



Personalisation and Digital Wellness in Food and Nutrition

March 2023

Table of Contents

INTRODUCTION

Scope

Key findings

EXAMINING PERSONALISATION IN FOOD AND NUTRITION

Lifestyle changes lead to increasing demand for personalisation

Key stages of personalised nutrition products and services

High food spend share limits product personalisation in developing markets

MASS PERSONALISATION

Consumer preferences shape customisation trends

A spectrum of solutions targeting mass customisation

More sophisticated offerings hit shelves to target plant-based diet followers

Addressing need states through product functionality

Personalisation through nutrition and functionality targeted at enhancing snacking occasions

Meals customised for single-person households set to gain ground

Leveraging unique life-stage needs creates higher-value product solutions

Addressing budget-cautious social groups with affordable personalised offers

DIGITAL WELLNESS

Consumers grow in confidence to use health-related technologies

Digital wellness educates consumers and creates greater loyalty

Erbology delivers personalised food products to your doorstep

Solutions for mental health and men's health prevention at the top of consumer priorities

MyAir offers snack bars for ongoing stress management

HYPER-PERSONALISATION

Consumer focus shifts from weight management towards micronutrient benefits

Zoe: Testing natural functions to configure individual nutrition solutions

Biometric feedback offers opportunities for optimal diet and wellness recommendations

Reservations to share personal data will limit integration of highly curated products

LOOKING FORWARD

Privacy paradox to challenge trust in technology

Manufacturers will keep pursuing a more digitalised future despite potential challenges

Drawing inspiration from other industries to the food and nutrition space

Futuristic gadget integration will bring opportunities for dietary hyper-personalisation

Expected future developments

Key takeaways

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/personalisation-and-digital-wellness-in-food-and-nutrition/report.