

Health & Hyper-Personal

Trending consumers conversations



#GUT HEALTH

#sproutedgrain #sourdough
#fermentation
#cleaningredients #guthealth
#healthygut#nutritiontips#habitsofhealth #healthyhabits #hormonehealth
#hormonebalance #nutrition #food
#prometabolic



#IMMUNESYSTEM

#clean #green #protein #iron
#nutrients #antioxidants #healthy
#plantbased

Health

Consumers **are looking for smaller and healthier alternatives** and **their expectations move beyond nutrition towards Holistic Health** Growing interest for products that improve **gut health** (strongly linked to power ingredient fiber) and as a result support a good **mental health** and a well-functioning **immune system**.

Smaller proportions vs. healthy alternatives are both considered

60%

consumes less or smaller portions

58%

prefers healthier options



Fiber, Grains, Fruits & Nuts



Fat & Sugar

Over 1/2 are looking for alternatives

Food needs to deliver beyond nutrition

3/4

have interest in **gut health** to improve immunity and mental well-being.
81% says that **fibres** have a positive effect on digestion

Hyper-Personal

Consumers consider food as personal and to be adapted to the individual: they are looking for baked goods that will be more **(hyper-) personalized** in the future to their specific needs.

63%

looks for food tailored to their individual lifestyle

As an artisan baker or pâtissier, what's in it for you?

Integrate **'healthier' options** in your portfolio by using **power ingredients in your recipes (grains, fruits, nuts, sourdough, vegetables..)**.

Large portions become barriers for purchase. By **offering smaller portions** allow consumers to indulge in a controlled way..

Be Transparent on the ingredients used. **Communicate** about healthier options in-store and on digital platforms.

Be creative in allowing **in-store personalization** or by having food **ordered upfront** (online).

Puratos solutions in the spotlight

Bakery: Softgrain, Purvita, Clean(er) label improvers & mixes,

Pâtisserie: Topfil Finest, Topfil origins, Satin Sugar reduced, Clean(er label) solutions

Chocolate: Belcolade sugar reduced, Belcolade Plant-Based

Get inspired



Gut Health Tartine

with Sapore Biota

A tartine that is good for your holistic well-being. What else could your consumers dream off?



Hypple Personal

with Topfil Apple Cubes 86%

A fancy name in a fancy jacket for a hyper-personalized apple patisserie that no consumer can resist.

Market Example

Add a local Market Example

"Cookies with carrot peels! 🥕. Here's a super fun recipe to avoid throwing away carrot peels: salty carrot, gouda, cumin and walnut cookies. It's extra, you should love it!!! 😊"- @healthy_yum_yumCookies

