



Food ingredients
North America

October 15-19, 2019

Expo Hall

October 17 & 18

Las Vegas, USA

Co-located with

SupplySide[®]
WEST

Source Ingredients & Solutions for Food & Beverage Development

Top 5 Trending Ingredients: North American Market*



Ancient Grains
Flax, quinoa, and chia are among the most popular high-protein ancient grains



Adaptogens
Look out for maca, matcha and astragalus, particularly in the beverage sector



Healthy Oils
Plant-based oils from olive, coconut and sunflower are on the rise



Pulses
Chickpeas, lentils and peas are the go-to pulses across many F&B categories



CBD
CBD market revenue in the US amounted to US\$390 million in 2018

*Trending ingredients in finished products identified at Natural Products Expo West 2018
Source: Esca Bona Ingredient Trend Series – Natural Products Insider, Hemp Business Journal

Who to source these ingredients from



...and many more

Consumers within the US are driving demand for clean, healthy, and traceable ingredients



Natural and organic ingredients on the rise
– Natural and organic sales grew by **75%** between 2014 and 2019, representing **USD \$107.7 billion** in sales.



Functional clean label with added values – **52%** of consumers regard emotional clean label, such as climate and animal welfare concerns, as important when making purchasing decisions.

Nutrition remains on top – Nutritional quality is of growing importance, especially to the **66%** of millennials who would pay more for quality ingredients.



Clean label certifications matter – Finished goods manufacturers increasingly value emotional certifications, such as vegan, fair trade, and sustainability.



A responsible market – More consumers are making ethical purchase decisions. **65%** of millennials would pay more for responsibly produced food compared with 28% of boomers.



Source: How to win in the clean label food and beverage space, NEXT/NBJ



Consumers' demand for healthy, natural, sustainable and authentic products is driving the next wave of food and beverage innovation and is contributing to a significant evolution in how companies develop their products and manage their supply chains. Fi North America, combined with SupplySide West, offers a one-stop opportunity for discovering ingredients and solutions, sourcing from leading suppliers around the world, gaining insight into market opportunities, and ensuring compliance with regulatory requirements and consumer expectations.

Jon Benninger
Vice President of Health & Nutrition at Informa

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