

**MINTEL**

# Emerging trends in food, drink, nutrition and beauty

Naturally Good Expo 2024

Experts in what consumers want and why



# Mintel is the expert in what consumers want and why

As the world's leading market intelligence agency, our analysis of consumers, markets, new products and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster.

Our purpose is to help businesses and people grow.



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# Why work with us



## Expert-led approach

- Independent proprietary data
- 300+ analysts
- Continuous development of data, partners and technologies



## Global footprint

- 36 markets with consumer data
- Product launches from 86 markets
- 30,000 field evaluators in 130 markets



## Diverse and experienced

- Providing intelligence for 50 years
- More than 1,500 employees across 13 offices
- 48 nationalities speaking 37 languages

Better, more  
relevant answers

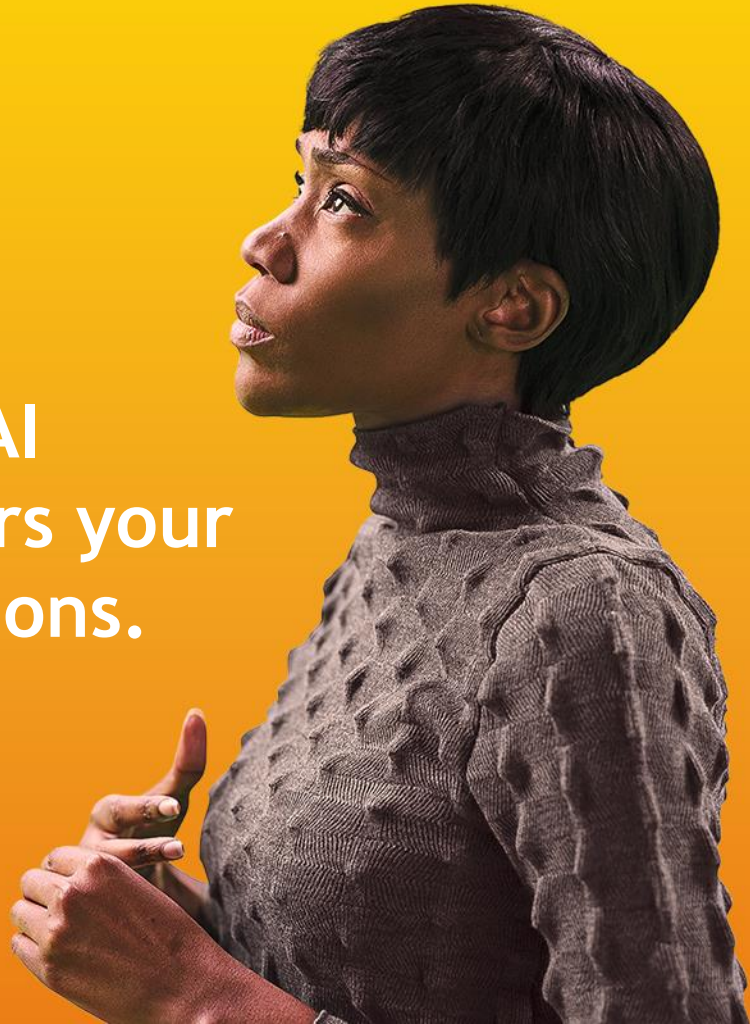
Support to help  
you grow

Experience you  
can rely on

MINTEL

Leap.

Game-changing  
Market Intelligence AI  
that instantly answers your  
most complex questions.



# MINTEL PURCHASE INTELLIGENCE

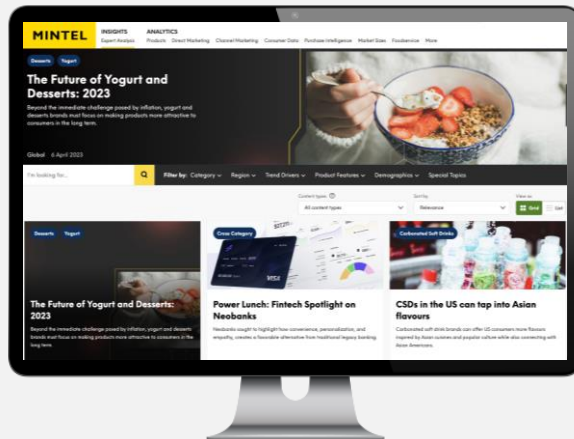
We know the new products people want to buy and why.

## What it is

Powerful new product launch analysis based on 3 million+ consumer perspectives every year.

## What it covers

In-depth, comparable insights for up to 30,000 new food and drink product launches in the US and Australia each year, with each product backed by analysis from a 100-strong consumer panel.



## How it helps

- 1 Increase your success in entering new categories by testing different concepts before they launch.\*
- 2 Understand why your product is underperforming and how to make it succeed.
- 3 Gain competitive advantage by benchmarking your competitors' products against your own.

3 million+ consumer perspectives every year

30,000+ food and drink products for the US and Australia

Each panel consists of 100 consumers

\*Can be provided at additional cost

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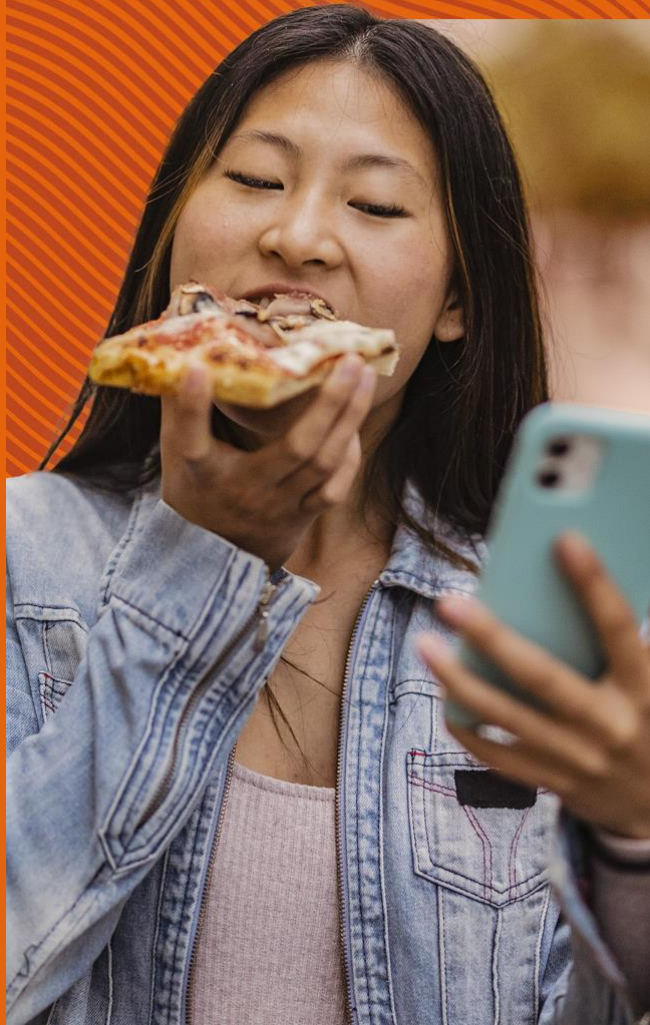
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# Mintel's 2024 Food & Drink Trends - ANZ

Brands can help consumers live longer, healthier lives and balance their needs for pleasure. Tech offers new convenience opportunities.

Experts in what consumers want and why





1

AGE REFRAMED

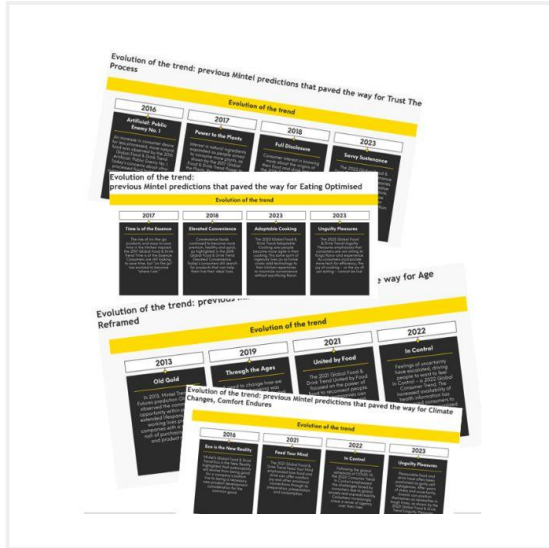
2

TRUST THE PROCESS

# Trends are an evolution of human behaviour

Mintel's food and drink experts re-examined nearly 10 years of previous Global Food & Drink Trends to pinpoint the enduring themes that are still shaping consumer preferences.

Our analysts then forecasted the most meaningful evolutions of key past trends for 2024 and the years to come. **As ever, discussions with our clients continue to provide inspiration and vital reality-checks.**





## 01 Age Reframed

Redefine healthy aging by debunking “old” stigmas and prioritizing extending people’s healthy years.



# Generation X are overdue a health spotlight



Roogenic Menopause Tea is said to help menopause symptoms (Australia).

Gen X (who are 44-58 years old in 2023) is often referred to as "The Forgotten Generation" because they have fallen under the radar for brands. UK research has shown that Gen Xers live longer, but spend more years in ill health than prior generations.

Brands will play an important role in helping guide Gen X through transitional periods of adulthood by educating them about healthy ways to progress through different, previously stigmatized lifestyles e.g. the menopause.

# Now: improve the healthspan of ageing consumers

There is no typical 'older' person. Brands can support the diverse lifestyles of consumers aged 45+ by offering nutrition that can cater to individuals' needs

SUPPORT HEART HEALTH

**62%**

of Australian\* consumers aged 45+ would like their diet to help them maintain a healthy heart (vs 41% of all Australian consumers)

PROTECT BRAIN FUNCTION

**45%**

of New Zealand\* consumers aged 45+ would like their diet to help them maintain healthy brain function (vs 37% of all NZ consumers)

FUEL EXERCISE

**65%**

of Australian\* consumers aged 45+ agree exercise is a priority for them.

*Base: Australia, New Zealand: 1,000 internet users aged 18+ in each market  
Source: Kantar Profiles/Mintel; August 2022, March 2023*

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# Now: ensure equity in healthy ageing products

The majority of Australian and New Zealand consumers aged 45+ are interested in getting specific health benefits from food/drink, however they do not wish to pay more for these.

Food and drink brands can ensure equal access to healthy ageing solutions by ensuring nutrient-rich food and drinks are affordable, accessible and convenient for all active agers.

## Now: Offer nutrition equity through natural health benefits



Reduce heart disease risk through fruit intake: Nibblish (Australia)



Support brain function with vitamin B3: Forty Thieves (New Zealand)

Nibblish Vitality Bites Mango Snack are said to be 100% fruit. The pack carries the message that a high intake of fruit and vegetables reduces the risk of coronary heart disease.

Forty Thieves Crunchy Peanut Butter is said to be made with golden-roasted peanuts and a touch of salt. The nuts naturally contain vitamin B3, which supports brain function.

## Next: expand self-care solutions with healthy aging benefits



Eye health: gummy jelly with marigold flower extract (Canada)



May prevent inflammation: flavonoids/phenolic acids (Australia)

In the US, 70% of Gen X consumers agree that their body doesn't work as well as it used to.

Herbaland Eye Health Lutein Formula is said to contain marigold flower extract, which promotes eye health by maintaining macular pigment density that reduces as we age.

Australian Native Food Co. Native Karkalla Verjuice details recent medical research has found verjuice is a source of flavonoids and phenolic acids, which prevent inflammation.

# Future forecast: follow the lead of companies offering personalised nutrition

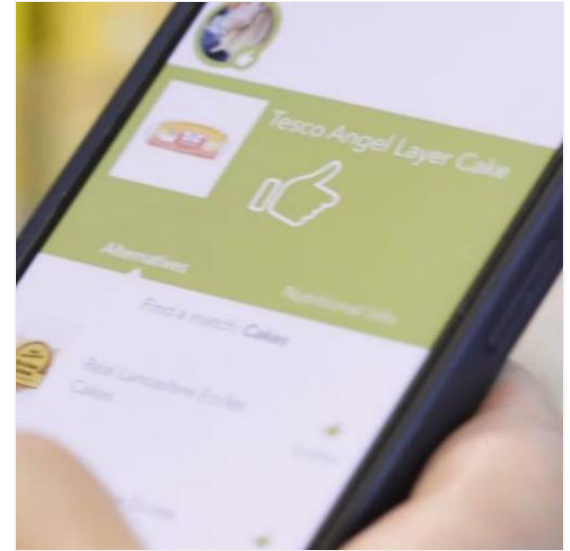
In Australia, 32% of consumers have tried/are interested in food/drink innovation to match their needs (diet).

Love.Life empowers individuals to proactively improve their health by focusing on the root causes of chronic diseases and providing solutions.

DNANudge analyzes genetic traits and provides shopping recommendations by asking consumers to scan barcodes. Recommendations consider elements such as salt sensitivity and obesity risk.



Empower consumers to optimize their potential: Love.Life (US)



Personalize shopping through DNA recommendations: DNANudge (UK)

# Key takeaways for Age Reframed

## Help break down aging taboos

Champion a new approach to healthy aging that debunks "old" stigmas surrounding topics like menopause.

Brands' renewed focus will be extended healthspan, rather than lifespan.

## Provide proactive aging solutions

Democratize healthy aging by ensuring nutrient-rich food and drinks are affordable, accessible and convenient to cater to the diverse needs of all active agers.

## Prepare for new levels of personalisation

We are starting to see the indicators of hyper personalisation. For Brands to better prepare for longevity there will need to be consideration for where they play in the eco-system of holistic personalised health management.



02

## Trust the Process

Clear communication will be needed to help consumers make informed decisions about how processed and ultra-processed food and drink fits into their diets.



# Processing factors into Aussie food and drink decisions

Aussie consumers reviewing new food/drink launches proactively reveal barriers to ultra processed food/drink around; naturalness, long ingredient lists and health concerns.



**Ultra processed = not real food**

McCormick Sour Cream & Chive  
Potato Mash Recipe Base

"Ultra ultra processed food, IF you could even call this food." - Female, Victoria, 35-54



**Long ingredient list for a simple product**

Coles Tear & Share Cheesy Garlic Pull  
Apart Bread (Australia)

"A long ingredient list for what should be a simple product. Looks highly processed. Not something I would choose to put in my body." - Female, Victoria, 35-54



**Perception of chemical inclusions linked to cancer**

L'antica Cucina Spanish Prosciutto (Australia)

"We do not consume processed meat products, as we believe the chemicals used can cause some cancers in the human body. Warnings are out there from doctors." - Male, Tasmania, 55+

*Base: Australia: internet users aged 16+ (100 reviewing each of the products above)*

*Source: Mintel Purchase Intelligence, 2023*

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# Now: define the differences between processed and ultra-processed

Many types of processed foods, and processing techniques, are valued by consumers on positive grounds linked to attributes like tradition, health and naturalness. Stone-ground flour, cold-pressed oil and fermented dairy products are great examples of this.

Brands have an opportunity to focus on the positives of food processing techniques, such as:

- enhancing nutrition
- inhibiting contaminant formation
- improving sustainability

*Megan Stanton, Associate Director - Mintel Food & Drink*

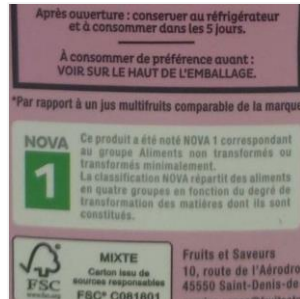
# Now: Learn from French brand, Fruits et Saveurs, in getting candid on processing

French juice company Fruits et Saveurs incorporates NOVA scoring on its juices, but also explains its process of natural sugar reduction



## 30% less sugar juice

Cidou Les Désucrés Sugar-Reduced Multifruit Juice is a 100% juice made with fruit juice and de-sugared filtered juice. It contains 30% less sugar than other juices and has a NutriScore of B and NOVA score of 1 (France).



## Nova Score and explanation

The 1-liter pack of Cidou Les Désucrés Sugar-Reduced Multifruit Juice includes a NOVA Score of 1. The pack explains the score 1 equates to the group of unprocessed or minimally processed foods (France).



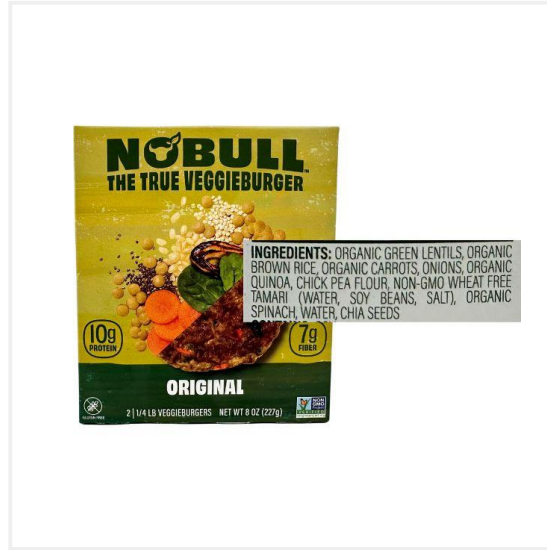
## Sugar reduction filtration explained

Cidou Les Désucrés Sugar-Reduced Multifruit Juice dedicates one side panel of its pack to explain how it filters apple juice to reduce sugar content. The filtered apple juice allows for 30% sugar reduction without the use of sweeteners.

# Now: clear up processing in plant-based alternatives



Includes just two plant ingredients:  
Planut (Australia)



Easy to understand ingredient list: No Bull  
(US)

45% of Australian consumers perceive meat/fish/poultry products launched in Australia between Oct 22 - Sept 2023 to be 'natural' vs 36% for meat substitute products.

Planut Unsweetened Oat Base Milk Concentrate detail on pack that other plant milks out there are mostly water, gums and emulsifiers, but their product contains just plants: oats and sunflower oil.

No Bull Original Veggie Burgers includes a simple ingredient list minus any chemical terminology.

# Next: Drive consumer education/freedom of choice on ultra processed

Led by Europe, brands will provide greater on pack detail which specifically refers to ultra processed ingredient inclusions/their impact on the body.



**Reformulated with less ultra processed ingredients**

BioCoop Crunchy Whole Cereals, Chocolate & Almonds Muesli has been reformulated to contain fewer ultra-processed ingredients. For example, the brand note that rice syrup has been substituted with honey (France).



**Free from an array of ultra processed ingredients**

Realfooding Vanilla Ice Cream with Cocoa Nibs is said to be free from ultra-processed raw materials hydrogenated oils (palm oil), modified starches, and artificial stabilizers (carrageenan E-407) (Spain).

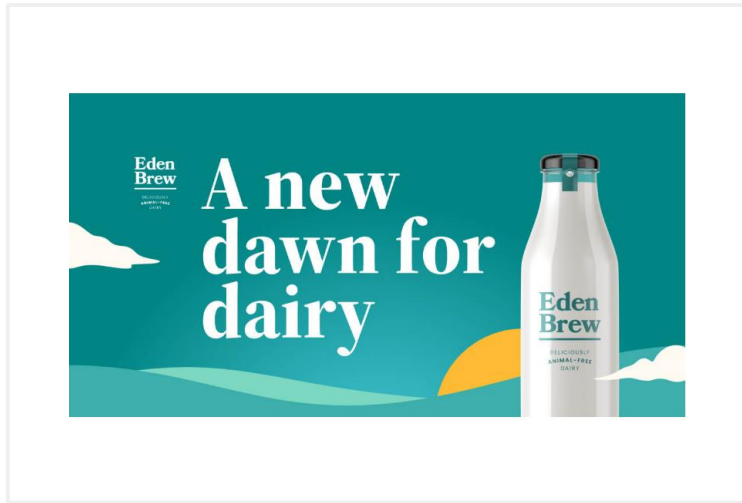


**Not ultra-processed "to guarantee digestibility"**

Onami Foods Fish & Chips Style XoXo Fillets is described as not ultra processed to guarantee digestibility and a memorable taste (France).

# Future forecast: Address processing stigmas with processing 'for good'

Developments in science that allow food/drink to be created with health, taste and sustainability in mind will allow consumers to see greater benefits in processing.



Sustainability: Eden Brew are developing precision-fermented milk (Australia).



Taste/visuals: Del Monte have genetically engineered a sweeter, pink pineapple (US).

Source: EdenBrew, [instagram/pinkglowpineapple](https://www.instagram.com/pinkglowpineapple)

# Key takeaways for Trust The Process

## Share details about 'processing'

Fueled by discussions of highly, overly or ultra-processed food (UPF), the fervor around processing will inspire consumers to look more closely at ingredients, nutrition and production methods.

Consumers will be expecting more transparency about the levels of processing used to make food and drink.

## Highlight processing's benefits

Minimally processed food and drink should share how processing actually makes products better via enhanced nutrition, longer shelf lives or reduced environmental impact.

Minimally processed food and drink can highlight formulations that help reduce food waste.

## Emphasize the joy UPF can bring

In the next 2-5 years, some ultra-processed brands will deliver unique and ground breaking alternatives to naturally produced products. The novelty and tangible benefits that these products provide will provide innovative alternatives to natural products



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# 2024 Beauty & Personal Care Trends

June 2024

Experts in what consumers want and why





- 1 Neuroglow
- 2 Beaut-AI

## 01 Neuroglow

The next chapter of wellness will be mind-body beauty, where mental well-being and physical appearance are interconnected.



# The mind-body connection is crucial

THE MIND-BODY CONNECTION

**92%**

of Indonesian consumers agree that looking good makes them feel more confident

MENTAL IMPACTS  
OVERALL HEALTH

**88%**

of Australian female consumers agree that maintaining good mental health is key to overall wellbeing

A HEALTHY BODY

**ONE-THIRD**

of US consumers are willing to pay more for BPC products that have mood-boosting qualities

*Base: Indonesia: 1,000 internet users aged 18+; Australia: 500 female internet users aged 18+; US: 1,973 internet users aged 18+ who buy select personal care products  
Source: Dynata/Mintel, March 2023; Kantar Profiles/Mintel, September 2023, July 2022*

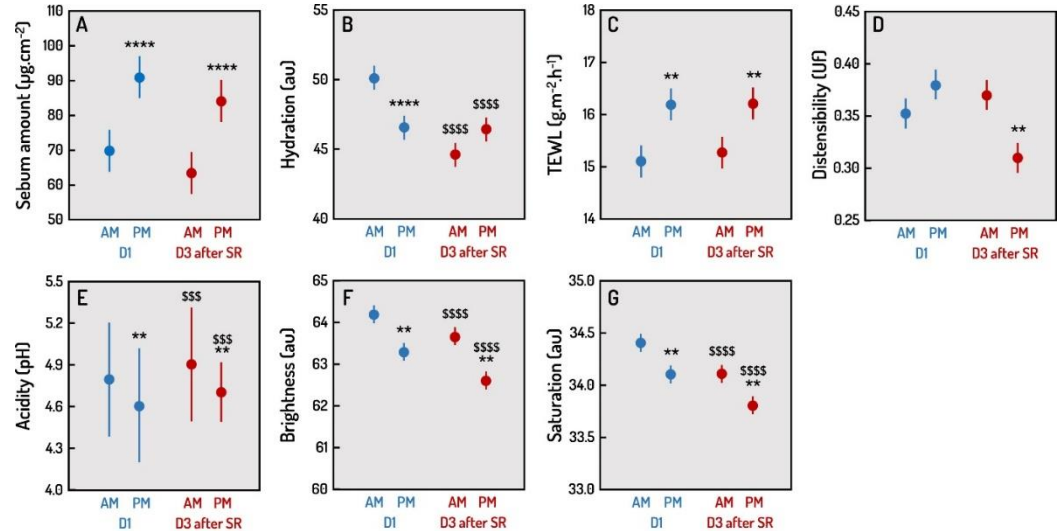
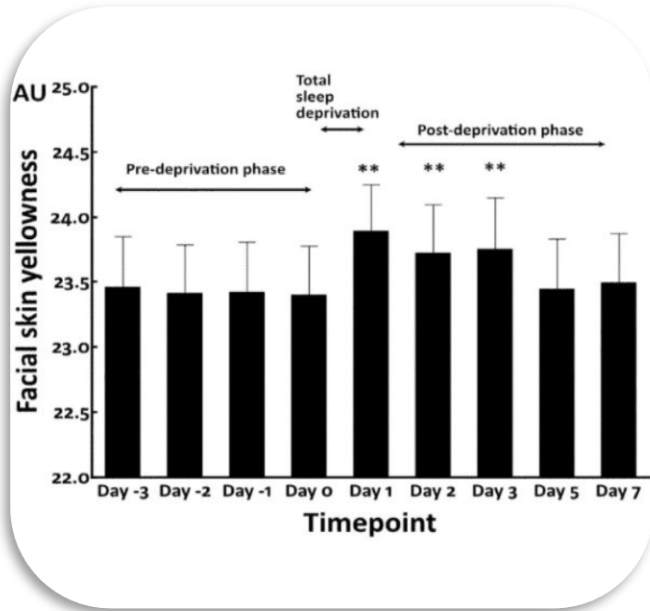
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**What's Now**



# Beauty sleep is not a myth

Companies are trying to better understand daily stressors and its relationship to skin (ie: sleep, stress)



Morning different from afternoon (\*  $p < 0.01$ ; \*\*  $p < 0.001$ ; \*\*\*  $p < 0.0001$ ; \*\*\*\*  $p < 0.00001$ ) - D3 different from D1 (SSSS  $p < 0.0001$ )

LVMH reporting increased TEWL and affected skin hydration and elasticity upon sleep deprivation

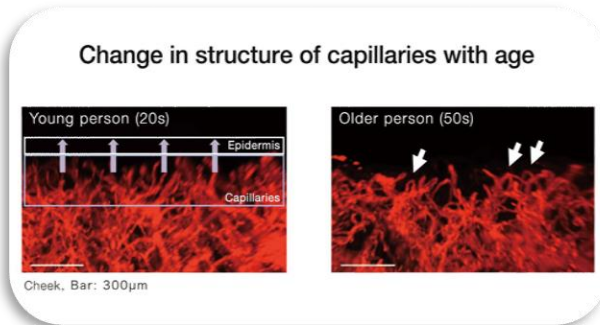
P&G exploring the relationship between sleep deprivation and facial skin parameters

# Overall well-being from the inside out

- Post-pandemic has sparked a surge in demand for vitamins and minerals as consumers prioritize health
- Blood flow, probiotic gut health in relation to good skin will be of interest



Shiseido Beauty Wellness: R&D of Shiseido's products with distributors Tsumura (Japanese Traditional Medicine) and Kagome (Beverage)



IFSCC, 2019, Milan



Ultimune Probiotic Powder



**What's Next**

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# Early indicators tapping into the mind-body connection



**Enabling better sleep**  
Amorepacific's Vital Beautie introduced Good Sleep GABA 365 with fermented L-Glutamic Acid, claim to enable better sleep.



**Blocks the stress hormone**  
Peace & Pure Facial Serum uses PhytoNeuro Complex, which is claimed to block cortisol production in the skin



**Topical and oral nutrition for skin/mental health**  
Lycopure uses BH Tomato, which is rich in GABA, known to benefit sleep by aiding relaxation

# Future

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Challenge remain for brands to distinguish product benefit through neurocosmetics/ psychodermatology to fully convince consumers

## 02 Beaut-AI

Artificial intelligence will transform the beauty industry by making it more personalised, efficient and effective, but governance and transparency will be critical to growth.



# Consumers' desire for tech is a solid foundation for AI optimism

AI OPTIMISM

**74%**

of Thai adults who have heard of AI agree that it will be mostly beneficial for society

OPPORTUNITY TO  
EDUCATE ON AI

**TWO-THIRD**

of New Zealand female consumers say they have about artificial intelligence before (AI) but know little about it

HYPER-PERSONALISATION  
INTEREST

**62%**

of US consumers are interested in hyper-personalised BPC products, and **28%** would be willing to pay more for them

*Base: Thailand: 952 internet users aged 18+ who have heard of artificial intelligence; New Zealand: 500 internet females users aged +; US: 1,973 internet users aged 18+ who buy select personal care products  
Source: Kantar Profiles/Mintel, September 2023, July 2022; KuRunData/Mintel, April 2023*

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# Combining technology with AI to make consumers' lives better

## Keratase K Scan by L'Oreal



*AI trained by more than 12,000 images, K-Scan allows stylists to see directly into the scalp, while its companion tablet app offers expert analysis of the scan right in the salon*

## AI Dermatologist Skin Scanner

The image shows the user interface of the AI Dermatologist Skin Scanner app. The header includes the logo and navigation links: Main, Risks Detection, Features, How it works, Artificial Intelligence, FAQ, Register, and Log In. The main heading is "Say No To Skin Diseases!" followed by the text "Say No To Skin Diseases! Check your skin on the smartphone and get instant results within 1 minute." A prominent red button says "CHECK YOUR SKIN NOW". To the right, there is a photo of a person's back with a mole, and a text box that says "Take a photo with a mole and receive your risk assessment \*". At the bottom, three teal boxes display statistics: "943,569 AI Dermatologist users", "2,935,707 Online checks done", and "35,755 Skin Diseases Detected". A small disclaimer at the bottom left states: "\* The scan result is not a diagnosis. To obtain an accurate diagnosis and a recommendation for treatment - consult your doctor." There are also CE and ISO 13485 certification logos in the bottom right corner.

Metric	Value
AI Dermatologist users	943,569
Online checks done	2,935,707
Skin Diseases Detected	35,755

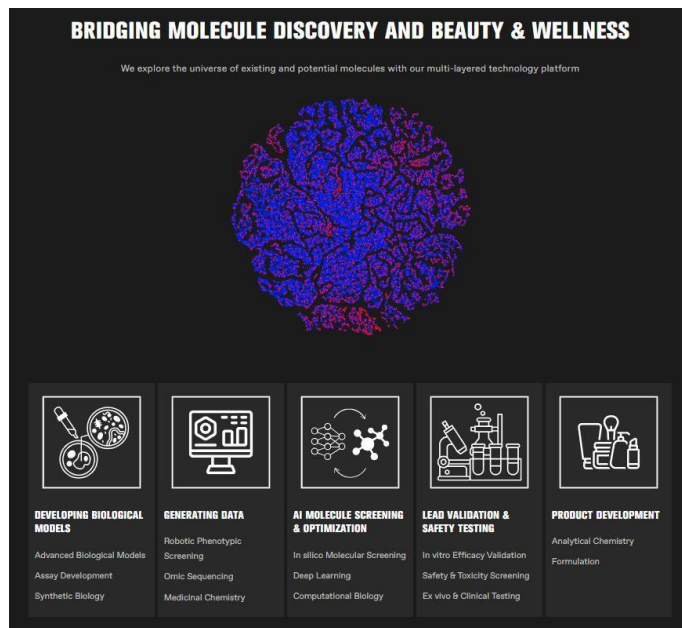
# Enable fast prototyping and ideation: Challenging reality



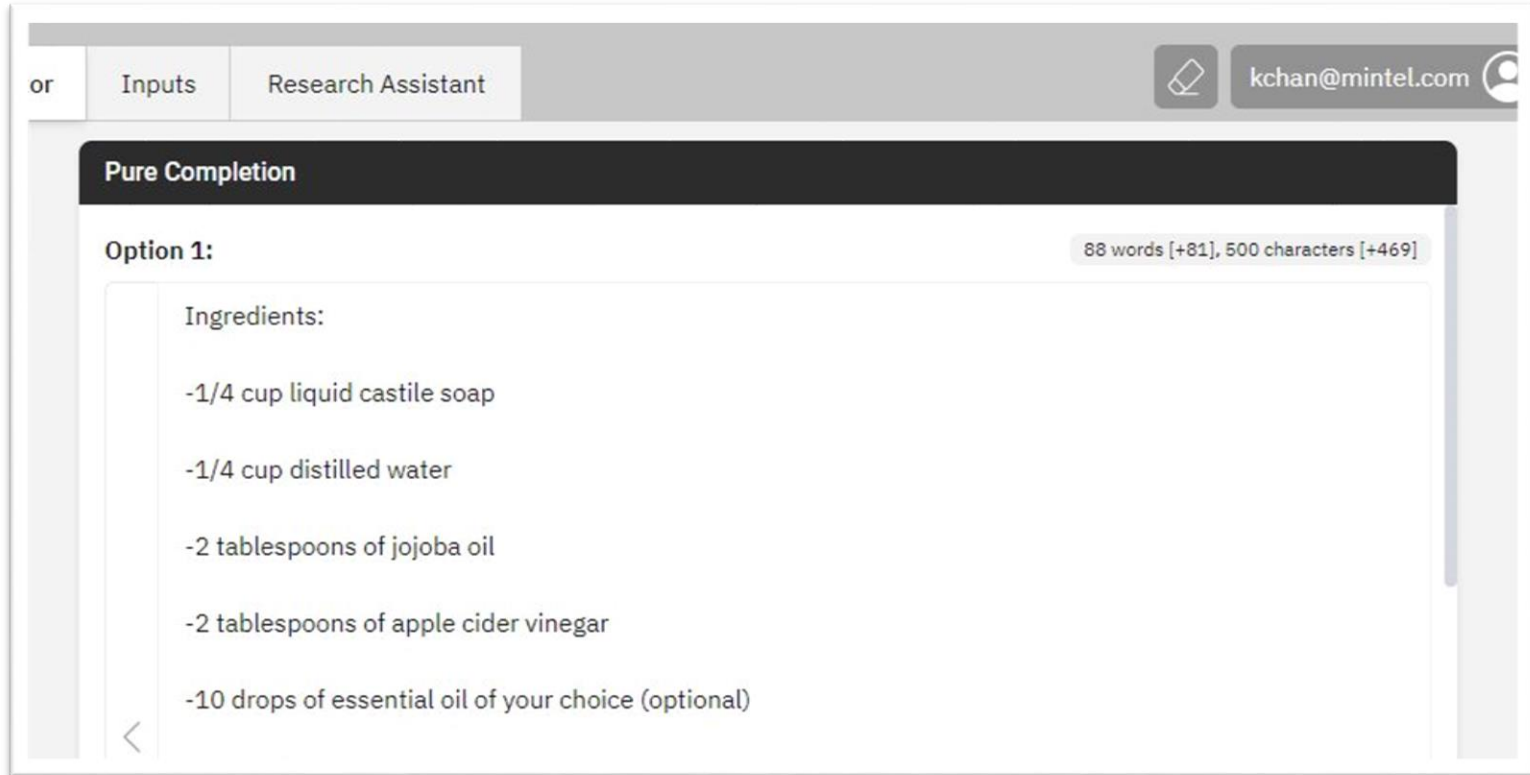
Source: Instagram/ai\_fashion\_photos (gold and ivory, Barbie army, woman in space, other prompts)

# Discover the next “trending” ingredient with AI

Leverage AI to discover new ingredients - Revela Skin Fibroquin Essence uses Fibroquin, a molecule discovered by the brand's AI engine that can sift through millions of molecules



# Formulate with AI: Give me a formula for a shampoo



The screenshot shows a web interface for an AI research assistant. At the top, there are tabs for 'or', 'Inputs', and 'Research Assistant'. The user's email 'kchan@intel.com' is visible in the top right corner. The main content area is titled 'Pure Completion' and displays 'Option 1:' with a character count of '88 words [+81], 500 characters [+469]'. Below this, a list of ingredients is provided:

- Ingredients:
- 1/4 cup liquid castile soap
- 1/4 cup distilled water
- 2 tablespoons of jojoba oil
- 2 tablespoons of apple cider vinegar
- 10 drops of essential oil of your choice (optional)



# Formulate with AI: I am a cosmetic chemist, please give me a shampoo formula in terms of percentage and be as precise as possible

**Pure Completion**

**Option 1:** 35 words [+14], 312 characters [+202]

Shampoo Formula:

- Water (Aqua) - 79.50%
- Sodium Laureth Sulfate - 8.00%
- Cocamidopropyl Betaine - 5.00%
- Glycerin - 2.00%
- PEG-7 Glyceryl Cocoate - 2.00%
- Cocamide MEA - 1.50%
- PEG-120 Methyl Glucose Dioleate - 1.00%
- Panthenol - 1.00%
- Citric Acid - 0.50%
- Fragrance - 0.50%
- Methylchloroisothiazolinone/Methylisothiazolinone - 0.10%

**Option 2:** 34 words [+13], 306 characters [+196]

# Approach with caution... privacy concerns remain

To build trust, be transparent about how AI is used, how data is handled and what measures are in place to protect user information.



*Estee Lauder hit by cyberattack and lost data, July 2023 - Reuters*

# Future

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AI will revolutionise the beauty industry,  
offering personalisation and inclusivity

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# Thank You!

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