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GROWING FOOD *Consumption Trends*

SUPPLIERS SHED LIGHT ON “MEALTIME FRAGMENTATION” AND SOPHISTICATED SNACKING THEMES

According to FoodIngredientsFirst, a shifting consumer landscape is benefiting the space for plant-based protein. In addition to the trend of consumers wanting to eat fewer traditional meals and snacks, there is a greater demand for options that offer greater convenience.

“Over 60% of global consumers who skip meals say that they regularly substitute meals for snacks, thanks to their quick and easy appeal.”

Snack appeal

Consumers are leading increasingly fast-paced lives and are seeking convenience foods that fit their lifestyles.

“Many of these consumers are now complementing purely indulgent snacking with ‘better-for-you,’ nutritionally rich snacks, such as protein crisps, nuts and bars. In fact, 55% say the reason they snack is to treat themselves. For producers, it’s an exciting time to innovate and develop solutions that meet consumers’ taste, texture and health preferences.”

- Gilbert Verschelling

Director of Business Development and Innovation | DSM Food & Beverage

Flavors and formats that are bold and multidimensional, as well as plant-based protein sources, are driving new category growth in the snack sector.

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PLANT-BASED ADVANCES FORWARD

Innova Market Insights' number two trend for 2022 is "Plant-Based: The Canvas for Innovation," which taps into the desire for diet variation.

DSM believes that the flexitarian movement is having a significant impact on meal occasions. 29% of consumers say that they plan to increase their intake of plant-based foods, thanks to the growing awareness of the benefits of a plant-based lifestyle.

EXPLORE OUR PLANT-BASED ALTERNATIVES:

<https://www.planteneers.com/en/>

PROTEIN ENRICHMENT

Protein enrichment has been around for a while, and the industry has already started to see the benefits. Cargill is confident that this trend will continue in the future, so they are targeting protein enrichment as one of their top claims.

Protein is a major component of many meal replacements and supplements, and it's choosing to include this claim that seems to be paying off. According to Innova Market Insights, around 80% of global launches now feature a protein-rich claim in cereal and energy bars, as well as in pet food products, that figure is just around 30%.

EXPLORE OUR PROTEINS:

<https://malabaringredients.com/products-and-services/cat/proteins/>

SWEETENER SCRUTINY

Cargill has observed that customers are increasingly looking for sugar-reduced products, such as Premier Foods' new range of better-for-you fibrous-full cakes and pies with 30% less sugar. The company has responded by increasing the natural fruit content in their Mr Kipling line.

Recently, data from Innova Market Insights showed that the use of sweeteners is on the rise. This increase can be seen in F&B launches, which showed a +3% year-over-year growth in the use of sweeteners when compared to 2020 and 2021 launches.

EXPLORE OUR SWEETENERS:

<https://malabarsuperspice.com/products-and-services/cat/sweeteners/>

Source:

<https://malabaringredients.com/products-and-services/cat/sweeteners/>



SHIFTING MEAL OCCASIONS: SNACKIFICATION OF BREAKFAST ITEMS INSPIRES NPD

With the pandemic taking a toll on people's daily routines, there has been an evolution in the way people are eating breakfast. Breakfast products are becoming more snackable through new sizes, shapes, and packaging. Convenient on-the-go formats and one-size portions allow a quick meal for one without sacrificing taste or quality.

Some of the most important factors people are wanting to see more of are:

- Texture Innovation
- Wellness in Foods
- Plant-based Snacking
- Better-for-you Beverages
- Upgrading ingredients

Source: <https://www.foodingredientsfirst.com/key-trends/Kelloggs-4891/meal-occasions.html>



INFLATION FOCUS

BUDGET FOOD STAPLES LATEST VICTIMS OF PRICE HIKES WITH “WORST YET TO COME”

Rising food prices have created a monumental burden for consumers on a global scale, particularly for budget items like pasta, bread, and chips. Nations around the world are coping with an increase in food costs that has been years in the making. Additionally, high energy rates are making the situation even worse.

According to FoodIngredientsFirst, for consumers in the Eurozone, analysts forecast that food inflation can cost an extra €243 (US\$260.75) for the same basket of food products, compared to 2021. In the UK, supermarkets have hiked up values for their lowest-cost budget F&B items, some by more than 15%.

Cumulatively, the cost of commodities driven up by events in Ukraine and higher energy prices has put pressure on prices for a wide range of goods and services, from meat, dairy, and bakery products to gasoline and utilities. These increased costs have been driven in part by labor shortages, as well as swelling energy prices.

Source:

<https://www.foodingredientsfirst.com/news/inflation-focus-analysts-warn-worst-is-yet-to-come-for-eu-food-consumers.html>



Look for our next edition in Fall 2022



Malabar Ingredients, Unit 1 – 3570 Platinum Drive, Mississauga ON L5M2R7 www.malabaringredients.com
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