

# World Market for Nutrition

November 2021

Table of Contents

## INTRODUCTION

Scope

Examining five trends shaping nutrition

## GLOBAL OUTLOOK

COVID-19 impact on nutrition: Shift to retail will persist

COVID-19 impact on nutrition: Demand for protein remains high

COVID-19 impact on nutrition: Stress eating – more sugar or more fat?

Calorie purchasing through food continues to rise

Asia Pacific and Eastern Europe to see rapid growth in calorie purchasing

Carbohydrate and fat shows large regional gaps in calorie contribution

Sugar continues to be overconsumed in all regions

Following declines, sugar content in soft drinks is expected to rise

Industry attempts to reduce salt while consumption continues to rise

More consumers are trying to increase their intake of fibre

Animal-origin food grows despite the plant-based eating boom

## TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping nutrition

Consumers link fruit to improving their immune system

Prevention of high blood sugar level is a key consumer concern

MCT oil booms thank to its various functionalities

Fibre gains traction thanks to consumers' interest in gut health

Beyond physical health – the gut's role in mental and sleep health

Consumers' interest in nutritional transparency is soaring

Recipes are being reformulated to improve nutrition scores

Scoring for environmental impact is emerging and spreading rapidly

The strongest motivation for plant-based eating is to feel healthier

The range of plant-based products is expanding rapidly

The speed of innovation in functional ingredients is accelerating

Areas of opportunity

## NUTRITION METHODOLOGY

New methodology: Readable big data captured by artificial intelligence

New methodology in detail

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/world-market-for-nutrition/report](http://www.euromonitor.com/world-market-for-nutrition/report).