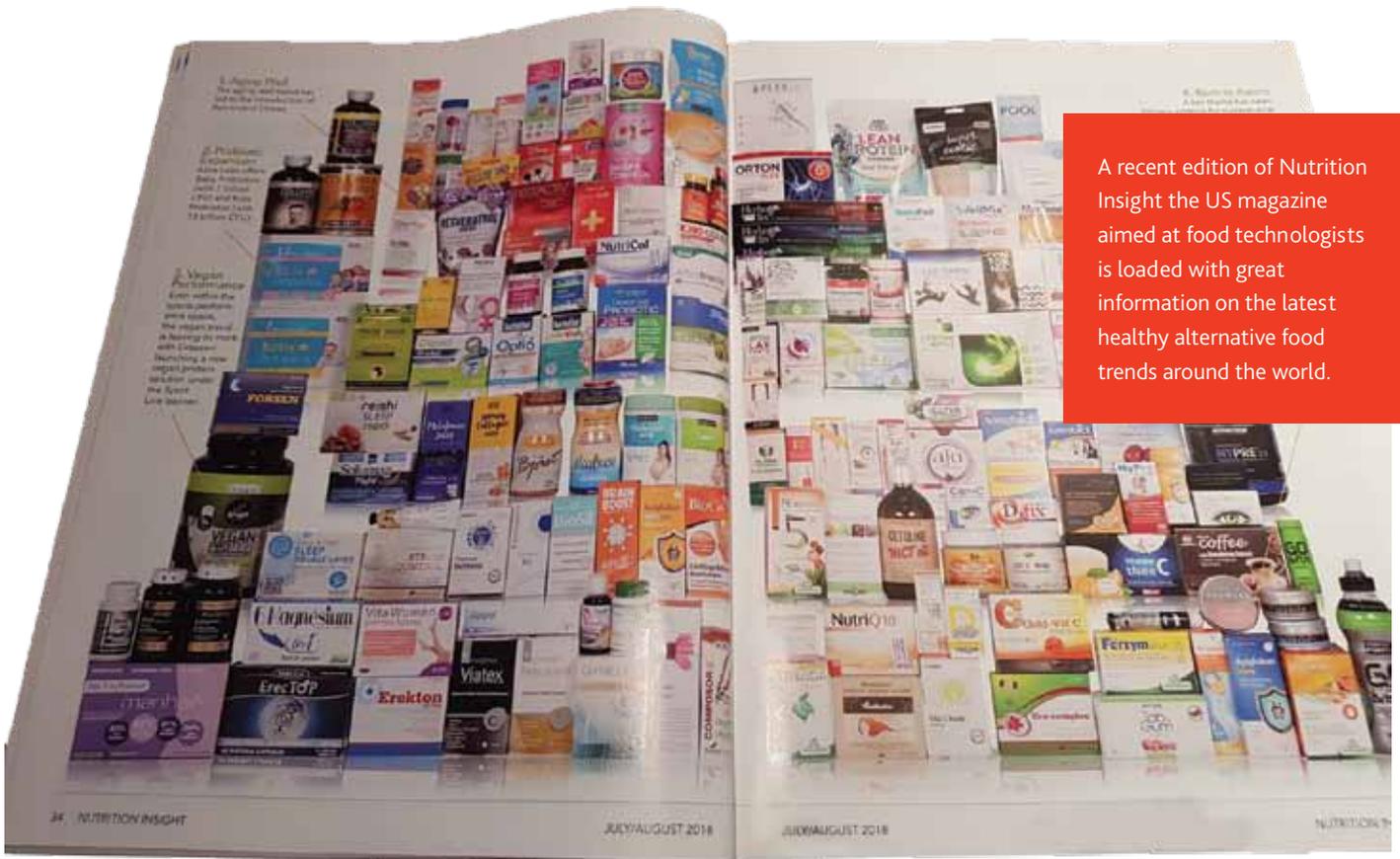


# Global insights into the nutrition revolution – how are we behind?



A recent edition of Nutrition Insight the US magazine aimed at food technologists is loaded with great information on the latest healthy alternative food trends around the world.

By Hippo Zourides

South African food manufacturers and retailers have been slow to launch new products that address the health needs of the new consumer. Elsewhere in the world the development has been dynamic and rapid.

Demands by consumers for healthier alternatives is not something new. It is not just the Millennials that demand better nutrition, but many of the older generations suffering from a wide range of ailments have been advised by their medical practitioners (conventional and alternative) to search for better, healthier, but still convenient foods.

South African food suppliers, be they branded companies or chain store private label developers, have yet to follow up on this demand. Yes, there are the odd product launches that claim to contain less sugar or less salt or no preservatives, but the numbers are small and there are no major visible marketing strategies to educate the public about healthier choices.

Chains such as Dis-Chem, Clicks and Wellness Warehouse have led the way in this new field, but one should not have to go to a pharmacy or health food store to find these options. Every supermarket should consider increasing its health ranges, while at the same time employing qualified advisors to assist the public to make the right choices.

The latest edition of *Nutrition Insight*, an American magazine aimed at food technologists, is loaded with great information on the latest healthy alternative trends worldwide.

Here are some of the highlights.

### Superfoods

Research company Innova Market Insights outlines some of their latest findings:

- There has been an overall 34% annual increase worldwide of products labelled 'super foods'
- In 2017 in the UK, four in ten consumers have increased their consumption of healthy foods

● The top health platforms over the last four years are focused on

- High protein +63%
- No added sugar +60%
- Gluten-free +52%

● Emerging food categories include

- Snacks, seeds and nuts +104%
- Drink concentrates/mixes +99%
- Cereal and energy bars +60%

● The growth by continent looks like this

- North America +26%
  - Latin America +75%
  - Europe +45%
  - Asia +20%
  - Australasia +41%
  - Middle East/Africa +103%
- (albeit from a small base)

● The fastest growing superfood ingredients are

- Pumpkin +88%
- Goji +63%
- Maca +56%

## Eating green

The other trend that is emerging worldwide is green eating and plant-based foods. These have grown over the last four years by +62% and the world meat substitute market will be worth US\$4,2b (over R64 billion) by 2022.

The key drivers of this market include:

- Plant proteins, with growths in rice protein (+39%), pea protein (+39%) and soy protein (+10%)
- Active botanicals – spirulina (+37%), green coffee extract (+23%) and green tea extract (+10%)
- Sweeteners – stevia (+16%) and monk fruit (+15%)
- Herbs and seasonings – lovage (+23%), chamomile (+27%) and lavender (+33%)
- Colouring in foodstuffs – carrot concentrate (+25%) and red beetroot juice concentrate (+27%)
- Sprouted products have grown by 17%

## Nutrition gamechangers

According to Peter Wennstrom, founder of The Healthy Marketing Team, there are six global trends that are changing the way

food should be produced, accompanied by recommended strategies. The six trends are:

- **FOOD** is now seen as a tool for health and wellness
  - **Strategy:** "Brands and businesses need to offer nutritional and functional solutions with ingredients that actively help build and boost the consumer's body and health, combined with more education," says Wennstrom
- **PEOPLE** are multiplying, getting older and wealthier
  - **Strategy:** "Products must customise nutritional solutions to the very specific needs of each life stage"
- **RESOURCES** are becoming more scarce
  - **Strategy:** "Companies need to scrutinise their whole supply chain and look for opportunities to reduce their climate impact and streamline their resource utilisation"
- **PRODUCTION** is moving towards natural ingredients and transparent processes

- **Strategy:** "Both ingredients and production techniques need to be natural and easy to trust and understand by the customer"

- **TECHNOLOGY** is empowering consumers who are getting savvier by the day

- **Strategy:** "The marketplace is changing from a product-driven to a consumer-driven future. Your future strategy must be consumer-centric with new technological solutions to monitor and cater to the unique needs of individuals"

- **SCIENCE** is constantly finding new ways for a smarter future

- **Strategy:** "Develop targeted nutritional approaches that will prevent (and in some cases, cure) different health conditions".

So, the call is out! Let South African producers of new food options, be they multinationals or small entrepreneurial producers or chain store private label developers, take heed of the global trends and produce new options for our savvy consumers that will create even more loyalty to your store.

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