



**Euromonitor
International**

ADM in Ingredients

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ADM continues to expand in key growth areas via acquisitions

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Consumer eating trends shape the competition

Alternative proteins are top of the agenda for key players in ingredients

“Natural” remains a key area for ingredients, aligning with growing demand for clean label

Innovations increase as demand for “natural” rises

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ADM serves key food categories in human nutrition

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NUTRITION

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Sugar remains in the hot seat as public health becomes a concern for the authorities

Flavours benefit from the importance of the taste aspect in food and beverages

KEY FINDINGS

Key findings

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