Vitafoods Insights

Empowering industry thinkers

State of the Nation Report 2020

Discover what comes next:
what the latest consumer health trends mean for the future of the nutraceutical industry

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THE NUTRACEUTICAL INDUSTRY IN 2020

Consumer insight to industry innovation

As we entered 2020 with hope and anticipation for what a new decade would bring, no one could have predicted the impact COVID-19 would have around the world.

Healthcare systems overwhelmed with cases. Millions of people forced to self-isolate from family and friends. Offices closed and workers grappling with lost jobs or adapting to full time home working. Travel bans and restrictions on leisure activities. Market confidence crashing and economies shrinking. The list could go on. And while we're not yet out of the woods, many important learnings have emerged around how our approach to health and wellness, beyond basic hygiene measures, needs to evolve to support a healthier, more resilient future.

At the start of 2020, as we embarked upon developing our first State of the Nation report in partnership with FMCG Gurus, we sought to provide an in-depth view of the latest consumer health and wellness trends to support future innovation in the nutraceutical industry. And it does offer that. But as we look at the driving forces behind some of the biggest changes in consumer health trends, we cannot ignore the impact the COVID-19 pandemic has had, and what this means for the future of the nutraceutical industry.

COVID-19 has profoundly affected the way people think and behave, as they become increasingly concerned not only about minimising their vulnerability to illness and disease, but how diet and lifestyle can help improve their physical, mental and even emotional health. As an industry, we have a responsibility to support consumers in making positive choices through nutrition. But it is critical that brands do not take advantage of heightened consumer demand and sensitivity by making misleading and unsupported claims about the effectiveness of products - particularly when it comes to addressing the virus.

So where do we go from here?

Given that most consumers expect the pandemic to impact day-to-day lives for at least the next 12 months, now is the time for the nutraceutical industry to look at ways to support the growing demand for functional, fortified and better-for-you products as consumers adjust to what they deem to be the 'new normal'. In this report, we dive into the global consumer trends that will shape what comes next for the nutraceutical industry as we enter a new era of health and wellness.

- **Navigating the new normal:** The impact of COVID-19 cannot be ignored; how can brand owners shape innovation pipelines to meet evolving consumer needs?
- **What does nutraceutical mean to you?:** How is the changing landscape affecting both the functional food & beverage and dietary supplements space, and what is the outlook for the future?
- **Spotlight on sustainability:** Discover why health and sustainability are intrinsically linked and what matters most when developing products that are good for people and the planet.
- **A deep dive into personalised nutrition:** Explore consumer perceptions of personalised nutrition and the importance of balancing new technology with human interaction.
- **Key takeaways:** What are the key learnings from 2020 and what do they mean for the future of the nutraceutical industry?

Heather Granato,
VP, Content, Health & Nutrition, Informa

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THE NUTRACEUTICAL INDUSTRY IN 2020

This report would not have been possible without the support from our partners FMCG Gurus.

Consumer data provided by FMCG Gurus from across Europe, Asia-Pacific, North and South America, Africa and the Middle East has been used to build a picture of the state of the nutraceutical industry from a consumer perspective. The data shared in this report was taken from the following surveys:

- **COVID-19 survey series,** three waves of surveys conducted between April-July 2020, 18 countries and 23,000 respondents per wave
- **Personalized Nutrition survey series,** Q2 2020, 26 countries and 31,000 respondents
- **Nutritional Supplement survey series,** Q2 2020, 26 countries and 31,000 respondents
- **Sustainability survey series,** Q3 2019, 26 countries and 26,000 respondents

Consumer Experts, **Insight Driven**
www.fmcggurus.com

About FMCG Gurus

FMCG Gurus provides market research and insight into consumer attitudes and behaviours across the food, beverage and supplement markets around the world. The leading global FMCG companies trust us in helping them make more informed decisions by leveraging our services and solutions. Our global reach includes ingredient analysis, future trend mapping and actionable recommendations.

64%

of consumers globally have become more conscious about their overall health and immunity – as a direct result of the COVID-19 pandemic

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NAVIGATING THE NEW NORMAL

What matters most to consumers?

There's no doubt that the COVID-19 pandemic will continue to impact our daily lives for the foreseeable future. With rising concerns about the true extent of cases, the possibility of further waves and the wait for the availability of a vaccine, it's unsurprising that consumers still feel high levels of uncertainty.

And it's not a concern that is restricted to those with underlying health problems or who sit in an at-risk demographic. Even consumers who previously deemed themselves healthy are questioning their vulnerability to disease and illness. In fact,

six in ten consumers across the globe say that they have become more conscious about their overall health and wellness and their immunity as a result of the pandemic.

This is something that will directly shape consumer attitudes and behaviours towards diet and lifestyle, as they look to minimise their vulnerability to disease and illness.

Typically, when it comes to the topic of health and wellness, an attitude/behaviour gap can often occur. This means that consumers may have the best intentions to improve their health but ultimately fail to carry this out – something we can probably all relate to at some stage! One of the reasons for this is that health goals can often be short-term focused and as a result, consumers easily slip back into what they deem bad habits. However, the seriousness associated with COVID-19 means that there is a greater chance that this attitude/behaviour gap will be diminished, at least in the short-term.

FMCG Gurus research shows that across the globe,

three quarters of consumers believe that there will be a second wave of the pandemic, whilst half think it will impact on daily lives for at least twelve months.

This means that consumers are not dismissing COVID-19 as another form of seasonal flu. It also suggests that even in regions where the pandemic has peaked, and the much-discussed "curve" has flattened and initial restrictions have been lifted, consumers expect infection rates to rise again shortly. This indicates two things. Firstly, consumers will continue to adopt routines that were advised in lockdown even when restrictions are lifted and secondly, consumers will not become complacent about their health as they prepare for the second wave and look to take steps to maximise their health to reduce serious complications arising from the virus should they become infected.

So, what are the biggest health concerns for today's consumers in light of the global pandemic?

A more holistic approach to health

Consumers are increasingly looking to make improvements to their overall health and wellness, believing that individual aspects of their physical and mental health will improve as a result. This trend has intensified in the wake of COVID-19. Indeed, across the globe,

around three quarters of consumers say that they plan to improve their diets and overall lifestyles in the wake of the virus.

This trend followed an upward curve across all regions from April to July 2020, perhaps driven by an acknowledgement that current

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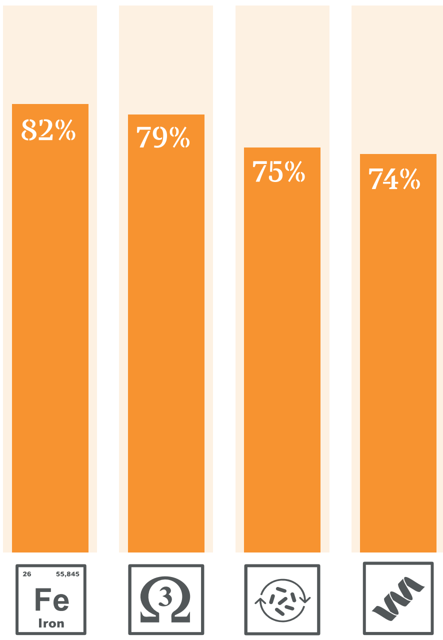
lifestyles and dietary plans are not as healthy as they should be; something that can increase the vulnerability to disease and illness both in the immediate and long-term.

Supporting a strong immune system

Already a growing trend in the nutrition space, immunity has risen up the list of consumer health concerns as individuals look for ways to defend themselves against infection and disease. Over half (60%) of global consumers surveyed reported being more conscious about their immunity, while more than three quarters of respondents (79%) are now committing to eating and drinking more healthily. At a regional level, the research showed similar findings, with 77% and 81% of Europeans and APAC-residents respectively saying that they want to consume more better-for-you products in the wake of COVID-19. Meanwhile, in North and South America, 77% and 82% of people are looking for more wholesome food and beverages that allow them to meet their health goals.

When it comes to awareness of specific ingredients to support immunity, consumers are looking beyond those traditionally associated with immune health such as vitamin C, ginger and honey to other ingredients.



Iron (82%), omega-3s (79%), probiotics (75%) and protein (74%), which are topping the list of immunity-related ingredients.

This creates the opportunity for brands to promote functional claims across the food, drinks, and supplements markets to appeal to more health-conscious consumers.

Concerns over growing waistlines

While for some the pandemic has re-invigorated at-home fitness regimes and healthier home cooking, for many, lockdown saw people turn to comfort eating to cope with the uncertainty around the pandemic. Combined with lower levels of physical activity, with leisure centres, pools and gyms closed, 2020 has not been kind to many of our waistlines. 44% of consumers in Europe said having their movements restricted caused them to snack more than usual. While this figure is slightly lower in Asia with 36% of people admitting to snacking more frequently, it rises to 49% in North America.

Unsurprisingly, there are a significant proportion of consumers who feel that they have gained weight throughout the crisis.

In July, 37% of consumers globally said that they have become more conscious of their weight as a result of COVID-19, compared to 21% in April.

The biggest spikes in concerns over weight can be seen in Africa and the Middle East (18% in April to 50% in July) and in North America (24% in April to 48% in July).

With growing recognition that excess weight can increase the risk of complications arising from contracting COVID-19, as well as long-term health problems, we can expect to see growing interest in solutions to support weight management.

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While this isn't a new trend, it has certainly been exacerbated by the pandemic.

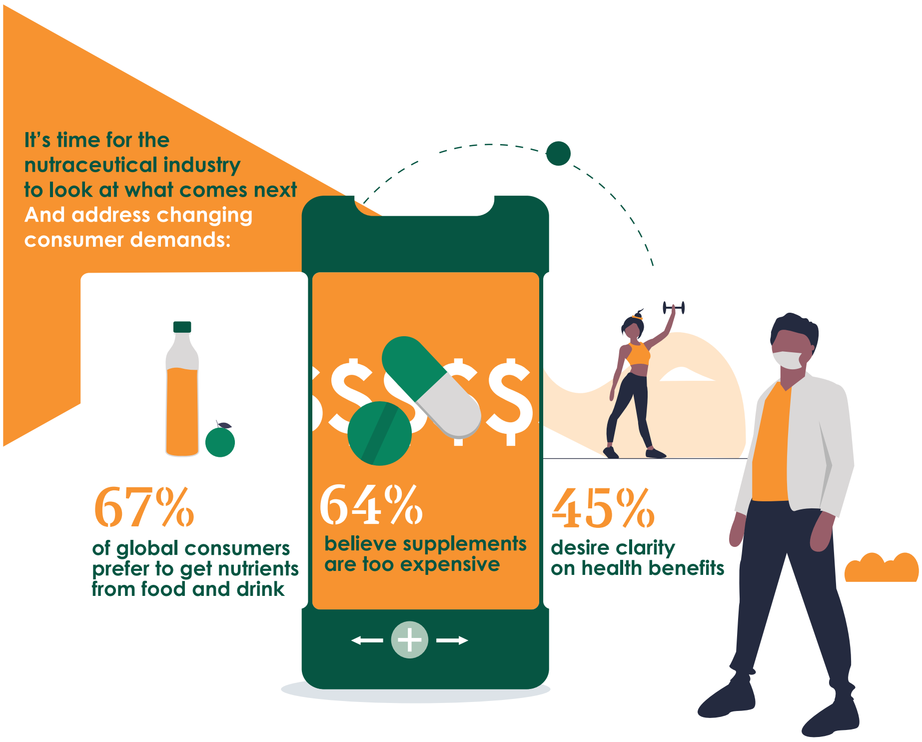
Let's not forget mental health

Whilst much attention has been given to the physical health implications arising from COVID-19, it has also had a significant impact on mental wellbeing. The stress and anxiety caused by these uncertain times has put a spotlight on our mental health, with a growing number of reports indicating the worrying impact that these concerns can have on our state of mind.

Around four in ten consumers say that they have become more conscious about their mental wellbeing as a result of the pandemic,

whilst two in ten have said this when it comes to sleep health. On a regional level, the months of highest concern over stress varied between May and July – highlighting the varying timescales of the severity of the pandemic across the world – with concerns peaking in North America in July (52%) but in Europe they were at their highest in May (43%).

Given that health problems such as stress, anxiety, and disrupted sleep patterns were common before the outbreak, this is something that will significantly drive demand for products that help address mental wellbeing.



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WHAT DOES NUTRACEUTICAL MEAN TO YOU?

Is it time for a new perspective in a post-pandemic world?

As consumers take a more proactive approach to their wellbeing, the nutraceutical industry has an exciting opportunity to tap into the demand for information and innovations that support healthier lifestyles. But what does nutraceutical mean to the average consumer?

The term 'nutraceutical' was originally coined by Dr. Stephen L. DeFelice, founder and chairman of the Foundation for Innovation in Medicine, in 1989 combining 'nutrition' and 'pharmaceutical'. However, as trends such as clean label, alternative foods and sustainability have taken hold, the meaning of nutraceutical has evolved dramatically. The demands of the increasingly health-aware and environmentally-conscious consumer have pushed the nutraceutical industry in new directions, and the market is exploding with new ingredients and products that come under the same nutraceutical banner.

In 2019, with the aim of exploring the modern meaning of nutraceuticals, Vitafoods Europe asked 165 stakeholders from across the health, wellness and nutraceutical industries to define what 'nutraceutical' means to them.

When asked to choose the most accurate product description for nutraceuticals, the universally understood terms such as 'nutritional supplements' (44%), 'functional' (27%) and 'health-related foods' (15%) were most popular. The more scientific and technical terms, such as 'medical food' (10%) and 'phytochemical' (7%), received much fewer votes.

This is an important consideration when thinking about how the industry drives consumer awareness and demand for nutraceutical products. While 'nutraceutical' provides a helpful umbrella term for the industry, perhaps a less scientific and more benefit-led term would resonate more strongly with consumers.

Respondents were also asked how they would describe nutraceuticals to their friends and families and the responses supported the argument for simplifying how we communicate the powerful benefits of nutraceuticals. With responses that focus on the benefits; 'wellness, consumer-friendly, feel-good' and 'natural, effective, safe', as well as those that highlighted the 'innovative, challenging, game-changing' nature of the industry, it's clear that we have a responsibility to work together to reach a mutual agreement of what nutraceutical means. Only then can we expect consumers to buy into the benefits the innovative products that we're creating can deliver.

Nutraceuticals through the eyes of the consumer

COVID-19 has, and will continue to, significantly influence consumer attitudes and behaviours when it comes to health. As a result, we can expect consumers to continue to seek out new innovations that help address physical and mental wellbeing. Maslow's hierarchy of needs identifies five basic categories of needs: physiological, safety, love, esteem, and self-actualisation and the pandemic has made it harder for many to satisfy these requirements.

By meeting consumers' basic physiological needs, the nutraceutical and functional food and beverage markets have an opportunity to go above and beyond basic nutritional needs by targeting consumers with products that contain ingredients associated with boosting health beyond an individual's baseline requirements.

Our research revealed that only four in ten consumers say that they have heard the phrase 'nutraceutical'. On a regional level, awareness is highest in Africa and the Middle East at 52% and lowest in South America at 26%. There are also significant differences in consumers' understanding of what 'nutraceutical' means. In light of the COVID-19 pandemic, 80% of consumers define

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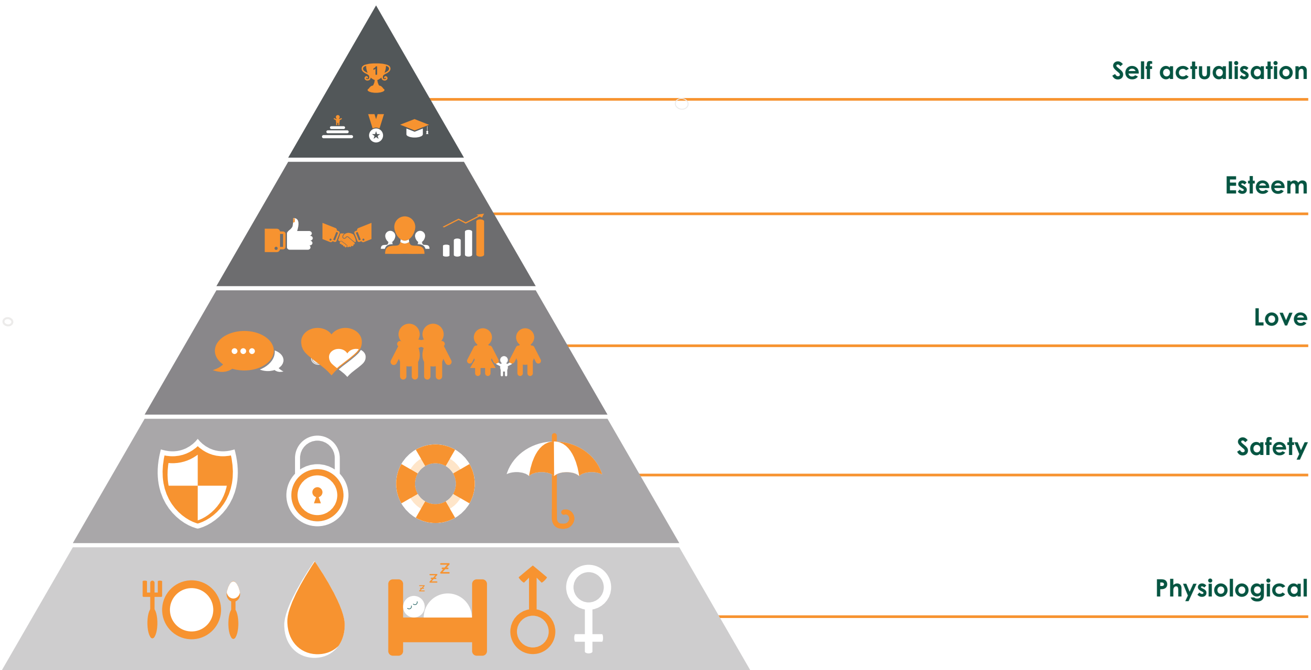

Maslow's hierarchy of needs

nutraceuticals as 'products that boost the immune system', while 77% link them to disease prevention, 76% believe them to carry an active ingredient claim, and 75% think their focus is on physical health.

Interestingly, globally there is a low correlation between the benefits of nutraceuticals for specific health concerns arising out of the pandemic (aside from immunity). For example, only 21% of consumers globally associate nutraceuticals with dietary supplements that can support weight loss, 31% believe them to be products that provide an energy boost, and 40% identify nutraceuticals with products that can help to address cognitive health.

Clearly, there is an opportunity for brand owners to collaborate and find common ground for what a nutraceutical is; only then can the industry help demystify the term for consumers and introduce a consistent, benefit-led – and less scientific – language in their communications, that builds consumer trust and loyalty. When it comes to appealing to consumers with the latest nutraceutical innovations, transparency around what such a product is and how it can

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support specific health concerns is crucial to success.

But how do consumers' health concerns translate into specific product demands?

Functional food & beverages vs dietary supplements

With three quarters of consumers planning to eat and drink more healthily as a result of COVID-19, it's important to understand how they intend to achieve their goals. Research shows that overall, people are more likely to want to increase their intake of functional ingredients via food and drink rather than supplements.

For instance, 43% of consumers globally are making a conscious attempt to seek out food that helps boost their immune health, with a month-on-month growth in consumers who said this. 50% of individuals in Asia-Pacific and 44% of Europeans made this promise in July, compared to just 33% in April. In comparison, only 14% of consumers globally say that they have been turning to nutritional supplements to boost their health, with this figure remaining relatively static over the survey period.

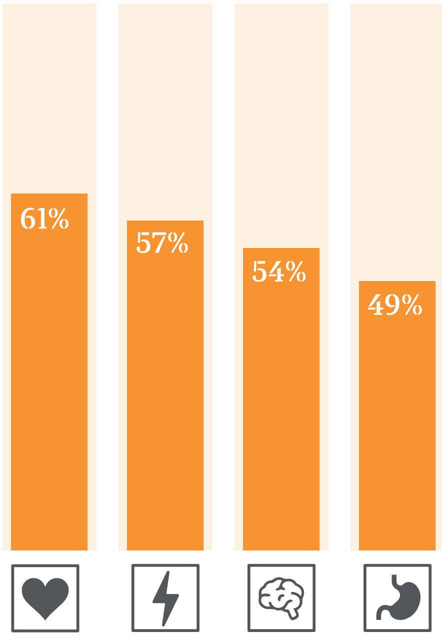
In some regions it even declined slightly, for example in North America 17% said in May that they would turn to nutritional supplements to boost immune health, but this dropped to 12% in July. This can perhaps be linked to consumers associating food and drink with being affordable, offering sensory appeal, and being easier to incorporate into daily diets compared to supplements.

However, nutritional supplements still have an important role to play in helping consumers achieve their health and wellness goals. Currently, around one in five consumers across the globe say that they use nutritional supplements for health purposes, with the main reason for doing so to improve immunity levels (66%).

Dietary supplements for immune health are popular across all regions but most highly in Asia Pacific and North America at 75% and 73% respectively. Given the high levels of concern towards immunity that exist in the wake of COVID-19, this shows the importance of the nutritional supplement industry doing more to enhance the appeal of immune health products.

Globally, other popular reasons for taking dietary supplements, aside from immunity, include:

- **Overall health and wellness (61%)**
- **Energy levels (57%)**
- **Cognitive / mental health (54%)**
- **Digestive health (49%)**



Areas such as weight, muscle recovery, blood sugar levels and eye health rated much lower.

Overcoming the barriers to consumption

While it is encouraging to see consumers identifying the benefits of nutritional supplementation, the industry needs to look at addressing barriers when it comes to increasing consumption. FMCG Gurus asked consumers who do not use – and have never used supplements – why this is the case. The findings show that there are a variety of reasons why people can be reluctant to turn to

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such products, including consumers preferring regular food and drink (66%), fears about the risk of side-effects (32%), and the general effectiveness of products (42%), as well as concerns about affordability (64%).

It is also interesting to note that there are a lot of similarities across different regions. For example, consumers preferring to get their nutrition from food and beverages was the biggest barrier to adoption in Asia-Pacific (66%), Europe (68%) and North America (67%) and while the highest concern in Africa and the Middle East was price (69%) – this still ranked highly for other regions too.

This array of answers show that the nutritional supplement industry needs to look for ways to encourage consumers to use products, with reassurance around affordability, safety, and effectiveness being paramount.

Price sensitivity

Even consumers who use nutritional supplements indicate some concerns about the cost of products. Many indicate that their choice of purchase is a trade-off between health claims and price, with people turning to supplements that they believe offer the best balance. In fact, 74% of global consumers said they consider the price when choosing a nutritional supplement and only 52% said they looked out for specific ingredients or flavour (30%).

The issue of affordability is something that will be especially important to consumers at a time when seven in ten of society overall believe that the world is heading towards a recession. This could also result in some consumers questioning whether they should substitute the use of nutritional supplements for food and groceries. As such, it is crucial that the supplement industry demonstrates maximum transparency as well as reassurance around efficacy to maximise perceptions of value for money.

Credibly speaking

With 42% of consumers reporting that it is difficult to determine whether supplements are having a positive effect on their health and 45% saying that they do not think supplements are effective – there is also a need for the industry to provide credible, evidence-backed information to support the health claims of nutritional supplements.

Today's consumers are increasingly placing importance on credible health claims, clean labelling and natural ingredients when purchasing nutritional supplements. According to our figures, 74% of people in Europe, 78% in Asia and 81% in North America seek prominent health claims displayed on labels. So, what are they looking for, specifically?

The type of ingredients listed are key – global consumers (72%) say that easily recognisable ingredients that they know and trust are essential to winning them over. In fact, this is more influential to their buying decision than branded ingredients, which they may not be familiar with.

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SPOTLIGHT ON SUSTAINABILITY

Good for me, good for the planet

The relationship between the health of people and planet has become increasingly interlinked, and has seen sustainability continue to rise up the health and wellness agenda. More conscious of their role in protecting the planet's natural resources, consumers are looking for more sustainable food, beverages and dietary supplements choices that have little or no impact on the natural environment.

And this trend has shown no signs of slowing down, with 45% of global consumers saying that they have changed their diet to lead a more sustainable lifestyle in the past two years, while 41% of people worldwide reported that they have become even more attentive to sustainability claims made by brands as a result of COVID-19.

At a regional level, interest in environmentally-friendly products has been growing steadily month-on-month. For example, 43% of Europeans and 48% of consumers in Asia-Pacific became more aware of sustainability claims in July, compared to just 30% and 37% respectively in April. This trend is even more pronounced in South America, where 61% of respondents paid extra attention to these types of claims in July, whereas only 42% did so in April. As people have already been making changes to their diets, the pandemic has no doubt accelerated the movement toward leading a more sustainable lifestyle.

Plant power

It's inevitable, perhaps, that this rising consciousness has consumers thinking more about the origins of the food on their plates. Indeed, the growing emphasis on sustainability has had a ripple effect on consumer behaviour, with one in four consumers across the globe looking to increase the amount of plant-based food and beverages in their diets.

When questioned about their reasons, people worldwide said they want to improve their intake of nutrients (57%), consume healthier food options (56%) and live a more sustainable way of life (54%). 'Green' and 'clean' products, containing 'real' or 'natural' ingredients are therefore gaining traction.

This highlights how the sustainability movement is driving interest in plant-based products that are not only nutritious, but better for the environment too.

> "Despite the shift towards more sustainable food, beverages and supplements, there is still a gap between consumer preferences and current market offerings. Concerns surrounding price remain, with people seeking tasty, yet affordable plant-based products – overcoming the perception amongst some that plant-based food and drink is bland and boring. There is a considerable opportunity here to develop innovative products that resonate with today's eco-conscious consumer."

Mike Hughes,
Head of Research and Insight, FMCG Gurus

05

A DEEP DIVE INTO PERSONALISED NUTRITION

Where technology and human interaction meet

Personalised nutrition is one of the most exciting trends in the health and wellness space, but how it's defined and what it actually means for consumers varies hugely across the industry.

Very simply put, every individual differs in their genetic profile, phenotypic characteristics, microbiome, medical conditions, lifestyle, exercise and diet. With these factors in mind, personalised nutrition is designed to meet individualised needs, through tailored and customised nutritional solutions.

However, our research revealed that consumers associate personalised nutrition with calculating body goals (66%) rather than genetic biomarkers (8%), and measured health data (14%) such as blood tests. It also showed that they ultimately expect to see this through a mixture of coaching (79%) and an app (73%). These results demonstrate that even for today's tech-savvy consumers, the human element is just as important to them as the latest technology advances. In fact, many believe that personalised nutrition commands a premium price to enable them to offer instant and effective results. Trust plays a major part in personalised nutrition, and consumers need the reassurance that plans are customised to suit their needs in the most effective way – through human interaction, rather than an app.

Nutrition genetic testing: what's the deal?

As consumers look for the latest innovations to help address their health and wellbeing concerns following the impact of the pandemic, new opportunities are emerging for technologies based around personalised nutrition, such as nutrition genetic testing. Nutrition genetic testing is the study between nutrition and a person's genes. It is a test which highlights how nutrients can impact the genes, how genes react to specific nutrients and why the body may be struggling with metabolising them.

When provided with a definition of nutrition genetic testing, around six in ten consumers say that they find such a concept appealing, whilst of these, two thirds say that they would be willing to use it. This equates to approximately four in ten of all consumers saying that they would be willing to use such technology. Those surveyed in South America had the most interest, with 64% of people stating they found the idea of nutrition genetic testing appealing and 74% saying that they would be willing to use it.

Of those who said that they would be willing to use nutrition genetic testing, they are willing to do so in order to maintain a good quality of life (76%), to improve their immunity (76%) and to stay healthy as they get older (73%). These three need states are interlinked, with consumers wanting to stay as fit and active until as late in life as possible whilst at the same time, acknowledging that as they get older, they will become more vulnerable to disease. It's possible that the focus on healthy aging can be partly attributed to the impact of the pandemic, which has shown the vulnerability of older persons to infections and complications.

For those who stated that they did not find the concept appealing, fears that it might reveal an unpreventable disease (54%), a lack of trust in the information (51%) and a lack of knowledge about it (35%) were some of the reasons given by consumers. This highlights the importance of considering the ethical implications of this kind of technology. Even with plenty of reassurance, if someone received negative news about their future health, what support would be available for them to address it and cope with the potential consequences? These are all considerations that must be taken into account when developing solutions to take personalised nutrition into the mainstream.

06

STATE OF THE NATION 2020

Key takeaways from FMCG Gurus

- **The global COVID-19 pandemic has forced consumers into taking a more proactive approach to their health and wellbeing,** with many looking to improve their immunity to avoid catching the virus – or reducing the chance of developing serious complications in the case of contracting it.

  These products need to be seen as affordable, easy to incorporate into daily diets and crucially, seen as credible and transparent and not be seen to be making misleading or outlandish health claims.

- **There has been a knock-on effect on mental wellbeing and weight management as consumers worldwide have come under the pressure of restrictions and additional stresses placed on their daily lives.** In many cases, COVID-19 has simply exacerbated existing health concerns, but we can expect this to drive demand for products that offer moments of escapism and relaxation to de-stress, as well as better-for-you products that are deemed guilt-free and conveniently nutritious from an ingredient perspective.

- **Sustainability continues to rise up the agenda as an important consideration for consumers** as they look to adopt the notion of 'good for me, good for the planet'. As a result, health and wellness brands will be expected to demonstrate environmental and ethical credentials and launch healthier and more sustainable products. Again, transparency and credibility around claims is key.

- **When it comes to functional products, consumers would rather turn to everyday food and drink products compared to nutritional supplements.** This is mainly driven by concerns about the effectiveness, cost, and safety of supplements, something the industry needs to address.

  In comparison, food and drink is seen as tastier, more affordable, and easier to incorporate into daily diets.

- **Healthy aging is important to consumers, especially in a pandemic environment as they look to minimise their vulnerability to disease and illness,** especially later in life. As with many aspects of modern living, they believe that technology is something that can help facilitate this, something that will drive demand for innovations such as personalised nutrition and related to this, nutrition genetic testing.

- **However, when it comes to innovations such as nutrition genetic testing, the industry needs to recognise that there are ethical concerns** that exist amongst consumers regarding hearing negative news about their long-term health that they are unable to address.

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CLOSING REMARKS

What's next for the nutraceutical industry?

When thinking about the 'State of the Nation' as it relates to the nutraceutical industry, it can be easy to be overwhelmed, not just by the opportunity, but by the challenges at hand. The nutraceutical industry is characterised by innovation; along with a dedication to optimising health and wellness, it is a cornerstone for companies seeking to truly improve consumers' lives. What does that mean when we confront multiple forces reshaping the landscape?

Certainly, the COVID-19 pandemic has exposed gaps in healthcare and the importance of proactive nutrition to foster strong baseline wellness. Vulnerable populations—whether the aged or infirm, BIPOC communities or front-line workers—have highlighted how the focus has been on disease care, rather than health care. Nutraceutical companies are uniquely positioned to develop solutions that address multiple aspects of wellness; for example, boosting gut health for its connection to immune support, or physical performance to enhance mood.

Given the way the pandemic has upended economies worldwide, nutraceutical companies must also understand that consumers are seeking to receive optimal value from all the products they purchase. Consumers investing in their health through nutraceutical products deserve and will demand return on that investment. Equally critical is the opportunity to serve a more diverse consumer base. This means thinking about making products more accessible in multiple ways—from the price to the distribution channel to the target population.

We can also look at the topic of sustainability in all its forms. Concerns about the global food supply chain demonstrate the importance of communicating how ingredients are produced and sourced, and investing in solutions that support a healthier world. And concerns about climate change afford the nutraceutical industry the ability to explore technologies and ingredients that may reduce the footprint of bringing products to market.

Ultimately, the nutraceutical industry finds itself in a unique space. Consumers want innovative solutions to support their health and the health of the planet. They demand a more transparent relationship with the brands they trust, and companies that deliver the value they promise will find themselves in a position to grow globally as never before. From ingredient suppliers to entrepreneurial brands, the future of the nutraceutical industry is bright indeed.

Heather Granato,
VP, Content, Health & Nutrition,
Informa

Vitafoods Insights

Empowering industry thinkers

About Vitafoods Insights

Vitafoods Insights is an always-on engagement platform, delivering inspiring content for industry leaders including cutting edge research and the latest trends within the health and nutrition space.

As the official media for Vitafoods, Vitafoods Insights explores emerging areas and key issues across the global health and nutrition industry, helping business executives make informed, strategic decisions. Various media assets provide our broad audience with trusted knowledge and research, as well as the latest industry insights.

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