Human Nutrition Market Trends at a Glance

Four prominent trends, twelve application concepts and the ingredient opportunities - in one practical overview.

PROTEIN FORTIFICATION



Concepts that go beyond traditional sports nutrition across convenient beverages and snacks.

Protein Evolution Bar	Pistachio flavored high protein bar with milk protein, collagen peptides and soy crisps.	Collagen peptides • dairy proteins • complete plant proteins • milk powders • protein crisps • yeast proteins • vitamins & minerals
Hybrid High Protein Shake	A carefully selected blend of milk and pea proteins, providing nutritional benefits and a smooth mouthfeel.	Milk protein • pea protein • soluble fibre • cheese powder • sunflower lecithin • stabilisers • Workout Plus vitamin & mineral premix • natural flavouring • sucralose
High Protein Meat & Plant Dumplings	Pork and pea-protein filling supported by starch, fibre and reduced-sodium solutions.	Pea protein • potato starch • potato fibre • low-sodium sea salt • natural flavourings • rice vinegar powder

HIGH FIBRE & GUT HEALTH



Fibre-rich concepts with gut health ingredients designed for varied occasions.

Inner Balance Bar	Convenient bar showing how fibre and gut-health ingredients can fit familiar snacking.	Soluble & insoluble fibres • prebiotics • postbiotics • polyphenols • vitamins & minerals • DHA
Lemon & Poppy Seed Ice Cream	Lactose-free, protein- and fibre enriched ice-cream suitable for GLP-1 diets.	Lactose-free milk protein concentrate • soluble fiber • vegetable margarine • glucose syrup powder • sorbitol powder • stabilizers • lemon fruit powder • natural coloring • natural flavoring • sweetener
Hydrational Fibre Drink	Lemon-lime drink combining soluble fibre with vitamins and electrolytes.	Soluble fibre • vitamin & electrolyte premix • natural flavourings • sweetener

SENSORY & FLAVOUR EXPERIENCE



Multisensory concepts built around flavour, texture, colour and visual appeal.

Multisensory Popcorn	Crunchy popcorn as versatile base for seasoning, flavour, colour and optional nutritional enrichment.	Spice blends • cheese powders • mustard powder • yeast extracts • taste boosters • colourings • flavourings • low-sodium salts • malt extracts • soluble fibres • proteins • collagen peptides • vitamins & minerals
Sensation Burst Bar	Raspberry high-protein bar combining creamy, fruity and crispy elements.	Natural colours & flavours • toppings & inclusions • fruit powders • popping candy • hydrocolloids • emulsifiers • taste boosters • vanillin & vanilla extracts • caramel • syrups & sweeteners
Cake Pops	Soft cake centre with coatings and colourful toppings; adaptable in flavour, texture and format.	Wheat gluten • wheat starches • vanilla extract • emulsifiers • leavening agents • toppings • natural colourings • natural flavourings

FUNCTIONAL HEALTH



Targeted nutrition concepts connecting a defined need with a familiar application.

Mental Focus Iced Coffee	A refreshing and functional coffee and caramel beverage targeted on mental focus and cognitive health.	Milk proteins • soluble fibres • DHA • vitamins & minerals • caffeine • botanicals • taurine • vitamin premix • stabilising solution • sweetener
Healthy Ageing Dessert	Creamy high-protein dessert with milk protein, collagen peptides and selected micronutrients essential for healthy ageing.	Dairy & plant proteins • collagen peptides • omega-3s • vitamins & minerals • fibres • texture solutions • colourings • flavourings
Post-Workout Chocolate Shake	Indulgent functional protein shake with selected micro nutrients developed for post-exercise nutrition.	Dairy & plant proteins • soluble fibres • vitamins & minerals • cocoa • malt extracts • natural flavourings • texture & stabilising solutions