

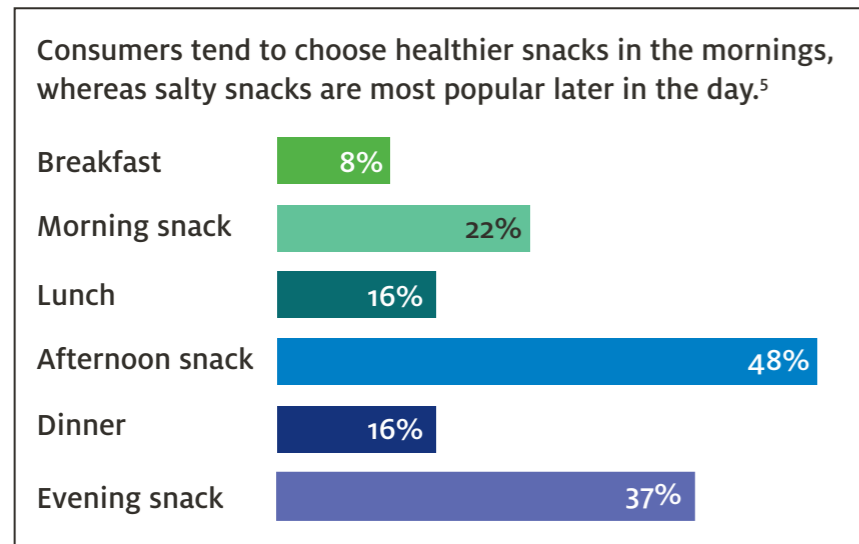
Strike a healthy-indulgent balance in snacking

Explore the latest snacking insights

Consumers are scrutinising labels for healthy ingredients/claims and they are eating more snacks throughout the day.¹ Increased snack consumption has led to consumers looking for more nutritious snacks that taste delicious. As a result, manufacturers must deliver a healthy-indulgent balance — without compromise on taste and texture — while proactively providing front-of-pack labels like Nutri-Scores² and tackling the high in fat, sugar and salt (HFSS) initiative (UK only).³


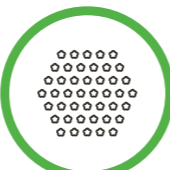

Shifts to healthier snacking

50% of European consumers look for healthier snacks all or most of the time.⁴



~1/3 consumers are replacing a main meal in the afternoon with snacks.⁶

Innovative solutions for balancing snacking complexities

Challenge		Ingredion solution
	Nutritional balance: creating 'healthy indulgence' requires innovative ingredients	Innovative proteins, pulse-based flours, fibres and sugar reduction solutions for boosting nutritional profile
	Designing texture: healthier formulations can lead to less desired texture for end-product and processability	Range of starches recover texture to regain optimal characteristics for processing and consuming
	Boosting taste: it can be difficult to create healthy products that taste as good as 'not healthy' ones	Portfolio of flavour modifiers build back the taste of sugar/salt-reduced and protein-enriched snacks



63% of European consumers still regularly like to enjoy an indulgent treat, despite the new focus on health and wellness (H&W).⁷



H&W and indulgent claims lead snack NPLs in Europe.⁸

Partner with Ingredion

Access innovative ingredients, research-based insights and culinary expertise to help you formulate balanced healthy, indulgent snacks — whether you're looking to innovate, renovate your portfolio, manage costs or comply with regulations.

Create snacks that balance healthy and indulgent to meet consumer demand.

Balance your portfolio with Ingredion
www.ingredion.com/emea

The ultimate formulation challenge: Consumers want bite-size, healthy yet delicious snacks that they can sometimes indulge in, but there can be no compromise on taste and texture.

1, 6, 7 FMCG Gurus Fresh Bakery Europe 2020

2 <https://www.foodnavigator.com/Article/2021/02/12/7-European-countries-team-up-to-propel-Nutri-Score-rollout>

3 <https://www.gov.uk/government/publications/restricting-promotions-of-products-high-in-fat-sugar-or-salt-by-location-and-by-volume-price/>

4 Mintel/Lightspeed research Base: per country, c. 1,600 internet users aged 16+ who snack between meals

5 Innova Category Survey 2020

8 Innova Market Research, own analysis, 2017-2022

*This information is intended to support the efforts of our customers to develop and implement an appropriate labelling strategy for products containing Ingredion ingredients or additives. In all respects, the ultimate decisions on how to identify and label ingredients or additives on food packages remains with our customers. We urge you to carefully review the relevant regulations and to seek appropriate legal counsel as you determine the labelling requirements applicable to your products.

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