

# Cargill Inc in Ingredients

January 2024

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Key facts

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Cargill continues to invest in biotechnology companies to better position in positive nutrients

Cargill's future growth strategies align with the increasing sustainability concerns

## COMPETITIVE LANDSCAPE

Consumer eating trends shape the competition

Alternative proteins remain at the top of the agenda for key players in ingredients

Taste and texture remain focus areas to be improved in plant-based food

Innovations are key to better positioning in the alternative proteins space

Cargill accelerates its penetration into alternative proteins via joint ventures

Clean label gains traction stemming from growing demand for natural

New launches avoiding high cost and artificial ingredients are prominent in clean label

Cargill's new launches have a lot to offer for brands pursuing clean label

Functional ingredients rise with the growing healthy eating trend

Cargill takes the positive nutrients to the next level with postbiotics

## MARKET ASSESSMENT

Cargill serves key food categories in human nutrition

Retail sales, in contrast to foodservice, flourish in line with increased home cooking

Cargill to capitalise on growing demand for private label

Meals and soups gaining traction stemming from the growing demand for convenience

Maturity and health concerns hinder further growth of confectionery

Cargill pursues growth opportunities in emerging markets with plant-based

The “better for me” trend prevails in soft drinks

## HUMAN NUTRITION

Cargill's ingredients portfolio in human nutrition

Protein is the fastest growing category stemming from the growing healthy eating trend

Emulsifiers is challenged by the growing demand for clean label

Sugar remains in the hot seat as public health becomes a concern for the authorities

Cargill transforms its fats and oils portfolio by eliminating trans-fatty acids

Cargill responds to low salt demand with potassium chloride

Sustainability takes centre stage in Cargill's cocoa operations

Cargill to grow further in chocolate with plant-based innovations

## RECOMMENDATIONS

What is the best way forward?

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