

Trending consumers conversations



#GUT HEALTH

#sproutedgrain #sourdough
#fermentation
#cleaningredients #guthealth
#healthygut#nutritiontips#habitsofhe
alth #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

Over 1/2
are looking for alternatives

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Fiber, Grains, Fruits & Nuts O

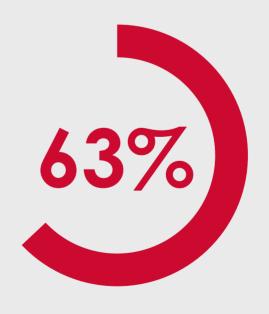
Fat & Sugar

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.



looks for food tailored to their individual lifestyle





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,

Patisserie: 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! Shere'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



