

Global trends in the nutrition industry for children and adolescents

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Agenda

Basis for infant, children and adolescent nutrition industrialization

Consumers understanding

Market trends

Continuous future focus

Basis for children and adolescents nutrition industrialization

Scientific knowledge



Industrial feasibility/affordability



A close-up photograph of a microscope's objective lens, with a blue tint and the word 'SCIENCE' overlaid in white. The lens is positioned above a slide, and a small light source is visible at the bottom of the lens. The background is a blurred blue gradient.

SCIENCE

A close-up photograph of a woman with long brown hair, wearing a purple top, kissing a baby on the cheek. The baby has blue eyes and is smiling, showing its tongue. The woman's eyes are closed, and her expression is affectionate. The background is a plain, light color.

Scientific knowledge - It all starts very young

But How?

Quality – Infant Nutrition

Facts

Infant doubling weight in first 3 months, tripling in first 12 months

Implications - Age adapted nutrition

In comparison to an adult infant need:

10 x **less** protein

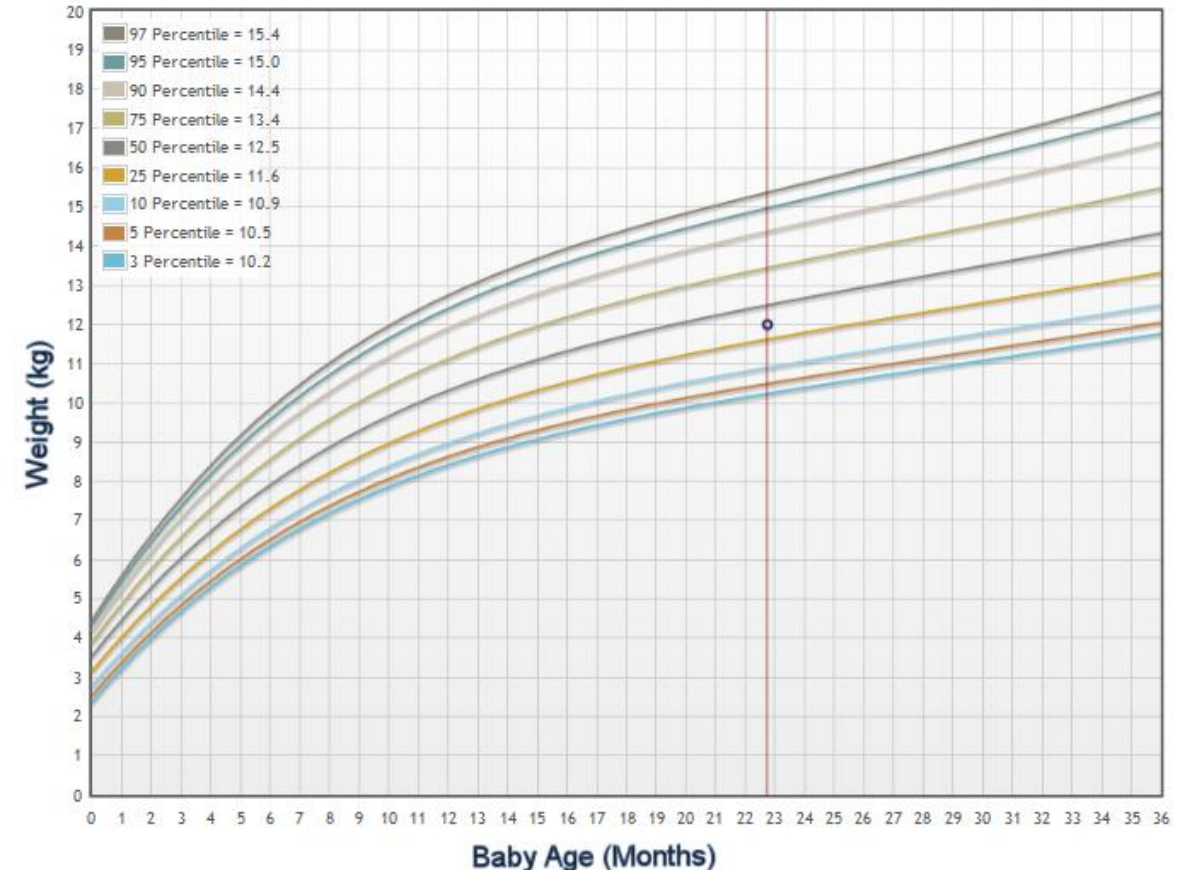
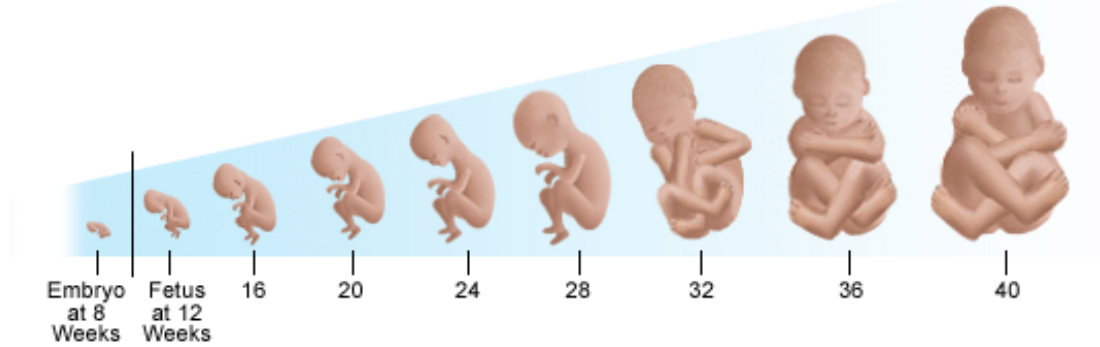
3 x **less** sugar and salt

7 x **more** iron

4 x **more** calcium

3 x **more** EFA (Essential Fatty Acids)

Fetal Growth From 8 to 40 Weeks



Safety – Infant Nutrition

Facts

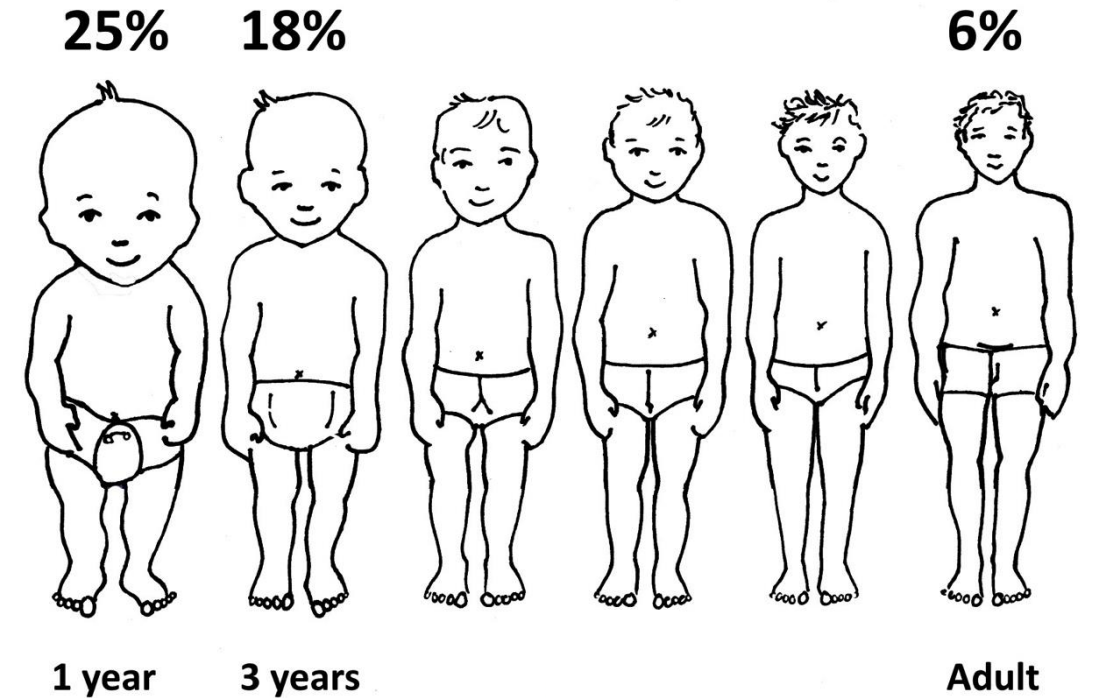
Oral motor development link to protection of airway

Kidney of infant fully developed at 43 months

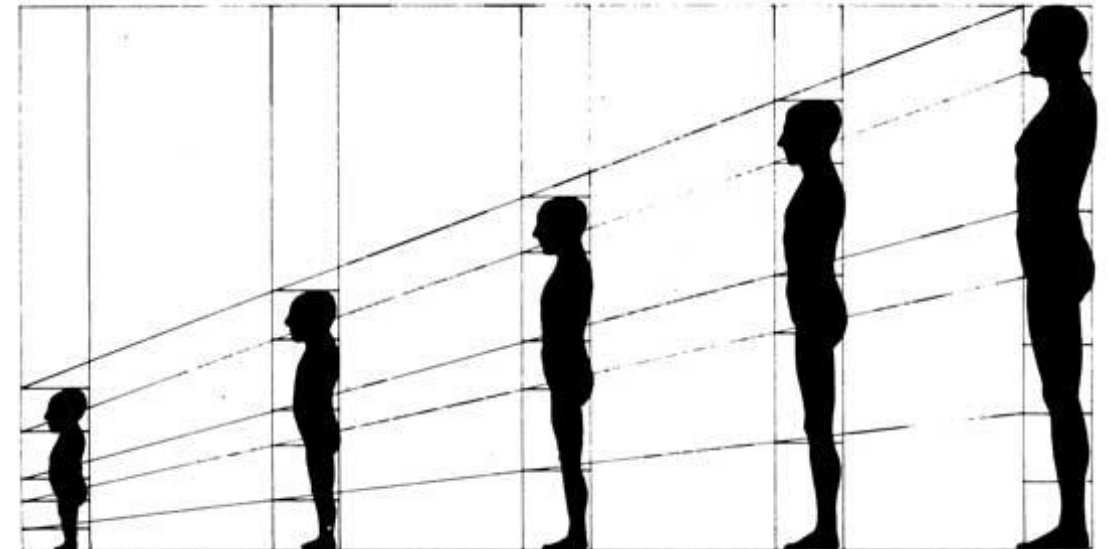
Implications

Strict production safety control (detection, filtration)

17 x more time to filter blood than adult, therefore to eliminate any toxins, contaminants



The oblique lines show the growth of individual parts of the body between 0 and 21 years



A photograph of a complex industrial piping system. The system features several large, horizontal pipes with green arrows indicating flow direction. These pipes are connected to a series of vertical pipes and valves. The valves are painted blue, and the pipes are silver. The system is supported by a metal frame. In the foreground, there is a blue panel with red pipes and a white label with handwritten numbers '52 53 54'. The background shows a concrete wall and a metal rack.

Industrial feasibility

Industry consideration for children and adolescents nutrition

Adapted

Key criteria

Physical format
Biological safety
Nutritionally targeted

Key focus

Safety
Quality
Nutrients bioavailability

Scalable

Key criteria

Raw material availability in quality and quantity
Nutrient preservation technological barrier
Taste and appearance

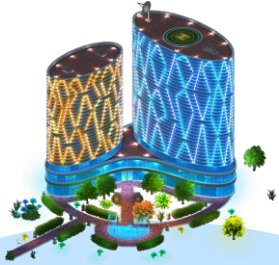
Key focus

Product features/formulation
Product packaging

Consumers understanding



Major consumers trends driving innovation



Urbanization



Consumers demand



E-commerce



Sustainability



Healthy living



Safety & trust



Convenience



Emerging middle class



Shopping behavior



Experience seekers



Digitization



Alternative channel

Reference:
www.jabil.com - 11 customers trends driving product innovation
Gil Horsky - Consumer Demand For Healthier Snacks and Personalised Nutrition is Driving Today's Innovation in Food
Alexis Bauchy - The 5 Trends Driving Amazon's Success

Consumers trends in Dairy and Dairy alternative products

latest research outcome

Clear and clean-label for dairy are critical

Innovation needed to succeed

Dairy alternatives are established in consumption

Trendsetting
dairy beverage category
2012–2017 in the United States



Source: Euromonitor International

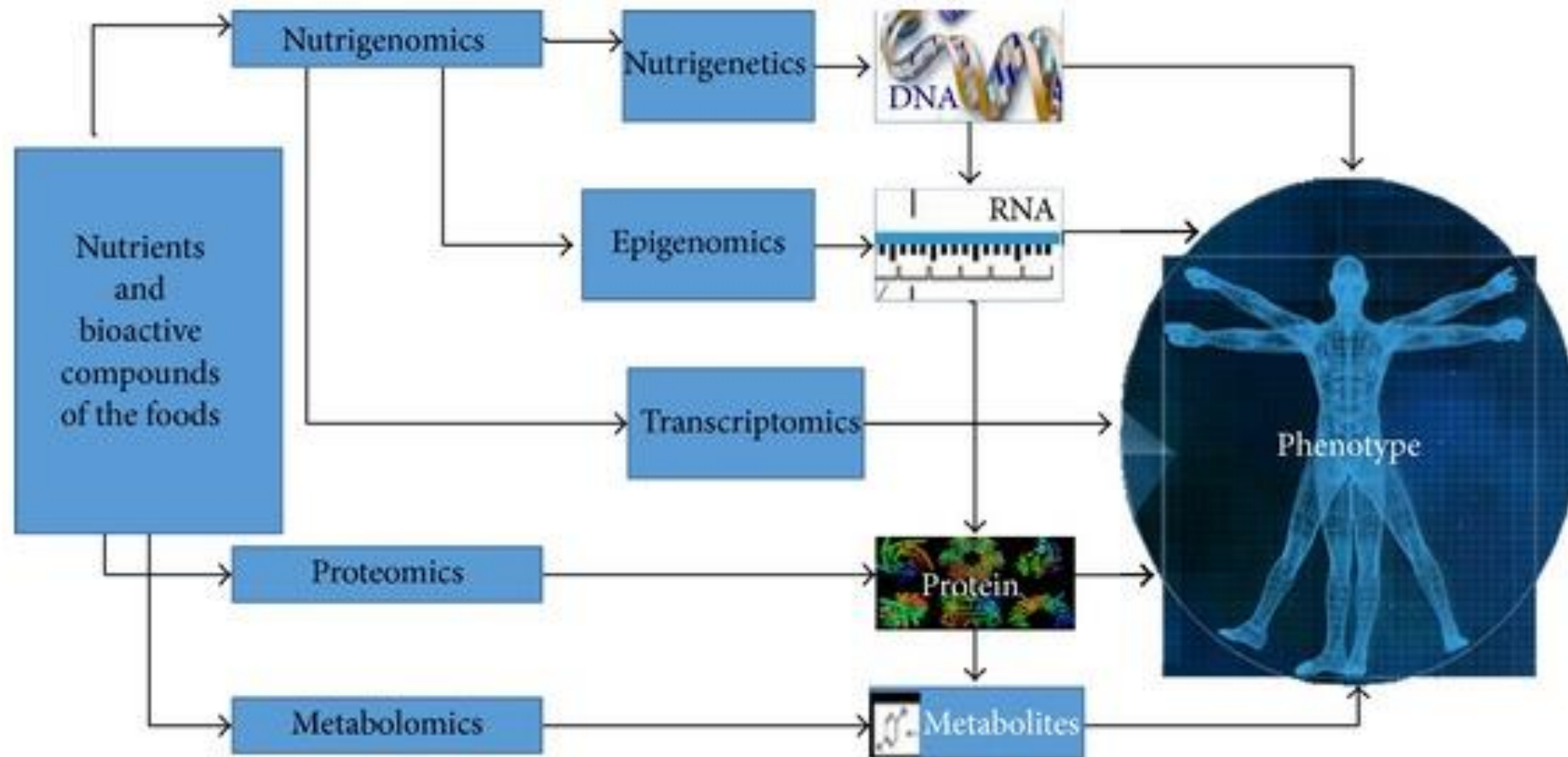
Global Market Trends – children and adolescents nutrition



Continuous future focus



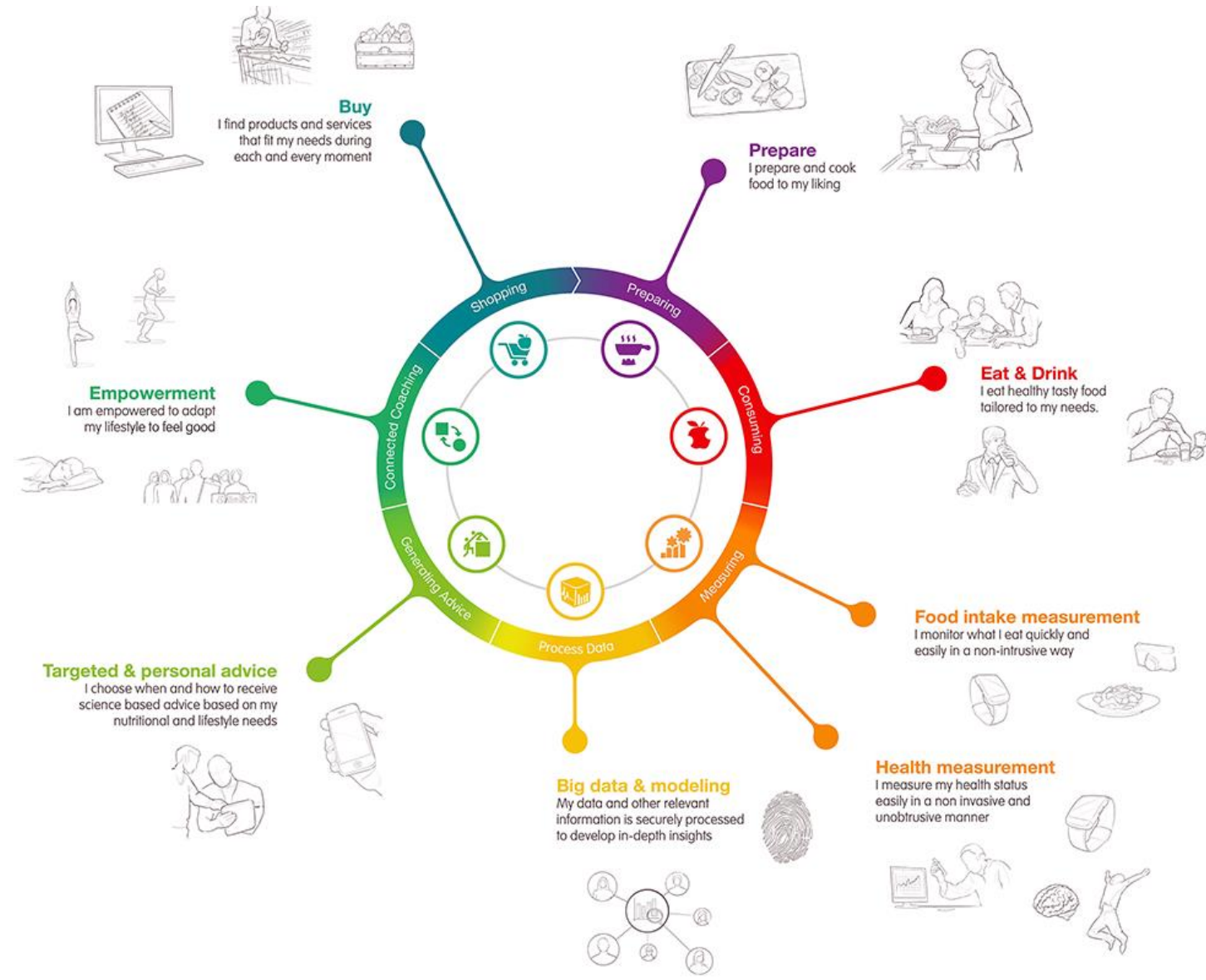
Science continues working on acquiring new knowledge



Upcoming trend to watch...personalized nutrition

Thought objective

“A society in which every individual is ready and able to make a conscious choice to adopt an eating pattern precisely attuned to his or her needs.”





Every once in a while, a new technology, an old problem and a big idea turn into an innovation

Dean Kamen, Segway inventor

Thank you for your attention

