

Dr. Sujatha Jayaraman, Vice President - R&D HUL Foods

Dr Sujatha discussed Innovation opportunities from Increased Nutrition Awareness, highlighting emerging food innovations by 2025 as outlined by the FAO, including valorization of agri-food by-products, new production technologies, and personalized nutrition. The Indian processed food market is projected to grow significantly, driven by changing consumer preferences towards health, convenience, and snacking, as well as private sector investment and government initiatives. Consumer preferences are shifting towards healthy, clean label, and sustainable foods, influenced by social media and e-commerce. Mega trends like health and wellness, climate change, and digitization are transforming India's F&B landscape, with focus on gut health, protein, and natural/organic options. The presentation also covered the importance of gut microbiota and diet diversity, innovations in gut health products, and the resurgence of millets. India's protein boom is addressed along with the need for smart proteins and alternative options. Climate change impacts on Indian agriculture and food security are highlighted, including the rise of Type 5 diabetes and zinc deficiency. She also emphasized the demand for clean-label foods, regenerative agriculture, and a shift towards holistic nutrition and diet diversity, citing Knorr's Future 50 Foods initiative. Traditional food processing methods, especially fermentation, are also recognized, and the vision of India emerging as a global food basket is shared.