



ELINTARVIKKEIDEN MYYNTI- JA MARKKINOINTIOSAAMINEN KOTI- JA VIENTIMARKKINOILLA

MODUULI 9

Markkinatiedon hyödyntäminen koti- ja vientimarkkinoilla

Markkinatiedon hyödyntäminen
10.10.2024 klo 8:30-12:00



Riveria koulutuspalvelut oy



Ajankohtaista markkinatietoa markkinoinnin ja myynnin tueksi





Flavor Chase: 2025's Most Disruptive Food & Beverage Trends



VERSATILE INGREDIENTS

SUSTAINABILITY

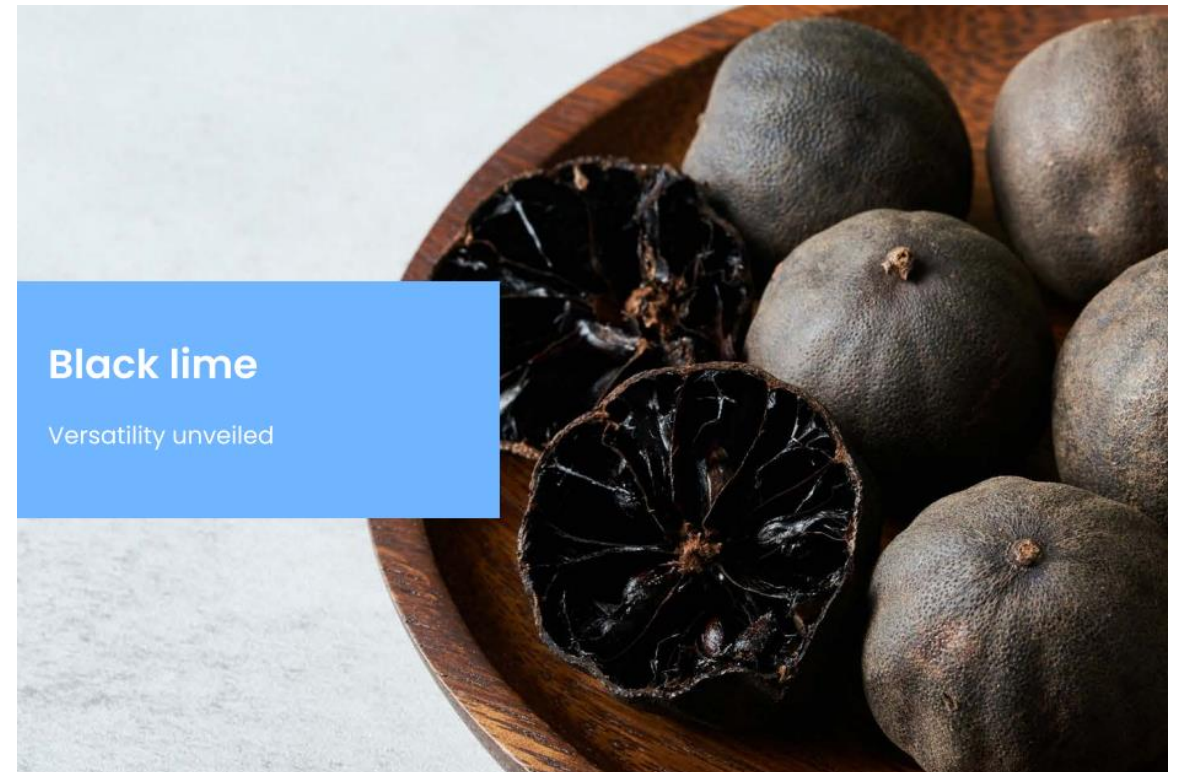
HYPER-PERSONALIZED NUTRITION

NEXT GENERATION CUISINES

HYDRATION



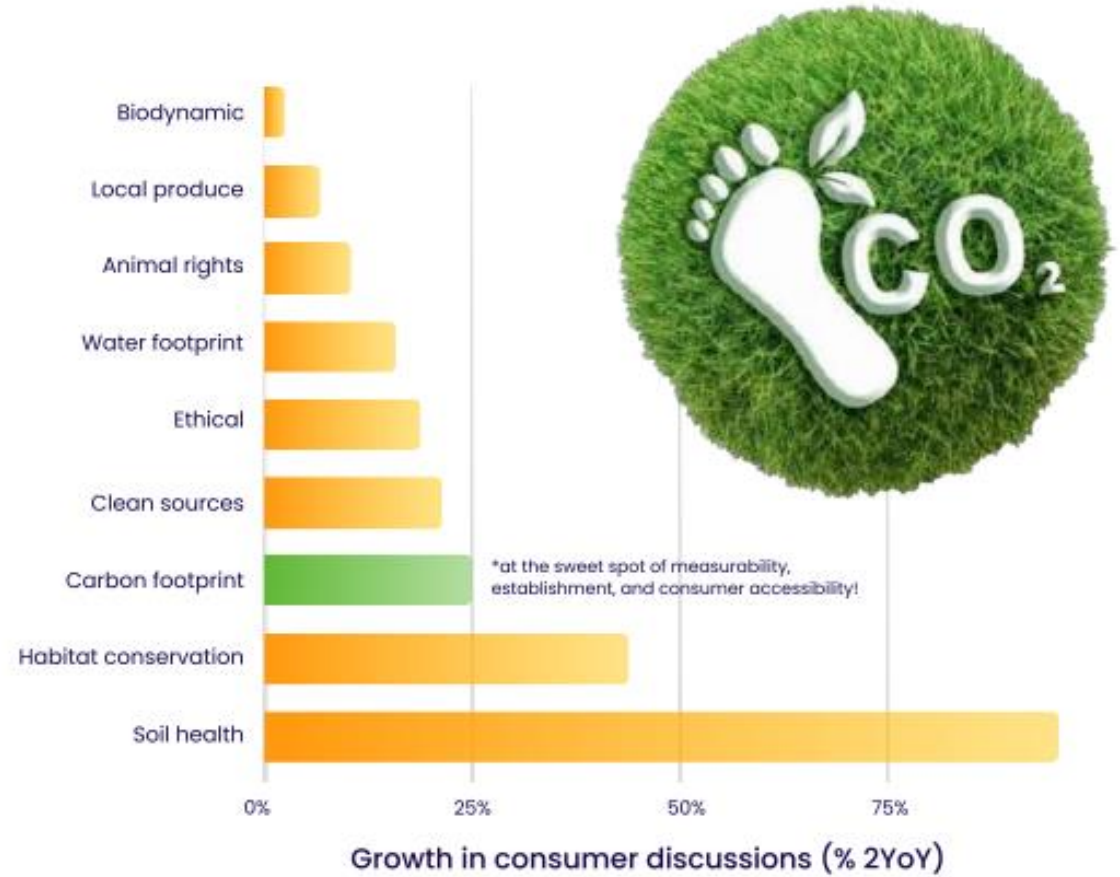
VERSATILE INGREDIENTS



SUSTAINABILITY

Today, consumers expect brands to address sustainability through **reduced carbon emissions, improved ethical practices, and regenerative agriculture.**

Trending ethical claims within sustainability discussions



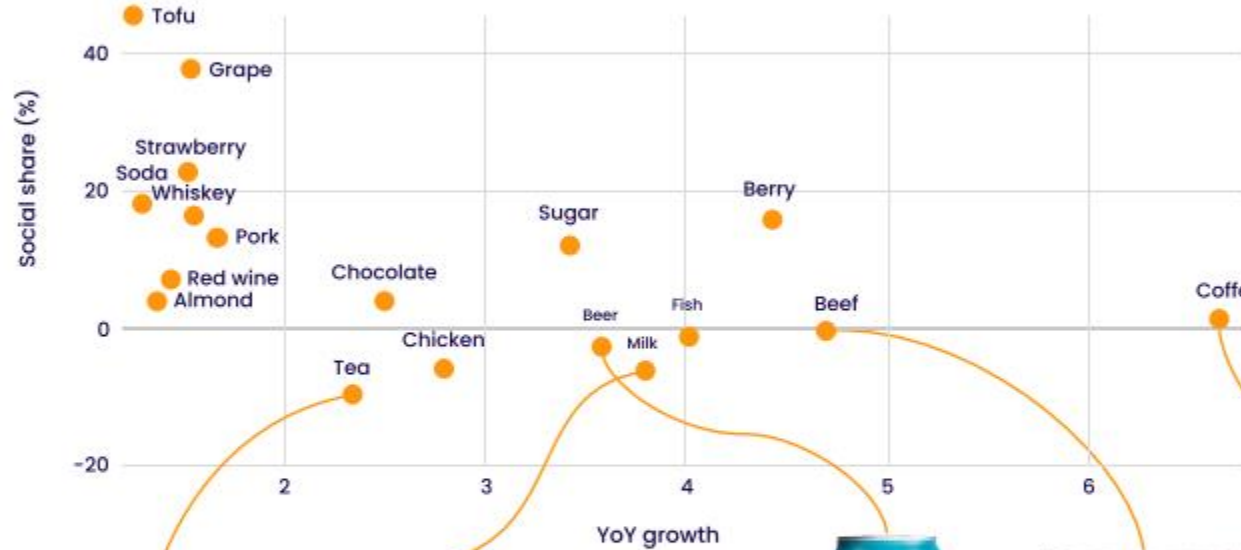
Consumer-driven carbon labels: Aligning transparency with ingredient impact

A variety of options exist for carbon transparency, from offsets (a temporary step) to the more ambitious goal of system redesign across supply chains: costly, time-consuming, but crucial for long-term impact.

Companies like [Carbon Trust](#) and [Carbon Neutral](#) offer certifications, while some brands choose to label independently. No matter the pathway, carbon labelling requires time and investment. Currently, there's no federally-mandated regulation in the U.S. for carbon labelling.

Note: several of these brands currently only exist in European markets*

Top ingredients in consumer discussions of carbon footprint



However, consumers increasingly want this back-end work clearly displayed on packaging—much like calorie counts—so they can make quick, informed decisions in the grocery aisle without second-guessing.

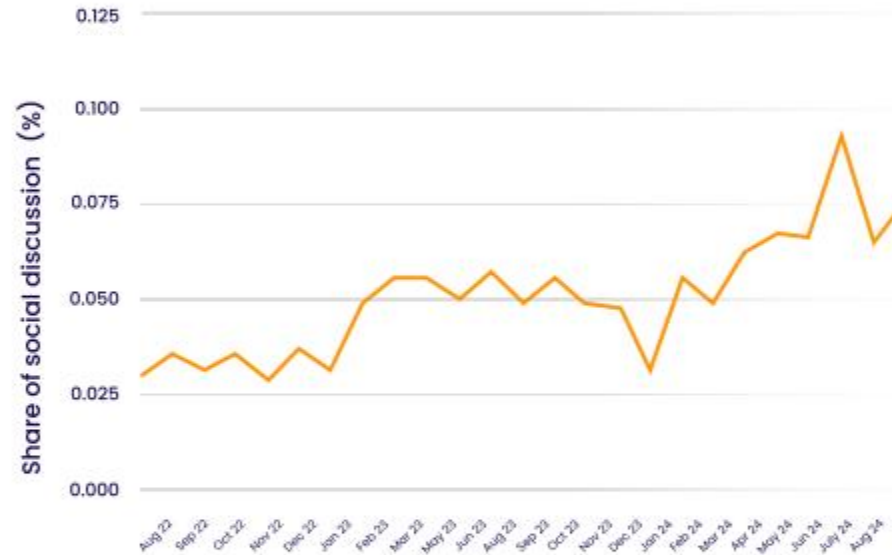
2025 will see more commitments (and restructured existing commitments) from more brands than ever as consumer attention heightens.



Ethical provenance:
Carbon labelling

Rooted and resilient: Soil health fuses traditional *terroir* with the urgency of sustainability in the mainstream

Consumer interest in terroir + sustainability within wine over time



Wine drinkers are increasingly linking quality, terroir, and eco-friendly practices

+39.6%
YoY

Consumer interest in soil health within beverage production has grown by **80%** over the past two years. This trend is particularly pronounced in the wine industry, where soil quality has always been integral to *terroir*. Now, modern sustainability is entering the conversation.

Soil health is no longer just for sommeliers – it's becoming a choice factor for consumers who crave not just **tradition** (+37% YoY in discussions of wine) and **gourmet indulgence** (+25% YoY) but eco-consciousness in their wine choices. **Sustainability** already appears in 5% of *terroir*-related discussions, and those conversations are growing +39.6% YoY.

The bottom line? Highlighting the role of soil health specifically within *terroir* and sustainability can capture an audience segment that may have been overlooked by the funkiness of natural wines – traditional, gourmet indulgence tells a different story. Brands and restaurants should incorporate soil health into their marketing, labeling, and experiential storytelling to capture this rising interest, making sustainability a core part of the wine experience.

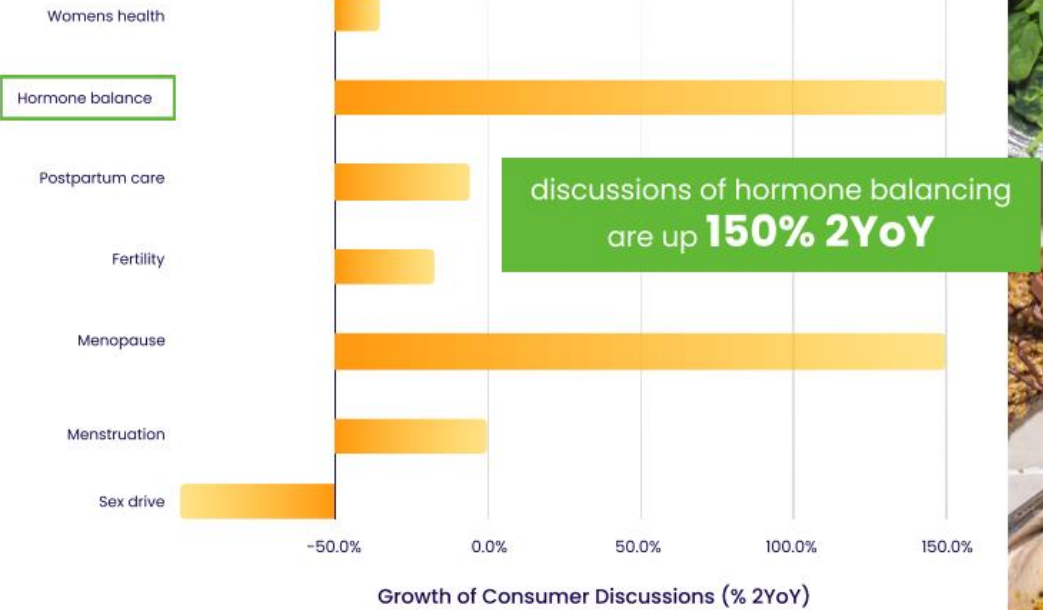
Ethical provenance:
Sustainable wine

HYPER-PERSONALIZED NUTRITION

Hormone regulation

Hyper-personalized nutrition

Consumer Discussions of Select Functional Health Claims



Hyper-personalized nutrition

Hormone balancing and the post-GLP-1 era

In 2024, hormones and menopause took center stage, sparking important conversations about previously overlooked audience segments with urgent functional health needs. As we move into 2025, the conversation continues, with a new focus on the fact that hormones affect everyone—not “just” women. Personalized nutrition is proving to be a powerful tool for consumers to meet their lifestyle and fitness goals, from managing hormone regulation to optimizing overall well-being.



At the same time, the rise of GLP-1 drugs like Ozempic in 2024 introduced a complex conversation around wellness, diet culture, and the role of celebrity influence on body image. While GLP-1 drugs offer big benefits, they also raise questions about long-term solutions and the high costs associated with them. As consumers look ahead to life post-GLP-1 drugs, brands have an opportunity to step in and provide hyper-personalized nutritional support that fills the gap, ensuring long-term health and wellness solutions.

In 2025, the opportunity lies in aligning personalized nutrition with real consumer goals, addressing both hormonal health and the next phase of the GLP-1 conversation. This trend offers implications for product innovation, marketing, and creating personalized pathways to support a wide range of consumers in their wellness journeys.





Filipino cuisine + Gen Z

Next gen flavor



NEXT GENERATION CUISINES

Coffee Jelly



48,795

Coffee Jelly is a delicious coffee-based dessert made of coffee-flavored jelly cubes in a thick and delightful coffee-infused cream.

@allthingsubedesserts



\$7.5

Iced Coffee Ube Cold Foam
Iced coffee topped off with our ube cold foam inside a cup with an ube halaya (jam) swirl.

@neighborhoodsea



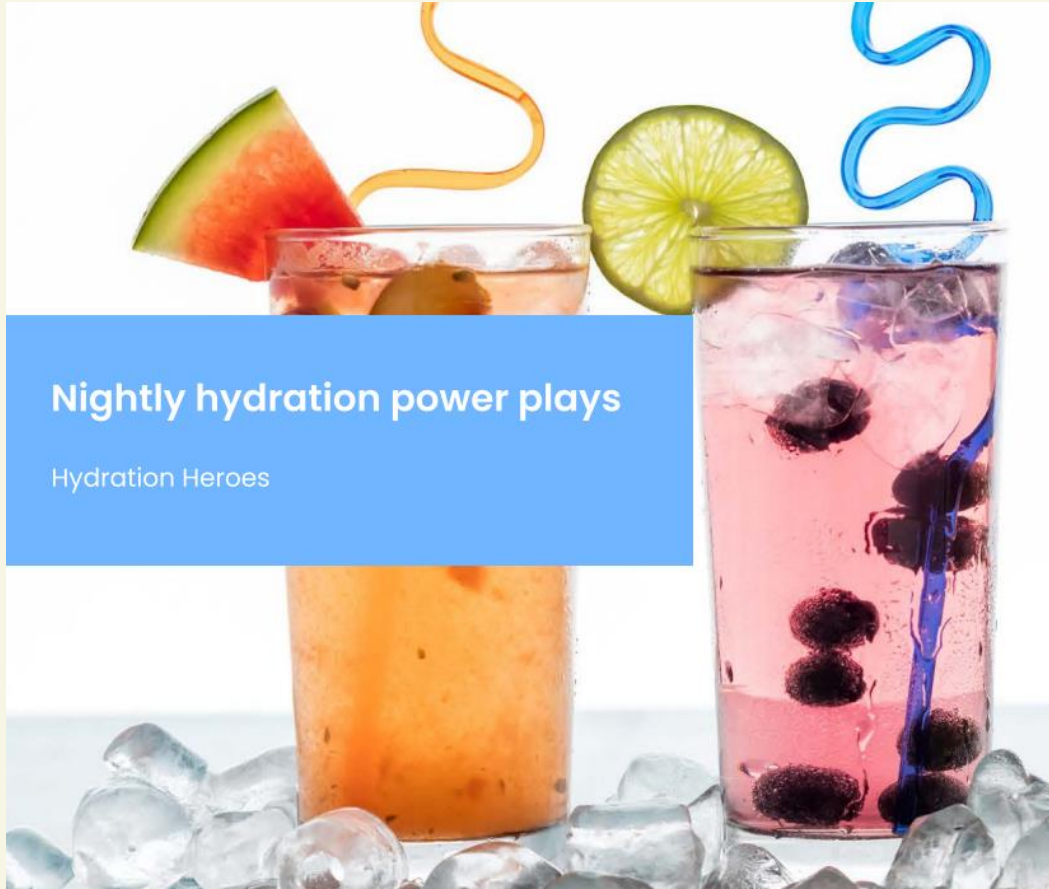
2,335

NEW Filipino fusion brunch cafe in Redmond, WA!
I was excited to finally try Neighborhood Cafe's COFFEE FLIGHT! My favorite drinks were the Mint Mojito and Black Sesame Latte! So happy they...

HYDRATION

Nightly hydration power plays

Hydration Heroes



AI Recipe

🌟 Sour Cherry Sleep Aid Mocktail

This refreshing mocktail is a blend of tart cherry juice, lemon, and carbonated water. It's not only delicious but also aids in **muscle recovery** and promotes better sleep. The tart cherry juice is rich in antioxidants and has natural sleep-promoting properties.

Serving size
1 People

Duration
5 Min

Difficulty
very easy

Potential Engagement
2



2025 Trend

Hydration heroes

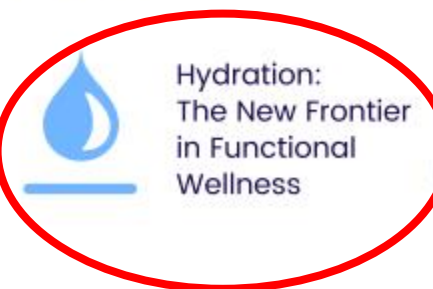
All night hydration power plays, and Celtic salt beyond TikTok

Interest in hydrating foods and beverages has grown **12.8%** in the last year, with new ingredients stepping up to meet consumer demand. In 2025, new versions of the "sleepy girl" mocktail will be put to work as consumers view nighttime as the next frontier for hydration-boosted wellness. Hydrating beverages that offer additional functional health boosts will be the new, sober-curious-friendly buzz. Hydration is the new nightcap.

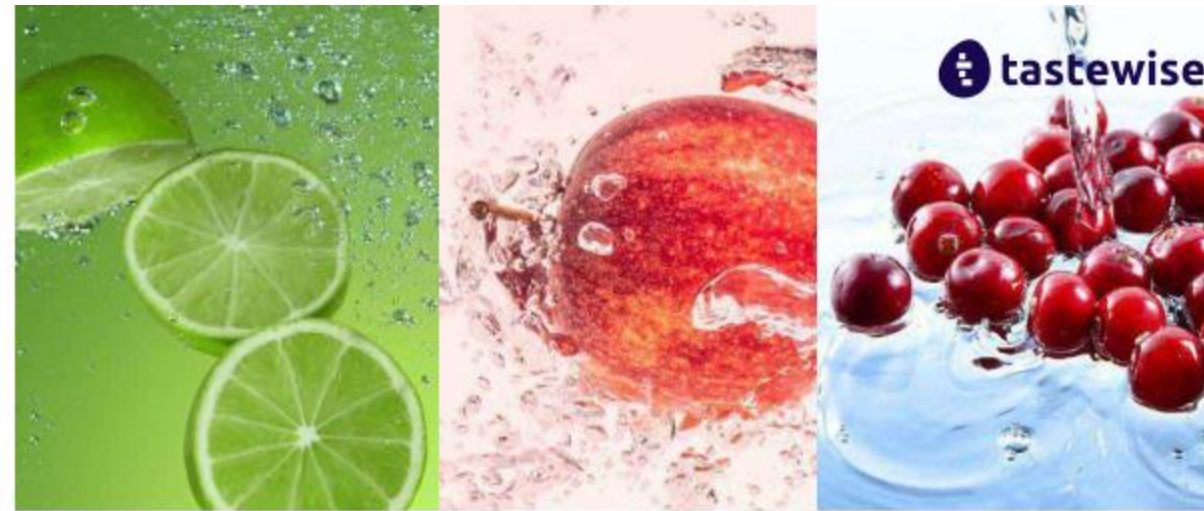


A rising hydration star is Celtic salt, a nutrient-rich variety that has long been popular in fitness circles but is now moving into the mainstream, thanks to TikTok. With its ability to promote water retention, Celtic salt will be a key ingredient in functional beverages designed for lifestyle moments.

As consumers continue seeking hydration solutions that serve multiple purposes, these ingredients are ready to define the next wave of wellness drinks in 2025.

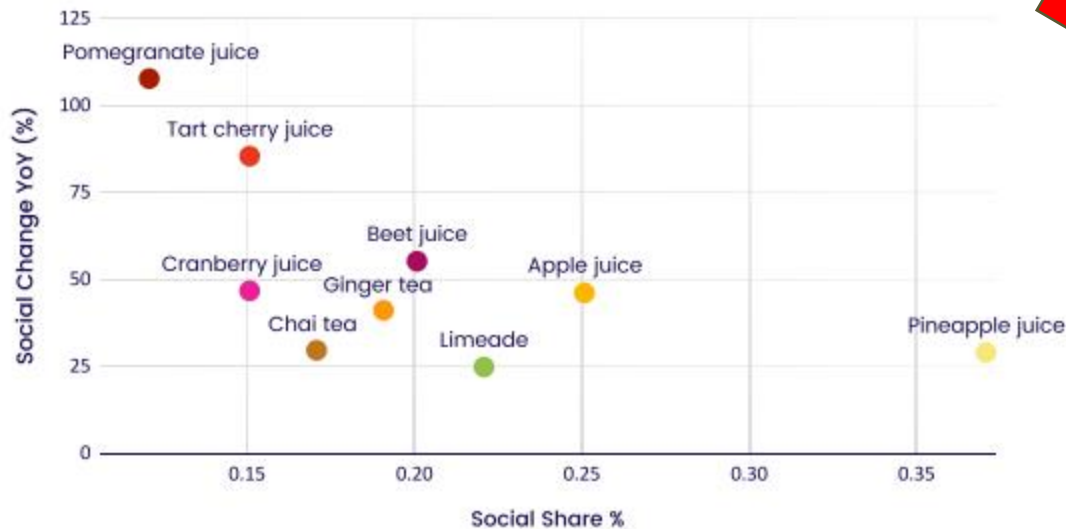


Call out the additional functional benefits of trending hydrating juices in your next mocktail recipe, and see 5x+ engagement



tastewise

Trending ingredients for hydration in non-alcoholic beverages



- Pomegranate juice ● gut health (+22% YoY)
- Tart cherry juice ● mental health (+19.7% YoY)
- Beet juice ● anti inflammatory (+22.9% YoY)
- Apple juice ● cleansing (+27.2% YoY)
- Pineapple juice ● hair and skin (+19.6% YoY)
- Limeade ● energy (+83% YoY) great for a non-alcoholic "night out" drink!
- Ginger tea ● gut health (+21.8% YoY)
- Cranberry juice ● wellness (+50.5% YoY)
- Chai tea (decaf) ● immune system (+23.6% YoY)

Hydration heroes:
Nightly power plays

Tip: Take a closer look at these non alcoholic beverages, emerging as trends in consumer discussions for their hydrating properties. Each can be positioned as a hero ingredient for other, related functional health claims.

LATEST NUTRITION TRENDS

- Impact of Consumer Trends on Gut Health
- Probiotics Innovation Supports Gut Health Trends
- The Relationship of Prebiotics to Gut Health Issues
- Postbiotics and Synbiotics are Latest Nutrition Trends





”Mikrobistolla on yhteys koko kehon hyvinvointiin.”

GutGuide® BifidoMAX-suklaa sisältää 73 % kaakaota, eläviä *Bifidobacterium lactis* BLC1 ja *Lactobacillus rhamnosus* SPI -maitohappobakteereja sekä 54 mg suklaan luonnollisia antioksidantteja.

1 suklaapatukka (30 g) sisältää 2000 miljoonaa elävää bakteeria. Jo 1-2 palaa päivässä ylläpitää suoliston hyödyllisten bakteerien osuutta. BifidoMAX-suklaa on vaihtoehtoinen tuote GutGuide®ProVillus-bakteerijauheelle.

Kylmäpuristettu kaakaopapu, kookospalmusokeri, kylmäpuristettu kaakaovoi, *B. lactis* BLC1, *L. rhamnosus* SP1, maissitärkkelys. Vähintään 73 % kaakaota.

Ravintosisältö (100 g:ssa):

Energia kj	2475
Energia kcal	592
Rasva	44 g
joista tyydyttyynyttä	28 g
Hiilihydraatit	43 g
joista sokereita	26 g
Ravintokuitu	4 g
Proteiini	10 g
Suola	0,02 g
Laktoosi	0 g



THE GUT IS THE GATEWAY TO HEALTH

The gut houses 70% of the cells that make up the immune system and contains 10x more cells than the rest of the body combined. It just makes sense that you need to keep these gut cells happy in order to have a healthy life.



Allergens: This product contains nuts and may also contain shell and pit fragments.

INGREDIENTS:

- Aronia Berries
- Dates
- Dried Apples
- Cinnamon
- Walnuts
- Chicory Root Fiber

Nutrition Facts

1 Serving Per Container
Serving Size 1 Bar (54g)

Amount per serving
Calories 220

* Percent Daily Values are based on a 2000 calorie diet

Amount/serving	% DV*	Amount/serving	% DV*
Total Fat 12g	15%	Total Carb. 26g	9%
Sat. Fat 1g	5%	Fiber 5g	18%
Trans Fat 0g		Total Sugars 19g	
Cholesterol 0mg	0%	Added Sugars 0g	0%
Sodium 15mg	1%	Protein 3g	
Vitamin D 0% • Calcium 2% • Iron 6% • Potassium 6%			

<https://eatgutbar.com/>



Tahvo kuivattu vehnäjuuri hapanjuurileivontaan

<https://elokinker.fi/>



Sourdough is another gut-friendly product to cut through, becoming hugely popular with consumers embracing the gut health trend. GettyImages/Danielle Wood

https://www.foodnavigator.com/Article/2024/10/16/Gut-health-What-s-next-for-this-major-F-B-trend/?utm_source=Newsletter_Subject&utm_medium=email&utm_campaign=Newsletter%20Subject&cid=DM1164353&bid=531458090

What's one of the secrets of success in the
business of food & health?

What do the most successful brands do?

<https://www.youtube.com/watch?v=JrP4TyXm0ck>



HUSO
CONSULTING



NO Gluten/Grains



FINALLY, MILK CHOCOLATE DONE THE HU WAY

"No weird ingredients. Ever."

Unbeatable tasting nut butter-filled Dark Chocolate made with UltraSimple™ ingredients. Get Back to Human.

"We are obsessed with high quality food that tastes delicious."



NO SEED / "VEGETABLE" OILS



NO REFINED SUGARS
5G OF UNREFINED COCONUT SUGAR PER 25G SERVING



9G NET CARBS (PER SERVING)
NO REFINED STARCHES



NewNutrition Business

0:48 / 1:59



Wholegrain.
Variants include 'Carb
Conscious'



"Up to 18g of protein if
you use milk, 21g you
add milk and eggs."



"Restore the real food
tradition"
"The result of heirloom
whole wheat flapjack
recipe originally sold
out of the little red
wagon."



"Rugged explorers
relied on real food with
a rich source of
carbohydrates, protein
and fibre."

The brand helps grizzly
bears - "keeping the
wilderness wild".



"Kodiak Plant-Based
Flapjack & Waffle
Mix...provides the
nourishment you need
...using whole grains and
plant protein."

NewNutrition

Business

1:12 / 1:59





NACIMOS EN LA COCINA DE LA FAMILIA PONT

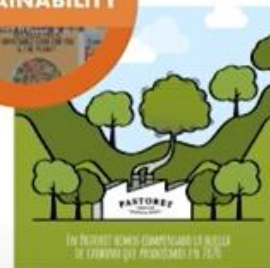


"Born out of the Pont family's kitchen"



PASTORET

LA SEGARRA
FAMILIA PONT



"Based on local production and respect for the environment, people and animals."



NewNutrition

Business

1:39 / 1:59





PASTORET PHILOSOPHY

Artisanal Production

Staying true to our philosophy of enriching traditional flavours and textures, we've maintained artisanal production methods to preserve the authenticity of homemade traditional products

Freely grazing cows

At Pastoret, we source milk exclusively from cows that receive loving care, especially during their lactation period. They graze freely, promoting relaxation and enhancing their emotional well-being, leading to increased productivity.

#BringBackSparrows

We're dedicated to restoring our planet and preserving biodiversity. That's why, among other initiatives, we've partnered with SEO/BirdLife to support sparrow recovery in urban areas.



SIAL Innovation 2024 Grand Prix



Konjac-palat valmistetaan ravinnerikkaasta konjac-kasvista, joka on ollut osa Japanin maataloutta ja ruokakulttuuria lähes yhtä kauan kuin riisi. Konjac ei sisällä kaloritihettä hiilihydraattia kuten riisi, vaan se koostuu liukoisesta ravintokuidusta, joka lisää kylläisyyden tunnetta ja energistä oloa ilman kaloreita.

Ravintosisältönsä puolesta konjac-pala on suorastaan mullistava. Allergeenittomat sekä säilöntä- ja väriaineettomat konjac-palat sopivat vegaaneille, gluteenittomille, FODMAP-ruokavaliioon, ketoilijoille, keventäjille ja kenelle tahansa hyvää oloa ja makua arvostavalle. Herkullinen, koukuttava maku takaa kevyitä mutta maksimaalisen nautinnollisia hetkiä kaikille japanilaisen keittiön ystäville ja sushia rakastaville.

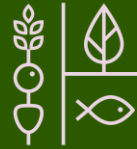


Food Trends at Anuga (2023)



- Alternative meat proteins
- Clean label
- Convenience & Snacking
- Free From & Health Foods
- Plant based proteins
- Superfoods & Ancient grains
- Sustainably produced & packed
- Anuga Trend Zone
- Anuga Innovations





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