

Anuga

The Plant Kingdom: industry thrives on plants

CONSUMERS MAKE HEALTHIER FOOD CHOICES

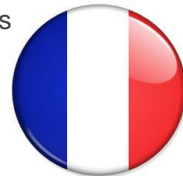


"I increased my consumption of fruit & vegetables in order to be healthier"



31%

United States



48%

France



43%

Brazil

PLANT INGREDIENTS SOAR ACROSS CATEGORIES

Brands 'green-up' their portfolio to attract the mainstream consumers who want to add more plant-based options to their diet.



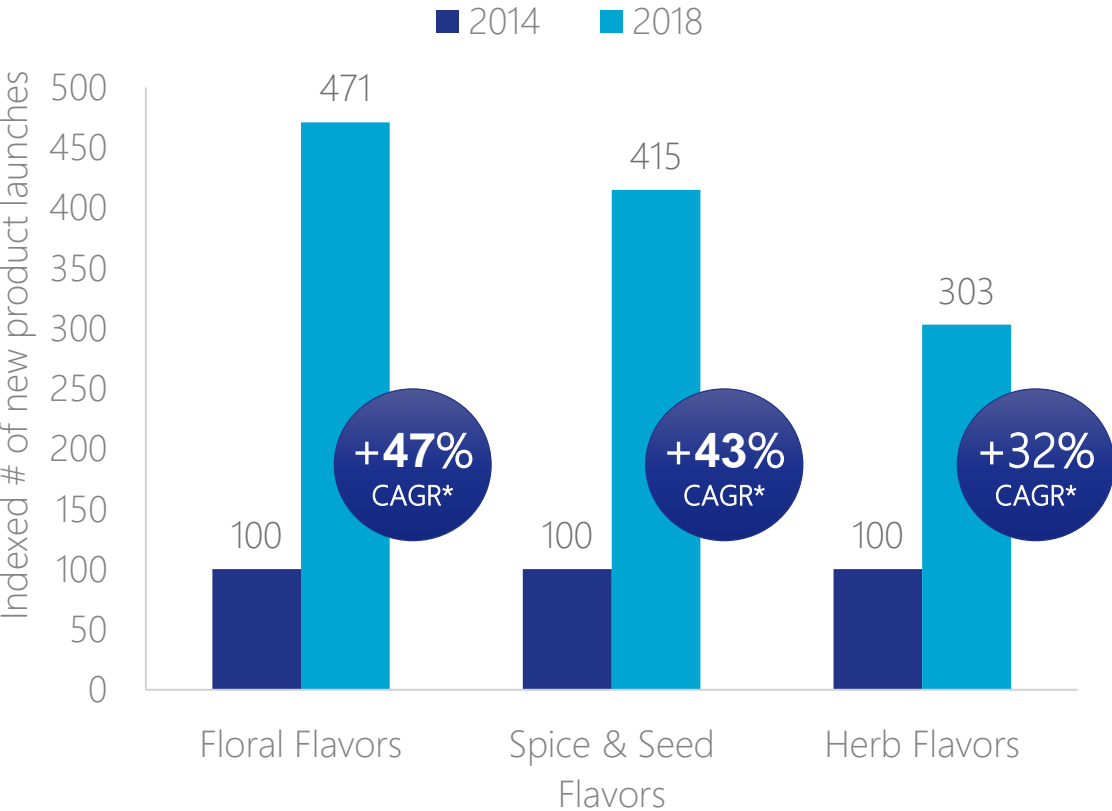
% of respondents who changed their diet to try to be healthier by increasing their intake of fruit and vegetables (Innova Consumer Lifestyle and Attitudes Survey, 2018)

Botanical flavors continue to show strong growth

FLORAL FLAVORS ENTER THE SPOTLIGHT

VARIETY OF BOTANICAL FLAVORS IN F&B

Indexed number of F&B launches tracked with selected botanical flavors (Brazil, Index 2014=100)

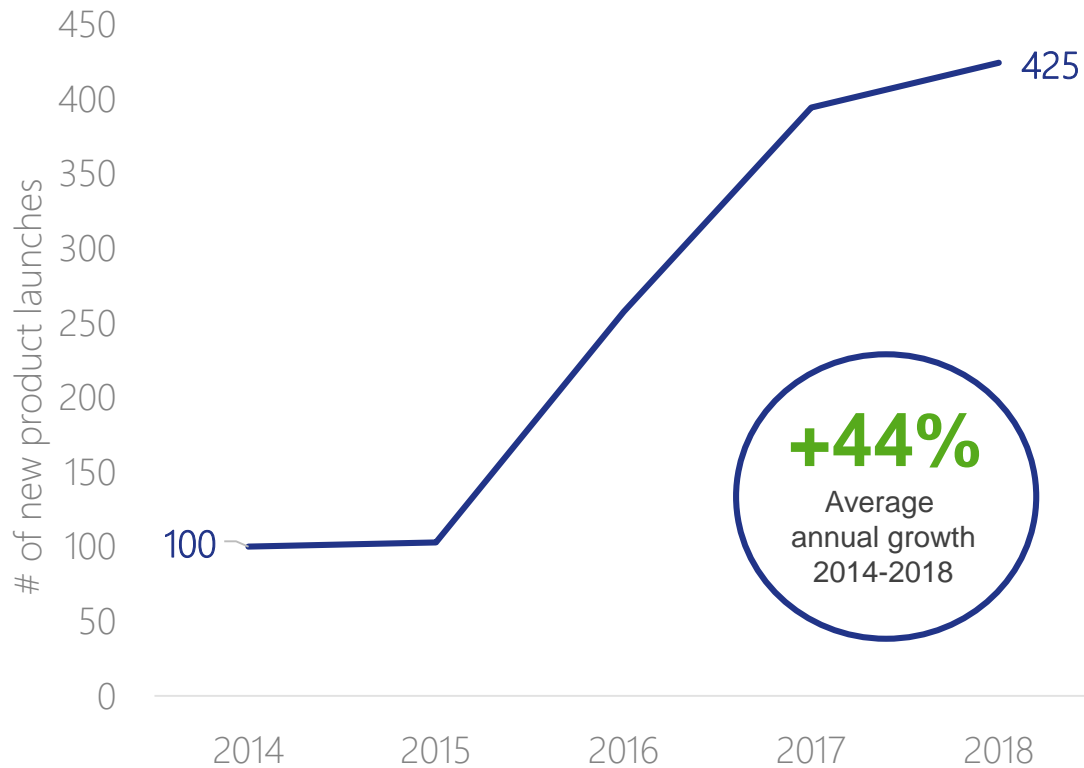


*CAGR = average annual growth, 2014-2018

Focus on gut health: fermentation benefits on the spotlight

FERMENTED CLAIMS INCREASINGLY SEEN IN F&B

Indexed number of F&B launches tracked with a fermented* claim (Brazil, Index 2014=100)



*Fermented claim = free text search for "fermented".

FERMENTATION BENEFITS ON THE SPOTLIGHT

Os três K dos fermentados: kimchi, kefir e kombucha

Com alimentos fermentados, chefs conquistam novos sabores em seus pratos

Livia Breves
19/03/2018 - 04:30 / Atualizado em 22/08/2018 - 09:33

Entenda por que os pães de fermentação lenta viraram mania nacional

era da instantaneidade, apreciadores da arte de fazer pão resgatam a tradição ancestral e desaceleram



CHÁ VERDE PROBIÓTICO FERMENTADO

Fermentação natural



Fermentação natural

Chocolate

The return of fiber as an essential food ingredient

A GROWING INTEREST FOR FIBER

27%

of Brazil respondents are increasing their consumption of fiber

18%

of France respondents are increasing their consumption of fiber

Source: Innova Consumer Lifestyle and Attitudes Survey (2018)

FILLING THE FIBER GAP: INCREASED LAUNCH ACTIVITY



+20%

average annual growth of food & beverage launches tracked with a **fiber claim***

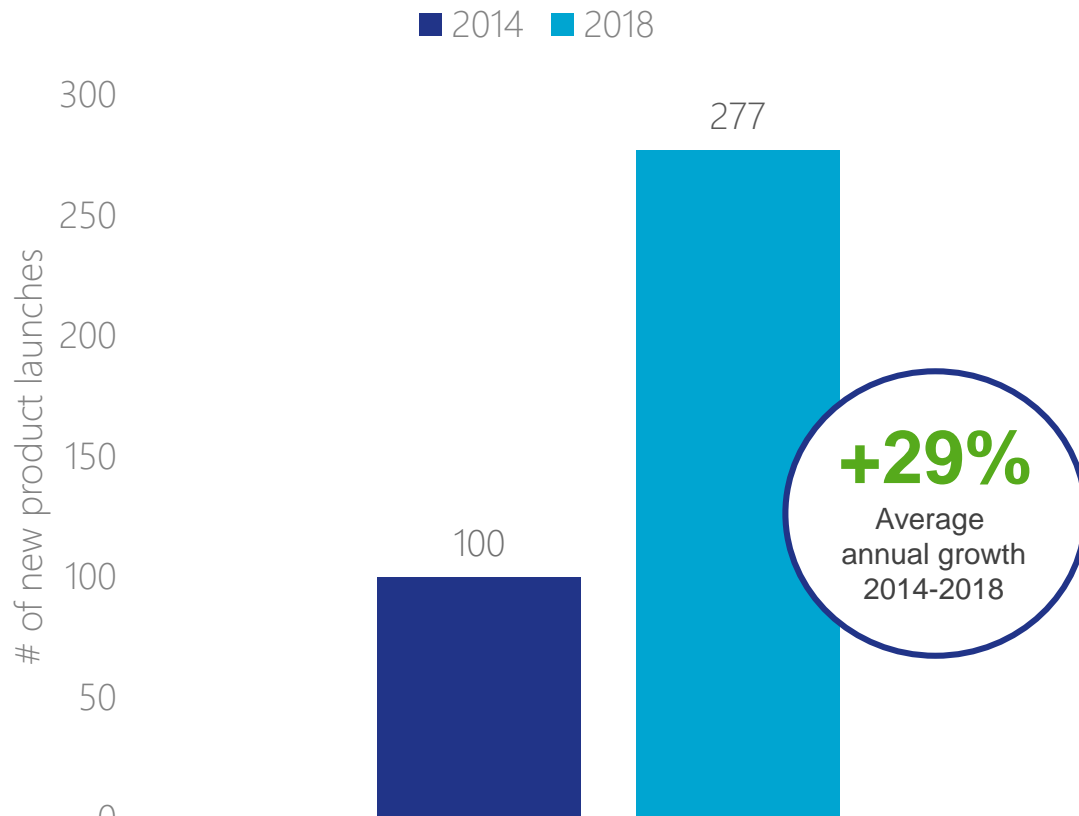
(Brazil, 2014-2018)

*Fiber claims include: added fiber, high/source of fiber.

High protein demand

PROTEIN CLAIMS ON THE RISE

Indexed number of food & beverage launches tracked with protein* claims (Brazil, Index 2014=100)



*Protein claims include: added protein, high/source of protein.

PROTEIN PRODUCTS FOR A HEALTHIER LIFESTYLE

17%

of Brazil respondents are increasing their consumption of protein

16%

of Germany respondents are increasing their consumption of protein

Source: Innova Consumer Lifestyle and Attitudes Survey (2018)

Protein-rich new products continue to enter the market

HIGH PROTEIN DAIRY LAUNCHES EXPERIENCE GROWTH

Fastest growing categories of food & beverage launches tracked with a protein claim (Brazil, CAGR 2014-2018)

Dairy +55%

Snacks +38%

Sports Nutrition +36%

Bakery +28%

**Protein claims include: high/source of protein, added protein.

PROTEIN PACKED PRODUCTS ACROSS CATEGORIES





THANK YOU!

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