

Don't miss our "Trends in Seven" episodes from Tate & Lyle's Global Market Research Team



Transparency

Consumers are seeking "better for you" food and beverage products and want to know the source of the ingredients in those products. Tate & Lyle is moving the conversation from clean label to transparency. Transparency we have with our customers about our ingredients and, in turn, transparency our customers have with their consumers about their products.



Plant-based

Consumers are focused on health and sustainability – opting for products that are better for them and better for the planet. Consumers are drawn to products that are plant-based because positive health outcomes and environmental impacts are associated with plant-based eating. Tate & Lyle's plant-based portfolio can help manufacturers meet the plant-based, health and sustainability needs of consumers and conquer the inherent challenges of plant-based formulation.



Sugar Reduction

Consumers are looking for ways to get healthy and stay healthy. One recommendation to achieve better health is to reduce the amount of sugar in one's diet. However, consumers are torn between reducing sugar and maintaining a great taste experience. Tate & Lyle is an expert in sugar reduction, helping manufacturers formulate without sacrificing the sweetness and taste that consumers enjoy.



Gut Health

Globally, consumers are not getting enough fiber daily. Fiber helps support gut health and consumers are interested in getting more of it in their diet. As awareness of gut health and the benefits a healthy gut can provide continues to grow, more consumers will look for products with gut health benefits. Tate & Lyle's fibers have a variety of health and functional benefits, providing a breadth of gut health solutions for customers.



Convenience

Consumers are digitally connected but time poor. They seek ease, efficiency and instant gratification from the products they buy, including food and beverage. Convenient formats and channels meet the immediacy needs of global consumers amidst their busier, more stressful lives. But, this presents many formulation challenges to manufacturers. Tate & Lyle offers ingredients that deliver stability, consistency and integrity in convenient food while also delivering a broader range of textures and uncompromised taste and quality.



Better-for-you Snacking

In this fast-paced world, time-pressed on-the-go lifestyles gave rise to snacking. Snacking is still an important meal occasion; however, consumers are prioritizing their health. Better-for-you snacking products are an obvious choice to meet consumers' health needs. Tate & Lyle is well positioned to help manufacturers make snacking better for consumer health.



Value and Premiumization

These trends are present within each trend story above. Value addresses the consumer desire to attain "good value for the money." Globally, most consumers define this as products that are "high quality" or have "high quality ingredients." Premiumization addresses the consumer desire for "something better" or more expensive. It is evident in innovation with specific benefits, claims or ingredients that help to justify paying more for the product. [Source: GlobalData, Q1 2021 Consumer Survey, 43 countries]

FOUND THROUGHOUT EACH TREND