

### 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' 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**.





Grains & Seeds, Fiber, Wholegrain, Fruits & Nuts



Sugar, Fat & Salt Healthy
alternatives &
smaller portions are
equally preferred
options to a
healthier diet

60%

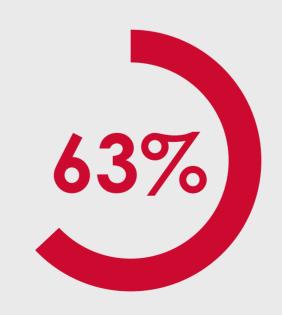
prefers to consume prefers healthier smaller portions options

Food needs to deliver beyond nutrition

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.







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



