

Theme

Personalised nutrition/connected foods

Consumers are becoming more connected to their health and wellbeing using devices such as smart watches, and are seeking personalised diet and nutrition options to meet their individual needs and preferences.

Smart packaging, traceability and emerging delivery models are giving consumers access to more data about their food than ever before.

In recent years, there has been growing consumer demand for healthy, value-added nutritional food products, prompting the food industry to focus on the relationship between food, health and wellness.

With greater awareness of the role that food plays in human health, consumers are often seeking personalised food options to help them match their lifestyles and help them manage diseases, allergies and intolerances.

Access to digital interfaces between food, nutrients, digestion and levels of activity - such as gut microbe monitors, smart watches and apps - is making consumers increasingly conscious of their food choices.

Smart packaging and novel delivery options are also providing consumers with rich data around food products, including freshness, provenance, welfare, sustainability, portion size and optimal cooking methods.

Armed with this information, consumers are seeking more personalised nutritional experiences that are representative of their individual lifestyles, dietary needs and preferences.



Positioning Australian red meat

This 'designed for me' trend creates high value opportunities for new bundles of products and services that can be aligned to different consumer lifestyles, preferences and health requirements.

Products utilising Australian red meat are uniquely positioned to leverage the country's 'clean, green' reputation, its national traceability systems and freedom from major endemic livestock diseases to provide a unique provenance story and address consumer concerns around food safety and security.

Supporting MLA research

- [Scoping the functional properties of red meat and opportunity spaces in preventative health and wellbeing](#)
- [Review of emerging dietary trends](#)
- [Emerging food delivery modes](#)
- [Connected foods study](#)