

FutureBridge

What is?

A Blast of Indulgence

There's almost always an opportunity to snack. For consumers, every other eating occasion is a snack. While healthiness is often an important factor in snack choices, indulgence remains the primary consumer need. Interestingly, 39% consumers say a snack that is 'tasty yet healthy' makes a snacking experience indulgent to them.

However, major challenges for innovators is continued stringencies on regulations. For example, the UK 2025 ban on promotion of HFSS products by volume price.

Innovators will need to innovate new ways to continue to 'treat' consumers, especially if regulations eventually demand reformulation as well.



What if?

Spray-on Indulgence

Oral spray innovators have been exploring the nutritional supplement space, with delivery of vitamins, minerals and herbal extracts. Checkout Senopsys already playing in the space. But why spray directly into the mouth, when you can spray directly onto a reduced fat, salt, sugar product?

Consumers purchase a branded spray from their favorite indulgent treat brand. The spray can be personalized to flavor preferences, nutrition needs, and intensity.

Occasions to target:

On-the-go permissible treating
e.g. health and flavor boosts

Life-stage nutrition
e.g. functional nutrition i.e.. Infants

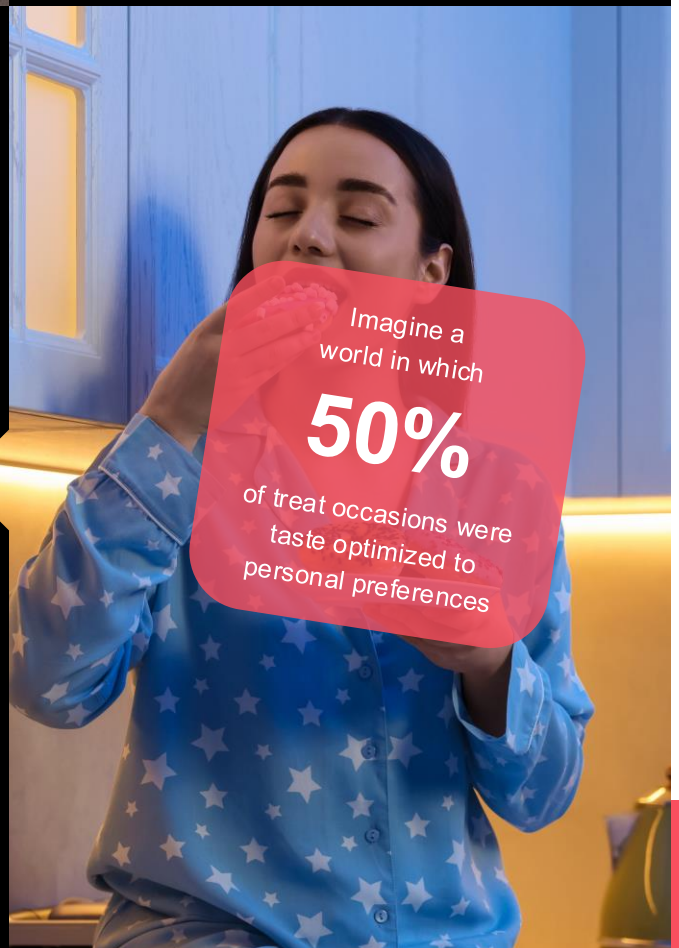
Fussy eaters
e.g. flavor obsessed kids

What now?

The BIG questions

If high fat, salt and sugar products continue to be scrutinized and taste enhancement solutions develop sufficiently to fill the 'indulgence' gap, then...

- ❖ Will "design-your-own" flavor/taste oral sprays offer consumers enough choice?
- ❖ How will the industry keep up with consumers' evolving desire for taste and indulgence?
- ❖ What will indulgence power houses need to pivot toward to remain in the industry?



About FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective to keep you ahead of the technology curve, propel your growth, Identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.