

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' 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**.

Consumers are well-informed about the healthiness of ingredients



Grains & Seeds, Fiber, Wholegrain, Fruits & Nuts



Sugar, Fat & Salt

Healthy alternatives & smaller portions are equally preferred options to a healthier diet

60%

prefers to consume smaller portions

58%

prefers healthier options

Food needs to deliver **beyond nutrition**

3/4 have interest in **gut health** to improve immunity (78%) and mental well-being (75%). The **positive effects of fiber on digestion** are clear for **81%** of consumers..

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%

As an industrial player, what's in it for you?

Innovate with healthier options that will help consumers in their journey towards a better holistic health. Think about more grains & seeds, more fruits, less sugar, less fat,... and food that goes beyond nutrition and improves gut health towards a better immunity and mental health.

Recruit a new segment of consumers/shoppers with **smaller portions**.

Reformulate towards improved nutritional values and **communicate** about healthier options on-pack, 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, Sprouted Grains, Sapore Bioata, Puravita Break, Puraslim, Sapore, Clean(er) label improvers & mixes, Puravita Fiber+, O-Tentic

Patisserie: Topfil Finest, Topfil origins, Acti sugar replacer, Cremfil Ultim, Cake texture collection

Chocolate: Belcolade Sugar Reduce, Belcolade Plant-Based

Get inspired



Gut Health Tartine

with Sapore Baiota

A tartine that feeds your gut bacteria and contributes not only to your physical health but also to your mental 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

Deli inspired 3 Grain Sourdough Bagel by NewYork Bakery Co in the UK

