

What's the Next Trend 2024

The current food markets are formed a line by uncertainty and worry about war, pandemic, inflation and pressure. As a result, consumers are more focused on their health and mental wellbeing.

According to Innova Market Insights and FMCG Gurus, they show food & drink trends for 2024 as follows.

1. **“Taking the spotlight”**: 59% of global consumers said they have become more attentive to ingredients listings over the last year. Consumers will pay attention to the used ingredients in formulation and the nutritional profile. 42% of consumers said that protein was the most important ingredient, while main meals featuring mushrooms (or specific mushroom types) as an ingredient grew 12% year-on-year between 2018 and 2023.¹ There is an overlap between food and personal care such as vitamin A, C and E. These vitamins were used in beverages many years ago. Nowadays they are used for immunity and skin health.

2. **“Nurturing nature”**: Consumer awareness is increased in the impact of food production on climate change, and agriculture is part of this issue. 8 in 10 global consumers would trust a company more if they are using regenerative farming. 40% increasing in food and drink products claim some sort of water usage in the last 4 years.

3. **“Prioritizing prevention”**: Over 1 in 3 of consumers want to be proactive about maintaining good health. 28% of global consumers said they have made greater efforts to use apps to monitor their diet and lifestyle closely. The health monitoring apps are continuous growing on their wellbeing.

4. **“Plant-based”**: The rise of applied offerings”: Ready to eat foods in alternative vegan or vegetarian versions are increasing numbers such as lentil lasagna. There is 8% annual growth in ready meals and side dishes plant-based or vegan claim between 2020 and 2023.

5. **“Local goes global”**: Food producers are local sourcing of clearly identified ingredients and incorporated into international dishes. Two-thirds of consumer says they are open to trying new global cuisine.

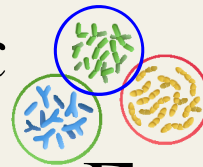
References:

- <https://www.foodingredientsfirst.com/news/top-ten-food-drink-trends-2024-innova-market-insights-pinpoints-ingredients-taking-the-spotlight.html>
- <https://www.bakeryandsnacks.com/Article/2023/11/01/fmcg-gurus-top-trends-for-2024>





List of Probiotic



Microorganisms in Foods

- Bacillus coagulans*
- Bifidobacterium adolescentis*
- Bifidobacterium animalis*
- Bifidobacterium bifidum*
- Bifidobacterium breve*
- Bifidobacterium infantis*
- Bifidobacterium lactis*
- Bifidobacterium longum*
- Bifidobacterium pseudolongum*
- Enterococcus durans*
- Enterococcus faecium*
- Lactobacillus acidophilus*
- Lactobacillus crispatus*
- Lactobacillus gasseri*
- Lactobacillus johnsonii*
- Lactobacillus paracasei*
- Lactobacillus reuteri*
- Lactobacillus rhamnosus*
- Lactobacillus salivarius*
- Lactobacillus zeae*
- Propionibacterium arabinosum*
- Staphylococcus sciuri*
- Saccharomyces cerevisiae* subsp. *Boulardii*





Seppic S.A., France and Pharmachem Pacific Asia. Pte. Ltd., seminar, Thailand

Seppic S.A., France and Pharmachem Pacific Asia. Pte. Ltd., Singapore in collaboration with Chemico Inter Corporation Co., Ltd., Thailand organized a seminar entitled “Novel Japanese Bonito Elastin Peptide with French CERAMOSIDES™ Bio-Active Phytoceramide” on November 29, 2023 at Chemico Asia Health and Beauty (CAHB) center, Thailand. The seminar provided basic knowledge (ceramide in skin & hair, elastin in human and its function), product information (Ceramoides™, Bonito Elastin Peptide), clinical studies, regulatory information, market products and formulations as well as tasters. The information is very useful in the development of new products in the field of dietary supplement products (hard capsule, soft gel, tablet, powder shot, jelly strip, gummy jelly, beverage).



Biochempro Seminar, Vietnam

Biochempro Incorporation in collaboration with Chemico Vietnam Co., Ltd. held a seminar on November 30, 2023 with the topic “EXOSOME TECHNOLOGY & ACTIVE INFUSION”. The supplier shared Korean beauty trend in 2024 as well as the latest skin research for Asian and Vietnamese women. The main contents were about the Exosome Technology and Active Infusion (Ex: Ceramide AC45, Cerasorb C10). During the workshop part, the attendees had a chance to do the amazing formulations that hopefully would be the leading beauty trends in 2024.



Lucas Meyer Cosmetics Seminar, Thailand

Lucas Meyer Cosmetics Inc. in collaboration with Chemico Inter Corporation Co., Ltd. held an online seminar on November 29, 2023 with the title “Skinification Hair Care Solution, Chapter: Thailand Haircare Market 2023”. The webinar introduced effective ingredients for specific targeted solutions which supported hair care claims in Thai market such as repaired hair, environmental protection, healthy scalp and fuller hair.



EVENT WEBSITE

DEC - JAN
2023-24

5 Dec

CAHB Seminar: “Merry and Bright: Unwrapping the Secrets to Happy Skin”, Chemico Philippines Inc., The Philippines

13 Dec

Hair Care & Toiletries Seminar, Chemico Asia Pacific (M) Sdn. Bhd., Malaysia

4-7 Jan

ZAK Salaam India Expo 2024, India
<https://zaksalaamindia.com/>

15-16 Jan

China Food and Beverage Carbon Neutral Summit 2024, China
<https://www.ecvinternational.com/ChinaFoodandBeverageCarbonNeutral/index.php>

ICFAS 2024: International Conference on Food and Agricultural Sciences, Italy
<https://waset.org/food-and-agricultural-sciences-conference-in-january-2024-in-rome>

17-19 Jan

Cosme Tokyo 2024, Japan
<https://www.cosme-week.jp/tokyo/en-gb/about/ci.html>

Cosmetics Marketing Expo 2024, Japan
<https://www.cosme-week.jp/tokyo/en-gb/about/cm.html>

ESTHEC Japan - International Aesthetic Medicine & Beauty Expo 2024, Japan
<https://www.cosme-week.jp/tokyo/en-gb/about/est.html>

Beauty and Health Food Expo 2024, Japan
<https://www.cosme-week.jp/tokyo/en-gb/about/inb.html>

7 Dec

DCAC Seminar: “Dream Shine Festive”, Chemico Vietnam Co., Ltd., Vietnam
Sophim Seminar, Chemico Asia Pacific (M) Sdn. Bhd., Malaysia

14 Dec

Seppic Webinar (Beauty Party), Chemico Myanmar Co., Ltd., Myanmar

8-10 Jan

Indusfood-Tech 2024, India
<https://indusfoodtech.co.in/>

16-17 Jan

Cosmet' Agora 2024, France
<https://www.cosmetagora.fr/>

18-19 Jan

Home and Personal Care Ingredients Exhibition and Conference 2024 (HPCI), Mumbai, India
<https://www.hpci-india.com/>

23-25 Jan

Cosmoprof North America Miami Event Edition, The United States
<https://cosmoprofnorthamerica.com/>

27-29 Jan

Beauty Valencia 2024, Spain
<https://www.beautyvalencia.es/>



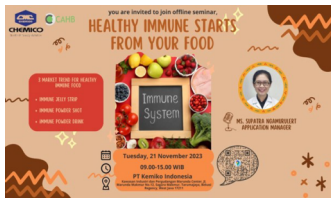


Vytrus Seminar, Vietnam

Vytrus Biotech SA in collaboration with Chemico Vietnam Co., Ltd. held a seminar on November 16, 2023 under the topic “Advanced Plant Biotechnology to Tackle Photoaging and Anti-ageing”. This was the amazing chance to learn about the advanced stem cell technology in cosmetics from showcase to theory and workshop parts. Photobiome, Arabian Cotton, Nectaria Lithops, Quora Noni Biomix and Centella Reversa were introduced during the theory part. And, in the workshop part, all attendees had a chance to do formulations containing Vytrus Biotech materials.



CAHB Food seminar and Kemiko Indonesia (Jakarta & Surabaya)



Chemico Asia Health and Beauty (CAHB) Center, Thailand in collaboration with PT Kemiko Indonesia held the first mini-CAHB seminar from Food division entitled "Healthy Immune Starts from Your Food" on November 21, 2023 This seminar talked about post pandemic immune trends that focus on the ability to recovery from illness and long-term health issue. We also shared 3 application products which were Immune Limeberry powder shot, Lion’s mane powder drink and Immune berry jelly strip. There were 30 attendees from 17 companies in Jakarta area joined this seminar.

AGC Si-Tech Co., Ltd., Momentive Performance Materials Inc. and Sophim Seminar, Vietnam



On November 23, 2023 AGC Si-Tech Co., Ltd., Momentive Performance Materials Inc. and Sophim in collaboration with Chemico Vietnam Co., Ltd., held a very first PROFESSIONAL BEAUTY Seminar 2023 at the new facility in Hanoi. Inspired by the topic, the 3 suppliers took this chance to introduce their key ingredients hopefully to evoke the inner beauty - from sun care to make up and hair care. All were about silica from AGC – Japan, Squalane & natural wax from Sophim – France and silicone from Momentive – USA. After the theory part, all participants joined the workshop part to do the interesting formulations using Chemico Vietnam Application team’s guidelines.

Biochempro Seminar, Malaysia



On November 28, 2023 Biochempro Incorporation together with Chemico Asia Pacific (M) Sdn. Bhd., held a seminar on cosmetic market trends in Korea, Asian skin type research and introduction to new ingredients which were Penasome Series and Cerasorb C10. The seminar involved both information and lab sessions. Total of 28 participants from 17 companies had joined the seminar. Prototype samples will be arranged according to customer requests.

