

Cargill introduces specialised nutrition solutions

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Cargill introduced its Specialised Nutrition category, providing innovative, science-backed nutritional solutions that seek to positively impact people's health and well-being in all life stages.

Presenting five unique prototypes at Vitafoods Asia in Bangkok, Cargill is showcasing its comprehensive health-support solutions portfolio and insights-led innovation that will support food companies in meeting the growing consumer demand for holistic health, preventive care and tailored diets, i.e., postbiotic gummies containing EpiCor, plant-based high protein & fibre bars enriched with choline, plant-based performance powder with pea protein, and plant-based functional gummies and plant-based functional capsules containing algae DHA.

Cargill's 2024 TrendTracker proprietary study of consumer trends in Asia revealed that 68 per cent of consumers in the region are proactive about preventing health issues with their food intake. Health-focused products are gaining popularity in APAC, with 1 in 6 food and beverage launches in 2023 featuring a "health benefit" claim. Additionally, plant-based products are booming, showing a 26 per cent annual growth rate in APAC. Cargill's solutions are created to support the unique nutritional needs of diverse consumers with a focus on macro and micro-nutrients, and health benefit-promoting ingredients, to target functionality throughout life.