

Innovative nutrition trends

There's no doubt that our lifestyles are fast paced and unyielding. We know that if we want to thrive we need to build up our resilience so that our bodies and minds keep up with the frantic pace.

When it comes to food, we can't ignore the facts, or the science. You need a healthy diet for a healthy body, for a healthy life.

There is therefore a growing demand for convenience foods that deliver health benefits whilst simplifying our lives. We are all looking for "on-the-go" options. Many of us have developed a "snack any time, any where" approach to eating. In the past a biscuit, bag of crisps or chocolate would have done nicely but fortunately there are many of us that are now looking for healthier options.... and so new trends have started!

Two of three mega trends in food innovation are products that are healthy yet convenient targeted at stressed, proactive and image conscious consumers. Business Insights (Ben Longman)

Hot new trends to look out for:



🌿 **Fortified and functional snacks** - where 'food becomes medicine'. You may already have noticed some examples on the shelves in your retail stores:

*Soy based drinks for heart health,
Probiotic yoghurt for healthy digestion,
Omega 3 enriched eggs for brain food,
Soluble fibre in drinks for blood sugar control,
Medicinal herbal teas for various medical conditions.*

- 🌿 **Nutrigenomics** explores the interaction between nutrients and genes. Very exciting developments in this field!
- 🌿 **Cosmeceuticals** - yes you can really 'eat yourself beautiful!' Packed with super nutrients such as antioxidants, these products are aimed to deliver beauty benefits from the inside out.
- 🌿 **Personalized nutrition** that targets specific groups such as those with diabetes or heart disease.

The convenient junky society

The good news is that health seems to have become so important that some of us would rather choose health, even where less convenient. What about you? Are you a health junkie? A convenience junkie? A bit of both?

All the more reason for you to be aware of what is on the shelves, understand the claims and ensure that you are making the best possible choices.

Are you a C-consumer?

You are likely to be a convenience consumer if you are part of a high income household; you suffer from time pressure and role overload; leisure is very important to you; you pay strong attention to self improvement and you have a strong devotion to work. You are more likely to purchase convenience products no matter what the cost. It is also likely that you experience 'lifestyle stickiness'.

Do you have "Lifestyle stickiness"?

Once a person is set in a particular lifestyle that convenience service facilitates for them, it is hard to change it, or at least, comprehend changing it.

Interesting findings:

You might be watching what you eat but if a friend next to you is tucking into a kilojoule loaded snack you could be in trouble!
A study found that watching someone eat a snack caused the viewer to be inclined to eat the same thing!

"A person who views someone else's snacking behaviour will come to exhibit a similar snack selection pattern," the researchers from Duke University, University of Maryland and the University of Amsterdam said.

"This suggests that preferences may shift as a result of unintentionally mimicking another person's consumption behaviour."



Take home message: Think twice before you mindlessly munch!