

HEALTHY NEW YEAR, A SIGN OF THE TIMES!

A new year always starts with new resolutions – new ways that you can better yourself and your life. A lot of people opt to adopt healthy habits that revolve around food choice, diet, and nutrition. Different fads gain momentum every year, and 2021 is no different when it comes to healthy lifestyle trends.

A lifestyle choice and trend that has gained a lot of popularity is eating more plant-based foods. "Plant-based foods aren't new, but what's happening now is it's gone from being a niche industry targeting mostly vegetarians and vegans, who are still an important part of the market segment, but now it's grown into a mainstream industry that is targeting everyone, and that's really what's causing it to explode..."** Over the past annual growth in plant-based increased 36%. That number is over the next year, as a *Nielson* of Americans are shifting based foods.***

The trending demand for has never been higher. From ethical and responsible are starting to expect more and products they buy and consumers say that they are about where their food comes This means that the term 'clean just meaning transparent about free, to also showing how humane and sustainable a product is.***



year in 2020, the average food and beverage launches predicted to only increase **Report** states that almost 40% toward eating more plant-

transparency from consumers clean label ingredients to ingredient sourcing, consumers transparency from the foods digest. Three in five global interested in "learning more from and how it is made." label' has progressed from being organic and additive-

Along with eating plant-based foods, and demanding transparency, many consumers are opting for organic foods. Today, organic is a \$55.1 billion market across all retail channels. Organic is becoming less of a trend and more of a foundational expectation for food brands in the natural products industry.* Young consumers are the most likely to buy into claims like organic as millennials are seeking new experiences for a healthier lifestyle and cleaner living. This is driven by an enthusiasm among them to improve their eating habits, with 53% of those aged between 18-34 stating that they expect to change their eating habits in the next year, compared to 19% of those aged over 55. ****

Healthy lifestyle trends come and go, but these three trends are not going away any time soon. We will see plant-based foods, transparency, and organic foods only gaining more popularity this 2021.

* <https://www.newhope.com/products-and-trends/organic-and-natural-food-trends>

** <https://www.foodbusinessnews.net/articles/15105-trend-of-the-year-plant-based-foods>

*** <https://www.edlong.com/top-7-food-industry-trends-for-2021>

**** <https://www.barry-callebaut.com/en-US/manufacturers/trends-insights/organic-hype-norm>

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