

# 5 FOOD FORMULATION TRENDS WITH STAYING POWER

## MARKET GROWTH OPPORTUNITIES FOR FOOD MANUFACTURERS

Evolving consumer behaviors and global events have created new market opportunities for food and beverage manufacturers. What are the top consumer food trends impacting formulations, and how can product developers respond?



### Immune-Boosters

**6 IN 10 CONSUMERS LOOK FOR PRODUCTS THAT SUPPORT IMMUNE HEALTH<sup>1</sup>**

**WHAT:** Staying healthy is top-of-mind for consumers, but their focus has shifted. While maintaining a healthy weight is still important, consumers are more aware than ever of how they fuel their bodies, and especially want to find foods and beverages that have immune-boosting properties.

**NOW WHAT:** Use high-quality ingredients that boast better nutritionals and are inherently immune-boosting. Inadequate protein intake can lead to weaker immune function, and consuming amino acids helps maintain immune system cell structure. Unlike plant proteins, whey protein is a complete protein source containing all the essential amino acids our bodies need.

### Label Transparency & Sustainability

**3 IN 5 CONSUMERS WANT TO LEARN MORE ABOUT WHERE THEIR FOOD COMES FROM<sup>2</sup>**

**WHAT:** Consumers have come to expect clean labels. They want label transparency around where their food is sourced and by whom, whether any animals were harmed in its making, and whether the company upholds sustainable practices.

**NOW WHAT:** Closely examine your ingredients' supply chains to ensure products are all-natural and sourced in the United States where fair labor laws and ethical treatment of animals is regulated. Demand that no chemical modifications are used in the production of ingredients and that suppliers fully disclose their practices so you can provide the type of production transparency consumers expect.

### Convenient Consumption

**THE CONVENIENCE FOOD MARKET, INCLUDING READY-MADE MEALS AND SOUPS, IS PROJECTED TO GROW BY 25% BY 2025<sup>2</sup>**

**WHAT:** After months of being confined at home, consumers became accustomed to eating what they wanted when they wanted it, and many of those buying and eating habits stuck. They want options that are easy to store and easy to prepare so that cravings can be indulged whenever they hit.

**NOW WHAT:** Incorporate flavorful ingredients that extend your product's shelf-life. Replacing perishable fresh ingredients like milk, butter, cream, eggs and cheese with whey protein is an easy way to do so. It's easily incorporated into food systems and formulations and is a familiar ingredient consumers trust.



### Reduced Sodium

**THE WORLD HEALTH ORGANIZATION (WHO) HAS CALLED FOR A 30% GLOBAL REDUCTION OF SALT INTAKE<sup>3</sup>**

**WHAT:** Excess sodium is a top nutritional concern of consumers and health professionals, falling only behind too much sugar. According to the CDC, more than 70% of sodium consumption comes from processed and packaged foods (cheese sauces, soups, fillings, etc.), revealing vast opportunities in the market.

**NOW WHAT:** The time is now to reformulate applications with lower sodium, though many R&D departments would argue, "Easier said than done!" That's because ingredient alternatives that taste as good as the original often lack flavor and texture (and aren't clean label). Good news: there's a new whey protein ingredient made specifically to replace natural or processed cheese that can reduce sodium while retaining and even enhancing cheese's signature flavors and textures.



### More for the Money

**STOCKPILING DURING THE PANDEMIC SAW THE SALES OF SOME STAPLE GOODS RISE 30-50%<sup>4</sup>**

**WHAT:** Consumers stocked up on groceries during the pandemic, with some products seeing shortages. Buying in bulk led 36% of shoppers to seek out new brands of shelf-stable foods even when their usual brand was available, likely in search of private labels boasting cost savings.<sup>5</sup>

**NOW WHAT:** Simplify operations throughout your food systems and choose wholesome ingredients that allow for inventory consolidation and that are shelf-stable. The use of whey protein ingredients in soups, sauces, dips, dressings and other products allows one SKU to be used in various applications, increasing profitability and streamlining supply chains.

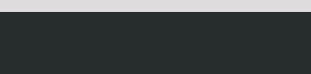


An assortment of shelf-stable functional whey protein ingredients from **Grande Custom Ingredients Group** helps overcome each of these challenges, allowing formulators to replace costly ingredients like cream, milk, cheese, butter, eggs, and more in their applications without compromising taste or texture.

Contact our food scientists today to explore how our extensive line of whey protein ingredients can help you stay profitable and stay on trend.

**SOURCES:**

1. Innova Market Insights
2. Statista
3. World Health Organization
4. New York Times
5. PwC



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