



## Cargill Cocoa & Chocolate Trend Focus: Healthy

**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](http://www.cargill.com/trends)

[www.cargillcocochocolate.com](http://www.cargillcocochocolate.com)

# Respond confidently to today's health-conscious consumers

**Today's health-conscious consumers are increasingly mindful of how diet affects health and wellness – leading them to avoid ingredients that are perceived as unhealthy and seek out foods enriched with healthy ones.**



### Avoiding 'bad' ingredients

With continuing concerns around obesity, sugar reduction remains a key element. Sugar-related claims, and particularly 'no added sugar', are increasingly popular especially in confectionery, cereals and beverages.

'Free-from' alternatives are also in demand, led by the perception that allergen-free products are healthier. Gluten-free products are being increasingly joined by lactose-free products in dairy, bakery and confectionery.

There is also a move towards the use of better fats across all categories – such as non-hydrogenated and low SAFA fats.

### Choosing added benefits

The trend for protein-enriched foods is booming and moving mainstream. The focus is now on satiety rather than sports recovery.

Fruits and vegetables are increasingly being included in chocolate products, adding a healthy and fresh dimension. Traditional carrot cakes are giving way to new combinations such as chocolate cakes featuring beetroot.

### Helping you innovate

Our application centre brings together our specialists from multiple food-related industries, enabling you to benefit from combined expertise, whether you need support on recipe formulation or new product development.



### Our better-for-you ingredients:

- Reduced-sugar and stevia-sweetened chocolate, coatings and fillings
- Lactose-free dark chocolate
- Source of protein coatings and fillings
- Coatings and fillings without hydrogenated fats
- Fruit-flavoured coatings and fillings