

Eating fat to get thin



Low-carb diets are not a new concept. But the ketogenic (or keto) diet has been gaining a lot of momentum lately.



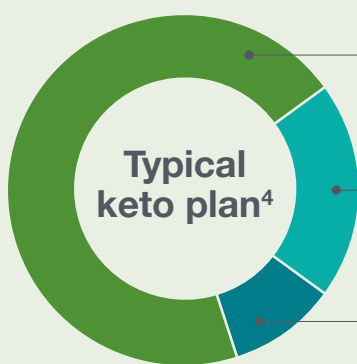
“What is **keto**” tops health-related search terms²

2018: #1  2019: #2



Cut the carbs, cue the fat

By limiting carbohydrate intake, the goal of this diet is to induce a state of ketosis, where the body burns fat (rather than carbs) for fuel.



70-80% fat
10-20% protein
5-10% carbs

Keto aligns with other food trends



Sugar Reduction



Increased Protein



Organic



Sustainability

Can be challenging to maintain

Strictness is key – even a few extra carbs can disrupt ketosis and reduce the diet’s success.



Opportunities in keto-friendly formulation

- ✓ **Highly fragmented market**, dominated by niche players
- ✓ **Increase options & convenience** to make regimen easier to follow



Bars



Beverages



Dairy



Nut Butters



Plant Oils



Protein



Snacks



Supplements

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SOURCES:

¹ IFIC Food and Health Survey, 2019.

² Google Analytics, cited in CNN Health: “Top 10 Health Questions America Asked Dr. Google in 2019.” December 30, 2019.

³ MarketWatch. “Ketogenic Diet Market Size Will Grow at 5.5% CAGR to Exceed 15,640.6 million USD by 2027.” August 13, 2019.

⁴ Harvard School of Public Health. “Diet Review: Ketogenic Diet for Weight Loss.”