

Medical Nutrition Inspired by Mainstream Trends

Traditionally, product opportunities in the medical nutrition market have resided in the post-operative and post-recovery space. However with the ever-growing awareness of health, the segment will see opportunities that are inspired by more mainstream categories.

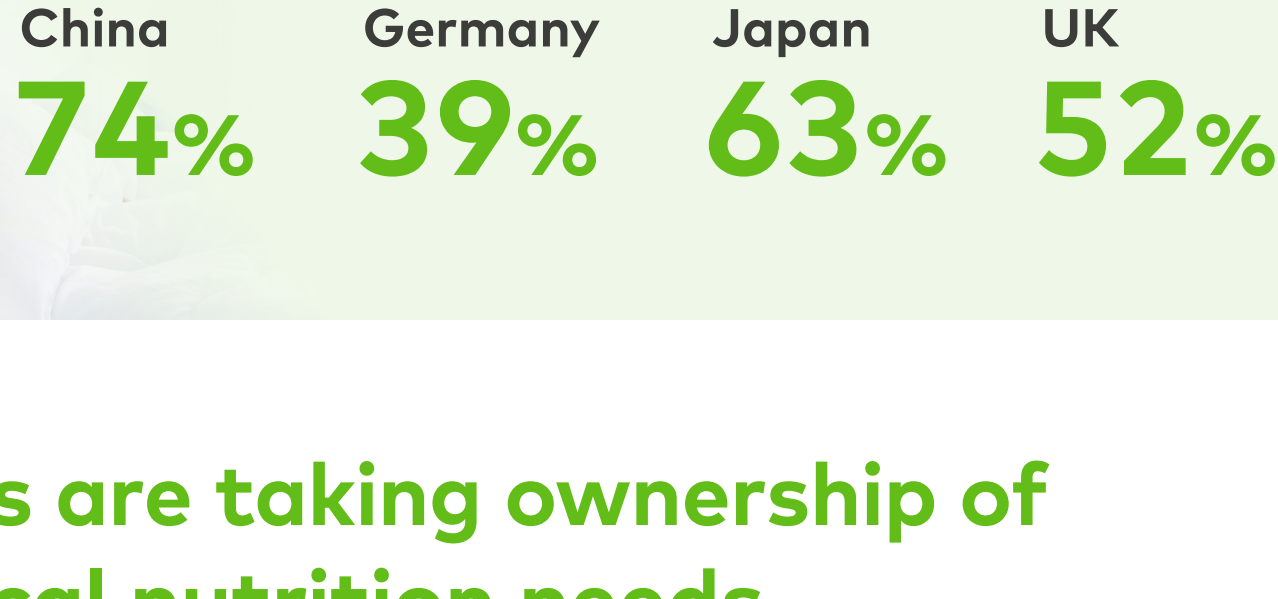
Consumers are using medical nutrition products beyond post-operative recovery, and into ongoing health maintenance.

% of medical nutrition users that were recommended a product to help with everyday life.



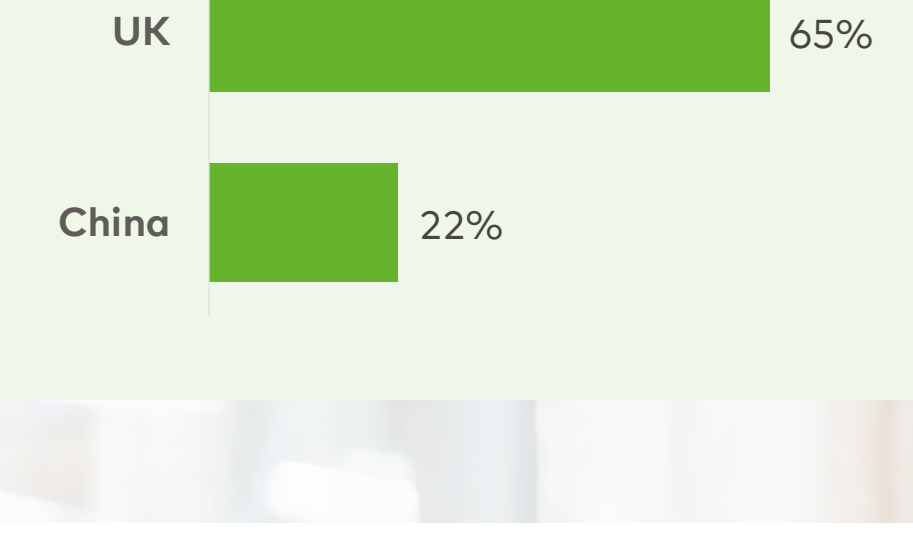
Consumers are likely to continue using medical nutrition products at home

% of medical nutrition users who were recommended a product in hospital and continued to use it once they were out of hospital.



Consumers are taking ownership of their medical nutrition needs

% of medical nutrition users who were recommended products but made the decision on the specific product/brand to use.



Consumers are looking for products that can be easily incorporated into everyday diets

% of medical nutrition users who think medical nutrition products could be improved by making them look more like "everyday" food and drink products.



Top 3 preferred medical nutrition product formats by country.



Superior sensory delivery can be used to differentiate in highly functional categories.



■ % of medical nutrition users who find TASTE an important attribute in recommended food and drink products formulated to address health issues.
■ % of medical nutrition users who find FLAVOUR an important attribute in recommended food and drink products formulated to address health issues.

Top 4 preferred nutritional beverage flavours globally.



Despite consumers taking ownership of their medical nutrition needs, input from healthcare professionals remains highly valued.

% of medical nutrition users who have been recommended medical nutrition products that find doctors among the most influential when it comes to purchasing any of the products.



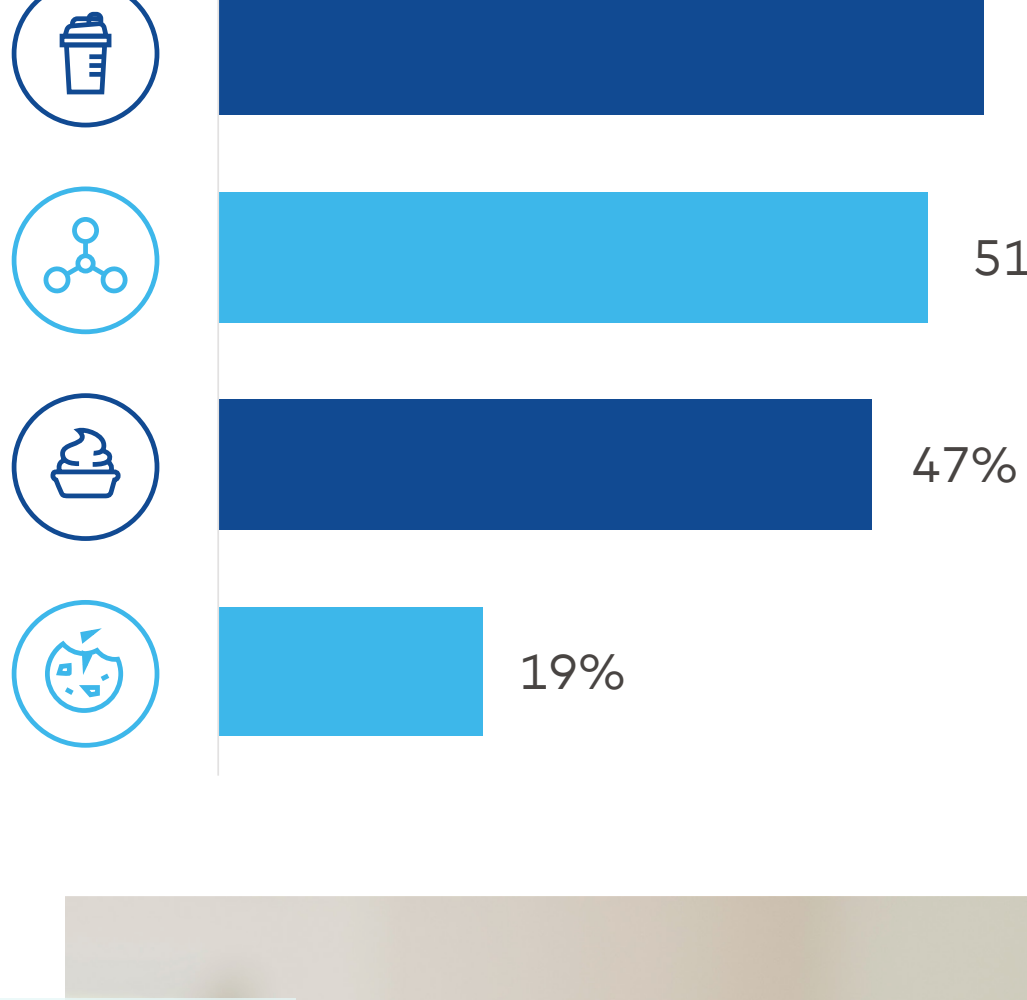
Many medical nutrition users like purchasing from channels where there is specialist advice on hand.

% of medical nutrition users that were recommended products and purchased any of them from the pharmacy/shop in hospital when discharged from hospital.



Use of medical nutrition products are changing consumers' attitudes to their health and wellbeing in the long term.

% whose disease or illness and use of medical nutrition products specifically designed for illness and health maintenance changed their attitude to overall diet and health.



Consumers are incorporating high protein beverages, probiotics and nutritional supplements into their diet as part of this change.

% of medical nutrition users who started to buy or purchased more of these products to stay active, mobile and prevent disease as part of change to their diet.



Opportunities

Consumption attitudes towards medical nutrition products are becoming more similar to those of everyday food and drink. Therefore, companies need to make sure they stay in tune with food and beverage trends as a whole to meet patient needs.

Creating hybrid concepts that introduce mainstream formats like yoghurt's or snacks into nutrition for vulnerable people can present ways to differentiate fortified offerings. This will also have the potential to increase the likelihood that consumers will continue consumption of these medical nutrition products long term.

Companies can take inspiration in product development from what consumers eat and drink every day. This can take form in a superior sensory experience in an otherwise functional focused category, or utilising functional benefits communicated for general consumption so that it can be integrated into everyday life.

Want to know more about how you can tap into consumer trends for medical nutrition?

Contact us