



Cargill Cocoa & Chocolate Trend Focus: Clean label

Get in touch to discover how we can help you thrive:
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Contact us to learn more about our ingredient trends, or trends in your specific product category.

Trend report

Download the full copy of our trend report for a deeper dive into the key trends we see.

www.cargill.com/trends

www.cargillcocoachocolate.com

Appeal to mindful consumers with clean label solutions

Consumers are becoming more demanding and asking for more transparency from companies. They are looking for simple, less processed foods, with clean, clear and understandable labelling.



Keeping it clean

Consumers are increasingly seeking to avoid or reduce additives in their diet so demand for natural colours and flavours is booming. In the quest to avoid e-numbers, companies are increasingly using real fruit and plant extracts to provide natural colouring. To reassure consumers, the claim 'made with real fruit/vegetables' is increasingly common on packaging.

Looking at emulsifiers, sunflower lecithin is on the rise – being perceived as cleaner and healthier. Taking this a step further, some manufacturers are removing lecithin completely from their cocoa and chocolate products.

Making things clear

Responding to the clear label trend, organic cocoa and chocolate products, seen as more healthy and natural, are continuing to increase in popularity particularly in Germany, France and the UK. Organic ingredients are also permeating a growing range of categories, with the biggest growth expected to be in chocolate confectionery and ice cream.

Helping you innovate

Our application centre brings together specialists from multiple food-related industries, enabling you to benefit from combined expertise to support reformulation for cleaner products. Helping you shorten your ingredients list, reducing or avoiding e-numbers, or finding the right formulation of fats for your clean labelling are just a few areas where our experts can help you.



Our ingredients:

- Organic chocolate and cocoa powders
- Naturally coloured coatings and fillings with plant extracts
- Sunflower lecithin in chocolate, coatings and fillings