GURUS, 2024)



ORGANIC FUNCTIONAL MUSHROOM COFFEE PODS, ARITIZAN



ADAPTOGENIC MUSHROOM SODA, UNAI

HERE TO STAY

GUT HEALTH

Although gut health as a trend isn't new, the field is constantly uncovering new and deeper understandings of how we are interdependent with the bacteria that reside in and on us and what this means for what we eat.

AI is transforming our understanding of the microbiome and its systemic effects on the body. Emerging research links gut health to conditions from cancer to Alzheimer's. Identifying these connections should enable targeted dietary interventions based on specific bacterial strains and their functions in the future.

While research on probiotics continues to evolve, some aspects of gut health are already widely recognised. Prebiotics are known for feeding beneficial bacteria and reducing pathogenic strains. Fibre is largely under consumed and as an ingredient is easier to incorporate into F&B applications than live bacteria.

Other new areas of research include exploration of other bodily bacterial sites, including oral and skin, and childhood nutrition to support the establishment of our lifelong gut bacteria profile set in the first 1000 days of life.

KEY INGREDIENTS:

POSTBIOTICS | BEANS | OKRA FIBRE | APPLE FIBRE | SPENT GRAIN | SEAWEED | MUSHROOMS | MISO | HEMP | BARLEY | COLOSTRUM | CITRUS FIBRE

SOME ITEMS LISTED ABOVE MAY NOT BE PERMITTED IN FOOD FOR SALE IN ANZ



KIMCHI SHOT, VADASZ



1ST PRE-, PRO- & POSTBIOTIC SODA, MIGHTY POP

76%

OF CONSUMERS RECOGNISE THE LINK BETWEEN GOOD GUT HEALTH AND OVERALL WELLNESS

(COMET, 2024)



FUNCTION UPCYCLED HEMP FIBER, BRIGHTSEED



LIDL FIBRE STREATEGY: INCREASE FIBRE SOLD BY 20% BY 2026



KIDS PROBIOTIC TOOTHPASTE, GUTOLOGY



PREBIOTIC KIDS DRINK, TUMMY BUDDIES

TRENDING INGREDIENTS

Reviewing each theme of **Optimised Nutrition**, each has identified ingredients providing the nutrients that are involved in the bodily processes that may **improve health**, where the **most common** have been listed below. As many of the **specific nutrients** are involved in multiple trending nutrition interventions, these are called out as they can be isolated from several **ingredient sources**.

4/5
BRITS BELIEVE
GETTING
ALL THE NUTRIENTS
THEY NEED IS CRUTIAL
FOR HEALTHY AGING
(MINTEL, 2024)

TOP TRENDING INGREDIENTS

		
LION'S MANE	BEANS	CACAO
		
TURMERIC	SAFFRON	MISO
		
SOY	COLLAGEN	GREEN TEA
		
HEMP	GINGER	SHILAJIT
		
SEAWEED	GINSENG	ASHWAGANDHA
		
SWEET PROTEINS	YERBA MATE	WHOLE GRAINS

TOP TRENDING NUTRIENTS

		
OMEGA 3	CHOLINE	BETA GLUCANS
		
RESVERATROL	ASTAXANTHIN	QUERCITIN
		
SPERMIDINE	MAGNESIUM	ANTHOCYANINS
		
CURCUMIN	CHROMIUM	BERBERINE
		
SULFORAPHANE	L-THEANINE	IODINE
		
PHYTOESTROGENS	CREATINE	PREBIOTICS

 INGREDIENTS FEATURED
IN THE LANGDON PANTRY

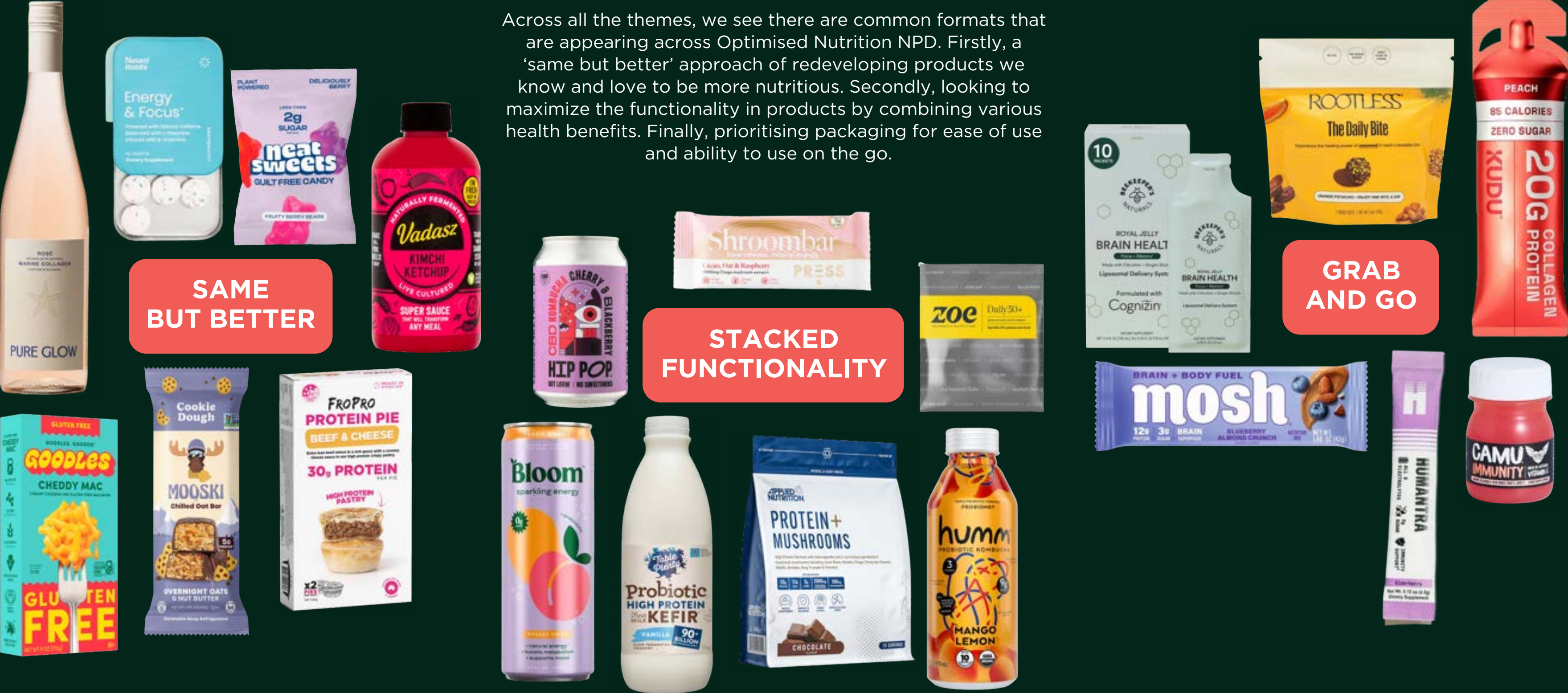
TRENDING FORMATS

Across all the themes, we see there are common formats that are appearing across Optimised Nutrition NPD. Firstly, a ‘same but better’ approach of redeveloping products we know and love to be more nutritious. Secondly, looking to maximize the functionality in products by combining various health benefits. Finally, prioritising packaging for ease of use and ability to use on the go.

SAME
BUT BETTER

STACKED
FUNCTIONALITY

GRAB
AND GO



WHAT DOES THIS MEAN FOR YOU?

KEEP IT SIMPLE

WHO?

Consumers are overwhelmed. In their 2024 wellness report, Lululemon found the global state of wellness was stuck. Consumers feel overwhelming pressure to keep up and incorporate health and wellness into their lives and are left feeling burnt out. This is most keenly felt in younger generations.

CONSUMERS ARE LOOKING FOR SIMPLE SOLUTIONS TO THEIR NEEDS AND PROBLEMS THAT ARE CLEARLY EXPLAINED EASILY ACCESSIBLE

WHAT?

Consumers are busy and don't have the time to research everything they need to be doing and eating to stay healthy. They are seeking ways to maximise productivity in their lives through 'habit stacking' and looking for their food and beverage products to do the same.

TAKE A 'MISSION SQUARED' APPROACH COMBINING MULTIPLE BENEFITS IN A SINGLE PRODUCT AND ADDING FUNCTIONAL INGREDIENTS INTO PRODUCTS CONSUMERS ARE REGULARLY BUYING

HOW?

Following the success of gummies and RTDs, convenience innovation is centered around format based innovation for on the go. Consumers are looking for grab-and-go options that fit into busy lifestyles and work fast, like gels and dissolvables. They are seeking and credibility and transparent communication behind the claims being made on pack.

CONSUMERS NEED PRODUCTS THAT WILL KEEP UP WITH THEIR ON THE GO LIFESTYLES THAT ARE LIGHTWEIGHT, TRANSPORT WELL AND ACT FAST

The background of the slide features a close-up, slightly blurred photograph of several glasses filled with water and lemon slices. The glasses are arranged in a cluster, with some in the foreground and others in the background. The lighting is soft, creating a warm and refreshing atmosphere. The text is overlaid on this background, centered and in a bold, white, sans-serif font.

**9 IN 10 (89%) ARE TAKING MORE
ACTION THAN THEY WERE A YEAR
AGO TO IMPROVE THEIR WELLBEING
IN ANY DIMENSION**

LULULEMON, 2024

ESTD 1852

LANGDON

A WORLD OF TASTE

HJLANGDON.COM