



Euromonitor  
International

# Personalisation and Digital Wellness in Food and Nutrition

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## INTRODUCTION

Scope

Key findings

## EXAMINING PERSONALISATION IN FOOD AND NUTRITION

Lifestyle changes lead to increasing demand for personalisation

Key stages of personalised nutrition products and services

High food spend share limits product personalisation in developing markets

## MASS PERSONALISATION

Consumer preferences shape customisation trends

A spectrum of solutions targeting mass customisation

More sophisticated offerings hit shelves to target plant-based diet followers

Addressing need states through product functionality

Personalisation through nutrition and functionality targeted at enhancing snacking occasions

Meals customised for single-person households set to gain ground

Leveraging unique life-stage needs creates higher-value product solutions

Addressing budget-cautious social groups with affordable personalised offers

## DIGITAL WELLNESS

Consumers grow in confidence to use health-related technologies

Digital wellness educates consumers and creates greater loyalty

Erbology delivers personalised food products to your doorstep

Solutions for mental health and men's health prevention at the top of consumer priorities

MyAir offers snack bars for ongoing stress management

## HYPER-PERSONALISATION

Consumer focus shifts from weight management towards micronutrient benefits

Zoe: Testing natural functions to configure individual nutrition solutions

Biometric feedback offers opportunities for optimal diet and wellness recommendations

Reservations to share personal data will limit integration of highly curated products

## LOOKING FORWARD

Privacy paradox to challenge trust in technology

Manufacturers will keep pursuing a more digitalised future despite potential challenges

Drawing inspiration from other industries to the food and nutrition space

Futuristic gadget integration will bring opportunities for dietary hyper-personalisation

Expected future developments

Key takeaways

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/personalisation-and-digital-wellness-in-food-and-nutrition/report](http://www.euromonitor.com/personalisation-and-digital-wellness-in-food-and-nutrition/report).