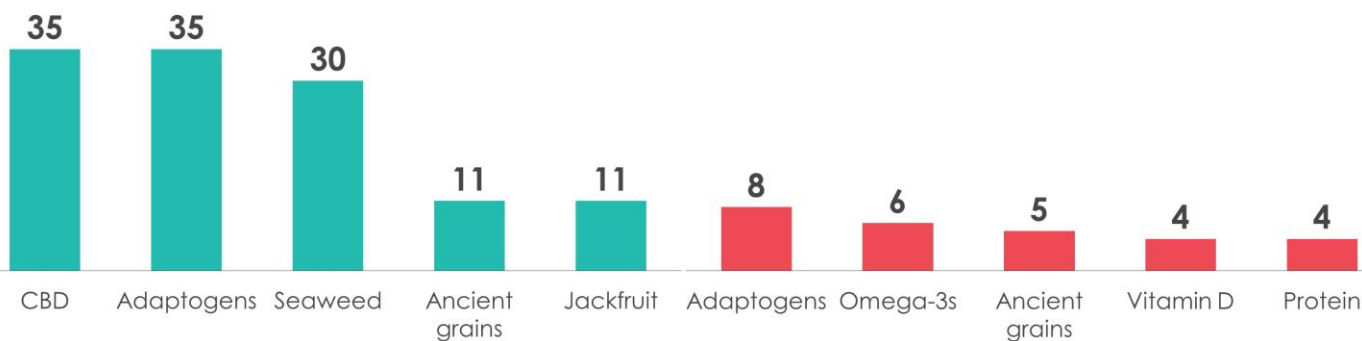


# INGREDIENTS THAT MADE WAVES IN 2020



## TOP GROWING INGREDIENTS IN 2020

Percentage Point Growth from 2018 to 2020

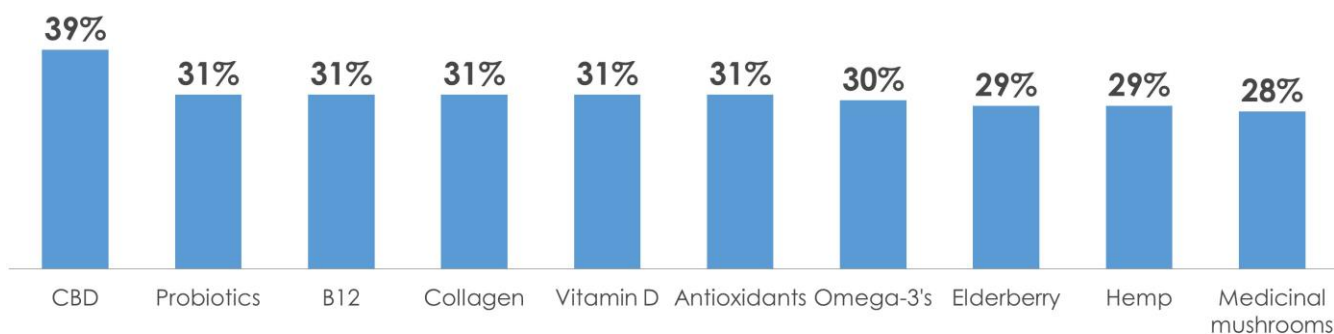


**AWARENESS**

**INTEREST**

## TOP VALUE-ADD INGREDIENTS

Willing to pay up to 10% more for products that include this ingredient (Base: Interested)



**WILLING TO PAY A PREMIUM**

Connect with us to explore the 30+ ingredients included in the 2021 USA Trend Study and see where they fall on the HealthFocus **Ingredient Strategic Opportunity Quadrant**, the go-to industry tool for pinpointing ingredient opportunity areas.