



3 things we learned



November 2024


Exhibition Overview

This year's SIAL Paris took place from 17th-21st October 2024. The show is recognized as the world's largest trade fair for food innovation.

Key Figures

 130 countries represented

 7,500 exhibitors

 10 key sectors



Key Themes

1 Growth in on-the-go

A noticeable trend of ready-to-drink products in **convenient pouch and sachet formats**, intended for consumption on-the-go. These products aim to fit into **consumers' busy lifestyles**.

2 Continued focus on functional ingredients

With consumers continuing to place **emphasis on their health and wellbeing**, there was noticeable emphasis on **functional ingredients** that offer benefits beyond basic nutrition, such as improved energy, gut health, and immunity.

3 Sustainable swaps

Innovation centred around **sustainable alternatives** for resource-intensive or climate-vulnerable ingredients. These efforts underscore the trend of sustainability **initiatives enhancing business resilience**.



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On-the-Go Trend Analysis

Ready-to drink products in convenient pouch and sachet formats, intended for consumption on-the go

Packaging Formats

- Sachets and pouches formats popular, especially amongst Asia market exhibitors.
- Many products in powder format intended to make them convenient for travel.
 - Some of these products have an added benefit of allowing for customization, claiming they work in a range of beverage bases.

Overlap with Functionality

- There is a growing overlap between the convenience and functional beverage trend, with many of the on-the-go format beverages delivering a functional benefit like probiotics and added protein.
- The trend highlights growing consumer demand for 'better for you' beverages that seamlessly fit into existing routines.

Trend In Action

Plant-based coffee mixes



Singapore-based *Oatbedient* offers 3-in-1 plant-based coffee and matcha mixes. While coffee premixes are popular, especially in Europe and Asia, plant-based options are still an emerging sub-segment.

Trend: On-the-go

Meal-supplement pouches



Black and red bean-based meal supplement powders provide protein (black bean) and fiber (red bean) in resealable pouches that can be used on-the-go. Instructions suggest mixing the powders with water or milk, based on preference.

Trend: On-the-go
Functional ingredients

Powdered kombucha



Ourtea's Komucha sticks include dehydrated scoby made from Korean green tea, prebiotics and marine-based collagen, the brand claims supports skin health.

Trend: On-the-go
Functional ingredients

Iced coffee pouches



Shelf-stable RTD coffee in plastic, Capri Sun-style pouches are popular in Korean convenience stores where shoppers can pour the coffee over a cup of ice. Priced at \$1.5-\$2 for pouches and ice cups, this option offers a coffee-shop experience at a fraction of the cost.

Trend: On-the-go

2 Functional Ingredients Trend Analysis

A noticeable emphasis on functional ingredients that offer benefits beyond basic nutrition, such as improved energy, gut health, and immunity

Functional CSDs Gain Ground in Europe

- While the category has gained mainstream success in the US, thanks to brands like Poppi and Olipop, it is currently relatively unexplored in other markets.
- Brand owners in Europe are looking to change that with several exhibitors promoting their takes on the trend. Products on display included 'drinking vinegars,' water kefirs and fibre enriched sodas.

Focus on Clean Energy Continues

- A large proportion of 'clean energy' products that use botanicals like guarana and ginseng along with alternate energy sources like yerba mate on display.
- Many of these products carry a 'focus' claim, while others promise to replenish vital vitamins and minerals, crossing over with the active hydration segment.
 - The trend highlights the contradicting demand for targeted yet holistic nutrition solutions.

Trend In Action

New age energy drinks



The Power of Slow uses coconut flower sap, a sweetener common in the Philippines, as the base for what they advertise as an energy/hydration drink hybrid. It is an example of a new wave of energy drinks that rely on natural ingredients to minimize the crash and jitters typical of traditional options.

Trend: Functional ingredients
Sustainable swaps

Frozen wellness pods



Cubo promises an easy-to-use, mess-free functional beverage solution. The American B2B start-up's concept of frozen pods, delivered through a Nespresso style machine offer a range of options from protein shakes, to functional coffees, to vitamin enriched juices.

Trend: On-the-go
Functional ingredients

Gut friendly sodas



Already popular in the US, gut friendly sodas enriched with probiotics and fibre are beginning to emerge in Europe, with several brands owners exhibiting their take on the trend.

Trend: Functional ingredients

Beer for athletes



Fortified with electrolytes, Goxoa's Isotonic 'Sports Beer' is positioned as a beer for athletes. The brand joins the growing non-alcoholic space. While the concept is arguably one of the more extreme examples of category blurring, the trend of creating products for new drinking occasions appears set to continue.

Trend: Functional ingredients

3 Sustainable Swaps Trend Analysis

Innovation centered around sustainable alternatives for resource-intensive or climate-vulnerable ingredients

Upcycling

- There is a continued effort to incorporate traditionally discarded by-products into foods and beverages to reduce waste.
- However, it's worth noting that while this trend has been around for a while, the amount and scale of products on the market remain relatively small, suggesting challenges with either with either production and/or market demand.

New-to-world swaps

- While most sustainability initiatives focus on waste and resource reduction, some of the boldest innovations are exploring entirely new alternatives to common food ingredients.
- Examples on display include lupine bean coffee and a mushroom-based fat alternative that mimics the taste and texture of animal fat while being more environmentally friendly.

Trend In Action

Lupin Coffee



Lupi Coffee's coffee substitute made from roasted lupin seeds promises a caffeine-free substitute that tastes and performs like traditional coffee. The alternative is said to be more environmentally friendly as it can be grown locally in Europe and roasted at lower temperatures, saving energy.

Trend: Sustainable swaps

Upcycled Flavored Water



UK based *Dash Water* offers sparkling waters flavored with 'wonky' fruit that is misshapen or lightly damaged in a bid to reduce food waste.

Trend: Sustainable swaps

Candied Fruit Soda



A sparkling drink with candied lemon and orange fruit extracts, made from by-products from candied fruit production.

Trend: Sustainable swaps

Cascara Iced Tea



Mad's cascara iced tea joins a small but growing group of products made with cascara, a traditionally discarded coffee cherry husk.

Trend: Sustainable swaps

Other Notable Products

Moringa Juice



Boost It's Moringa juice contains mint and apple and moringa, an Asian superfood known for being rich in protein, calcium, iron, Vitamins A & C.

Trend: Botanicals, functional, health & wellness

Botanical Sodas



Belgian brand *Drink a Flower's* cold infused flower and botanical sodas feature botanicals like elderflower, honeybush, jasmine and hibiscus.

Trend: Botanicals, functional. natural

Alcoholic Boba



Alcoholic boba consists of liqueur filled pearls that can be added to traditional milk/fruit teas, in cocktails or as a topping on desserts. The product is part of the continued trend of texture innovation.

Trend: Texture innovation

Freeze Dried Ice Cream



Freeze-dried ice cream offers a unique, shelf-stable candy-ice cream hybrid, exemplifying texture innovation. This product also reflects a broader trend of Asian brands entering European markets.

Trend: Texture innovation