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Unveiling global trends for plant based nutrition innovation in 2023

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ADM, a global leader in human/animal nutrition and agricultural origination leveraging technology development and precision technologies to support industries around bio-based products, including alternative protein, in Singapore and the wider Asia-Pacific region. ADM leverages a portfolio of plant-based proteins, in conjunction with science-based ingredient development and functionality, to formulate alternative proteins that are delivered in taste, texture and nutrition. New research based on ADM's far-reaching global network highlights trending focus areas for consumers around the world.

Dissecting the intersection of health and well-being, sustainability and food security, ADM has identified eight spaces that detail consumersâ?? evolving behaviors, attitudes and aspirations. The eight areas serve as anchor points to inspire innovation, ushering in a new wave of products and services for 2023. In a recent cinverstation withÂ*AgroSpectrum Asia,* Susan Chua, Head of Market and Consumer Insight, Asia-Pacific, ADM shared some of the consumer trends identified by ADM that are powering purposeful design and ingenuity for human, animal and petÂ nutrition and throughout supply chains.

- **What initiatives have ADM implemented in the alternative protein sphere? What innovations can we expect from here?**

The alternative protein sector is expected to climb to $125 billion by 2030. As demand grows, brands can look to introduce alternative protein in a variety of flavours, textures and formats. We have a diverse and regionally sourced pantry of alternative proteins and nutrient-dense ingredients to help brands meet evolving consumer needs.Â

Last year, we announced our joint venture with Temasekâ??s Nurasa to provide contract development and manufacturing organization services for precision fermentation in food applications. In the same year, ADM and New Culture, a pioneering animal-free dairy company, formed a partnership to accelerate the development and commercialization of alternative dairy products. Demand for alternative protein will continue to rise, and as a pioneer in the alternative protein industry, ADM will continue to innovate by delivering on evolving consumer taste and texture expectations over the next decade.

- **Could you briefly summarize the recent ADM report on â??global trends for nutrition innovation in 2023â??**

ADMâ??s recent global consumer trends for 2023 highlights three enduring consumer trends: Health and Wellbeing, Food Security, Sustainability and eight market growth drivers that are expected to shape the food, beverage, and animal nutrition industries in the year ahead.Â

These eight market growth drivers outline consumersâ?? evolving behaviour, attitudes and aspirations that drive their purchasing decisions as well as demands and expectations of brands. The eight growth drivers identified for 2023 are: Balanced Wellness, Proactive Personalisation, Experiential Eating, Expanded Protein Choices, Trust and Traceability, Earth-Friendly Production, Social Impact and Modern Pet Parenting

These growth drivers present opportunities for forward-thinking manufacturers to innovate and create products that meet the evolving needs of consumers today. ADM continues to be at the forefront of consumer trends, and brands can leverage our deep pantry of ingredients and solutions, technology, technical experts and scientists to innovate and manufacture products that appeal to todayâ??s consumers.

- **How do you foreseeÂ the trends and prospects in the APAC nutraceutical market for the year 2023?**

How has the 2022 progress been?Â Globally, consumer sentiments around health and wellness have increased dramatically over the last few years. This is mainly driven by increasing health consciousness in part due to the global pandemic and a rise in global disposable incomes. As we continue to see consumers take proactive steps to improve their health and wellbeing, increasing consumption for dietary supplements and functional products is expected in 2023.

- **How will these trends benefit manufacturingÂ in the nutraceuticals and dietary supplements sector?**

The Asia-Pacific nutraceuticals market is predicted to continue growing at a Compound Annual Growth Rate (CAGR) of 6.9% from 2022 to 2032. Further, the Asia-Pacific population is ageing rapidly, with the number of older persons (over the age of 60) in the region predicted to triple to reach 1.3 billion by 2050. This fuels the demand for nutraceuticals as consumers look for food and beverage products that meet their nutrition needs.Â 69% of consumers think nutritional supplements have been effective in helping them support their health goals. As this trend grows, developers have the opportunity to support consumersâ?? wellness goals through dietary supplements that focus on supporting healthy lifestyles and active ageing. ADM responds to this by helping food and beverage brands develop nutrition solutions to meet evolving consumer needs to support healthier living.

- **What is the outlook for investment in the nutraceutical industry in APAC? Could you highlight the sectors which might lead the industry in the coming years?Â**

Globally, 68% of consumers have made changes to their diets and lifestyles in the last twelve months to improve their immunity levels. The nutraceutical industry in Asia-Pacific will see a similar trend in terms of growth, as consumers seek out supplements and functional food and beverage products to support their health and wellbeing.Â Being much more in tune with their health and wellness needs today, consumers are defining wellness differently and look to purchase â??better for meâ? solutions that support their personal goals. The microbiome has emerged as a key growth area, with 68% of consumers recognizing the link between their immune system and digestive health system. Over 8 in 10 consumers are also more aware of related health ingredients and demonstrate a high awareness level of probiotics products. With this trend predicted to lead the industry in the coming years, ADM supports developers through science-backed microbiome-supporting solutions, including prebiotics, probiotics and postbiotics.Â