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.
- Nutritional quality is of growing importance, especially to the 66% of millennials who would pay more for quality ingredients.
- 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.

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

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 astaxanthin, 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.


*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