



GLOBAL MARKET TRENDS: OILS & FATS



MARKET OVERVIEW

Global Fats and Oils Market

Forecast Analysis, 2022-2032

Market Size Value



CAGR **4%** (2022-2032)



Fats and oils play a major role in the food industry due to their smooth, creamy, and rich texture and can provide a desirable flavour. These attributes are vital and play an important role in terms of contributing towards market growth.

Source: Markets and Markets, 2021

Product Segmentation



Sources: The Brainy Insights, 2021; Markets and Markets, 2021

Global Fats and Oils Market

Regional Analysis



Asia Pacific

- Holds the major market share in the global fats & oils market and is expected to dominate the market.
- Attributes to the increasing demand for quality oils & fats from developing economies such as China, India, Malaysia, and others.
- Rising consumption of processed food in Asia Pacific, coupled with rising disposable income of people is expected to contribute significantly to the growth of fats & oils market of Asia Pacific.
- Furthermore, presence of major market players such as Kao Corporation, Fuji Oil Co. Ltd is projected to aid the market growth in the region.

A light box sign with three horizontal panels displaying the text "TRENDS", "FOR", and "2022" in bold, black, sans-serif capital letters. The sign is positioned on a white desk. In the background, a digital clock shows "2:59" and "32° 58". A silver pen lies on the desk in the foreground.

TRENDS FOR 2022

KEY TRENDS

KEY TRENDS TO WATCH IN 2022



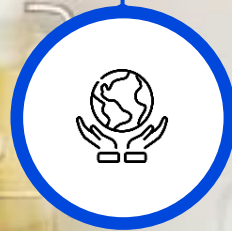
TRANS-FAT
REPLACEMENTS



THE ERA OF
MINIMAL
PROCESSING



POTENTIAL NEW
SOURCES:
ALGAE OIL



SHARED PLANET



HEALTH &
WELLNESS

TRANS-FAT REPLACEMENTS

What It Is

Trans-fat also called trans-unsaturated fatty acids, or trans fatty acids. Trans fat has detrimental health effects and is not essential in the diet.

Where It Comes From

There are two sources of trans fat:

- **Trans fat formed naturally** – produced in the gut of some grazing animals (such as cattle and sheep).
- **Trans fat formed artificially during food processing** – this type of trans fat is created during a process called “partial hydrogenation” in which hydrogen is added to liquid vegetable oil to make it more solidified, and therefore more resistant to becoming spoiled or rancid. The process generally does not make the oil completely solid, resulting in “partially” hydrogenated oils.

Trans fat is something to consume less of.



- Trans fat increases the level of low-density lipoprotein (LDL or “bad”) cholesterol and decreases the level of high-density lipoprotein (HDL or “good”) cholesterol in the blood — which, in turn, can increase the risk of developing cardiovascular disease.



Trans-fats are increasingly being replaced with a far better replacement, particularly unsaturated liquid vegetable oils such as olive, canola, maize, or soy oils, as consumer health consciousness grows.

THE ERA OF MINIMAL PROCESSING



The food industry trend is moving towards minimizing processing and getting back to basics. Now, it has expanded to the fats and oils sector.



Artisanal-style food claims are all the rage among consumers. In some countries, cold-pressed oils from commodity oilseeds, such as rapeseed and sunflower seed, are rising in stature to compete with the most prominent cold-pressed oil, extra virgin olive oil.



Lard, butter, and coconut oil, once shunned for their high saturated fat content, are touted by celebrity chefs as the unindustrialized fats our ancestors used.

POTENTIAL NEW SOURCES: ALGAE OIL

- ▶ Palm oil is a major contributor of vegetable oil; however, increased palm plantation has resulted in deforestation which is linked to global warming. Microalgae oil, which has similar chemical composition to vegetable oil with rich monounsaturated fatty acids (MUFA) content, could be a suitable alternative to palm oil.

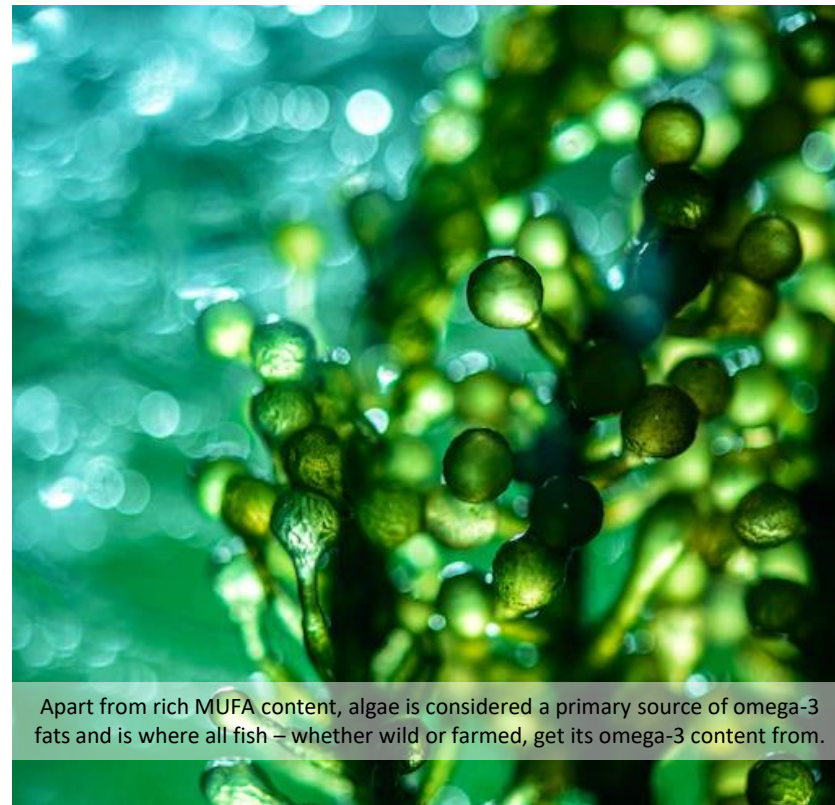
Source: Waghmare et al., 2018

Compared to traditional vegetable oil, microalgae have become a potential new source of edible oil as its advantages in oil content and fatty acid composition

Application of microalgae oil in edible oils

- ✓ **Raw material** of ordinary edible oil
- ✓ Source of **nutritional fortifiers** in blending oils

Source: Xue et al., 2020



Apart from rich MUFA content, algae is considered a primary source of omega-3 fats and is where all fish – whether wild or farmed, get its omega-3 content from.

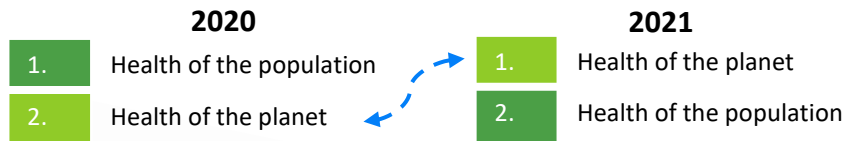
Sources: Sehl et al., 2022

SHARED PLANET

“Shared Planet” is **#1** on Innova Market Insights’ Top Ten Trends for 2022.

“Health of the planet” is now the top consumer concern

“Which of these global issues concern you the most?”



Consumer priorities certainly shifted in 2021 and the health of the planet overtook health of the population as the major global concern for consumers.



#Sustainability



Consumers are getting more and more **environmentally conscious**, and their buying decisions can be impacted by the brands’ approach to the environment.

World leaders are putting **stricter legislation on production methods** that negatively impact the planet. Food manufacturing companies must find ways to meet these customer and legislative expectations.



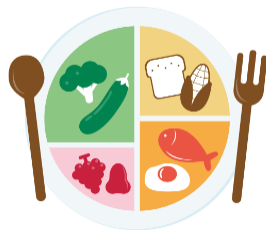
For example, plant-based food is already more sustainable than making animal-based foods. And by producing margarine in even more sustainable ways, companies can brand themselves as more socially responsible.

HEALTH & WELLNESS

Healthy Lifestyle Habits

- 1 Keeping an active mind
- 2 Good positive nutrition
- 3 Physical activity & exercise

Source: Innova Market Insights, 2021



low-fat, low-cholesterol
and low-calorie

- Low calorie, cholesterol-free oils have been promoted by public health agencies because of their naturally low saturated fatty acids.



- ✓ In particular, low cholesterol margarine is the answer for those who care a lot about their health and have the spending power to make this consumer choice.

Sources: Alfa Laval, 2022; Market Data Forecast, 2022





MARKET EXAMPLES

TRANS-FAT REPLACEMENTS



Naturel Cholesterol Free Spread - Extra Virgin Olive

- This trans-fat free and cholesterol free spread is thoughtfully formulated to fit the health needs and well-being of everyone in the family.
- Containing Omegas 3 and 6, Naturel Olive Spread is the only olive spread in the market with these essential fatty acids. It contains extra virgin olive oil and is high in monounsaturated fats which help lower bad cholesterol in our body.
- About 33% less fat and 43% lower in sodium than Naturel Soft Margarine
- Light in texture and silky smooth for immediate spreading, you can savour its great taste with all types of bread, in mashed potatoes and scrambled eggs.
- Product of Malaysia.

Ingredients: Rapeseed Oil, Olive Oil, (Virgin And Extra Virgin), Sunflower Oil, Palm Fraction, Water, Skimmed Milk Powder, (Cow's Milk), Salt and **Vitamins** (Contains Soya Bean Oil).

TRANS-FAT REPLACEMENTS



Wesson Pure & 100% Natural Canola Oil

- The right ingredients make the perfect flavor and with Wesson Canola Oil you can taste the food, not the oil.
- It's easy to make Wesson Canola Oil your choice because canola oil provides the best nutritional balance compared to other cooking oils.
- Use it for sautéing fresh vegetables and lean meats to make a delicious stir-fry or mix it with your favorite spices and herbs to make light and flavorful marinades. You can also use it as a substitute for melted butter, margarine or shortening when baking your favorite recipes.
- Wesson Canola Oil is light, delicate and is good for your heart. It has the same health benefits as olive oil without overpowering your dish and is a source for healthy, monounsaturated fat that is essential for a healthy diet.
- Wesson Canola Oil now comes with USDA qualified health claim on its ability to reduce the risk of coronary heart disease.
- Product of North America.

TRANS-FAT REPLACEMENTS



Mazola 100% Pure Cholesterol Free Corn Oil

- From baking and grilling to sauteing and marinating, Mazola Corn Oil can be used for a variety of cooking techniques to create great tasting meals.
- With its neutral taste, corn oil lets the true flavors of food shine through in marinades, dressings and more.
- Additionally, corn oil has a high smoke point (450° F), which makes it a great all-purpose cooking oil that is well suited to handle the heat in the kitchen.
- Since 1911, the Mazola brand has delivered great tasting, high-quality products. You can trust Mazola to create delicious meals that your family will love.
- Mazola cooking oils are naturally cholesterol-free and 100% pure with no additives, so the great flavor of your food comes through.
- Product of USA.

TRANS-FAT REPLACEMENTS



Simply Simple Vayonnaise

- Simply Simple Vayonnaise is an Egg Free Vegan Mayo made with cold-pressed sunflower oil.
- It is ideal for consumers following vegan or vegetarian diets or for those suffering from food allergies as it is free from all common allergens. Use it as a sandwich or wrap spread, dip or blend it with other ingredients into a delicious salad dressing.
- No Artificial Preservatives, Flavours Or Colours. Trans Fat Free. Cholesterol Free. Gluten Free. Kosher. Non-GMO.
- Product of Canada.

Ingredients: Sunflower Oil, Water, Beet Sugar, Corn Starch, Salt, **Citric Acid**, Acetic Acid, **Xanthan Gum**, Rosemary Extract, Guar Gum, Natural Flavour, **Beta-Carotene**.

Act as thickener & stabiliser

- ✓ Extensively used as food colourant.
- ✓ Improves the colour of low fat mayonnaise & salad dressings

- ✓ Serve as both flavourings & preservatives
- ✓ Regulates pH and prevent growth of undesirable microorganism.

Source: Miedvedieva, 2016

TRANS-FAT REPLACEMENTS



Member's Mark Canola Oil

- Member's Mark Canola Oil has a high smoke point, smooth texture and mild, neutral flavour. This high-quality plant-based oil can be used for baking, stir-frying, sautéing and deep-frying.
- You can also use canola oil in salad dressing.
- Zero Trans Fats, Gluten-free, Preservative-Free, and Cholesterol-Free.
- Product of Canada & USA.

TRANS-FAT REPLACEMENTS



Imperial Vegetable Oil Spread

- Imperial Sticks are gluten-free, cholesterol-free, and has a taste the whole family can enjoy and feel great about eating.
- Made with real, simple ingredients, it is sure to fit in well with a variety of your favorite recipes, great for baking.
- It contains no trans-fat per serving, no partially hydrogenated oils and, just like Imperial's name, is crowned for its quality and deliciousness.
- Product of USA

Ingredients: Vegetable Oil Blend (Soybean Oil, Palm Oil and Palm Kernel Oil), Water, Salt, Whey (Milk), Distilled Monoglycerides, Soy Lecithin, Potassium Sorbate and Calcium Disodium EDTA (Used to Protect Quality), **Citric Acid**, Natural and Artificial Flavors, **Vitamin A Palmitate**, **Beta Carotene (Color)**.

- ✓ Known as preformed vitamin A or retinyl palmitate.
- ✓ Essential for vision, cellular differentiation, epithelial barrier function, and immune function

Source: McEldrew et al., 2022

THE ERA OF MINIMAL PROCESSING



Nutiva's Organic Virgin Coconut Oil

- Coconut is one of the world's most nourishing foods. Nutiva Organic Virgin Coconut Oil has a creamy taste of the tropics and is great for sautéing, baking, enhancing your favorite recipes, and body care.
- Nutiva's Organic Virgin Coconut Oil is a food that hails from Southeast Asia where fresh coconuts are cold-pressed right after harvesting.
- The fresh meat inside each nut yields a pure, smooth oil that is never deodorized, bleached, or refined.
- Coconut contains lauric acid, a medium-chain fatty acid also found in human breast milk. Lauric acid makes up about 50% of coconut oil.
- Coconut Oil is naturally liquid at warmer temperatures and is semi-solid to solid at cooler temperatures.
- Product of Philippines.

Ingredients: Organic, Unrefined, Cold-Pressed Virgin Coconut Oil.

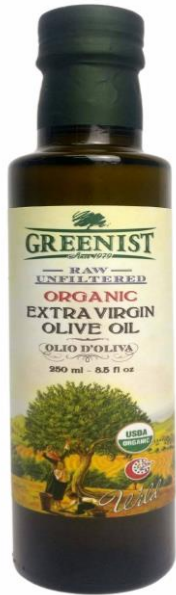
THE ERA OF MINIMAL PROCESSING



La Tourangelle Organic Canola Oil

- La Tourangelle uses traditional French techniques to produce delicious artisan oils in California.
- The Organic Canola Oil has a delicate flavour and smooth texture, making it one of the most versatile oils as well as one of the healthiest to use with its low saturated fat and 1gram omega-3. Since it is organic you know that you will not be ingesting any chemicals and that the seeds used to make the oil are GMO-Free.
- La Tourangelle Organic Canola Oil is expeller pressed and fully deodorized in accordance with the most stringent organic regulation. Processed in Europe it is wonderful everyday cooking oil.
- Suitable for medium-high heat: Perfect for sautéing, baking, dipping, blending into a dressing/sauce, or drizzling on a finished dish. Smoke point 375°-450°F.
- Expeller-Pressed, Sodium-Free, Vegan.
- Product of California.

THE ERA OF MINIMAL PROCESSING



Greenist Organic Extra Virgin Olive Oil [Cold Pressed, Raw & Unfiltered]

- Our olive oil is produced at source in Turkey, where the olives go beyond a simple agricultural product to being a key ingredient in the life, culture and cuisine of the region. This cold-pressed olive oil is rich in heart-healthy monounsaturated fat and natural antioxidants.
- USDA Organic Certified; 100% Vegan; Non-GMO; Gluten Free; Natural, Healthy & Rich Taste.
- Product of Turkey.

Ingredients: Organic Extra Virgin Olive Oil.

THE ERA OF MINIMAL PROCESSING



Finck Original Ayurveda Organic Ghee

- Ghee has been used for thousands of years for preparing food.
- In the ayurvedic kitchen, Ghee is used instead of butter, oil or fat. It promotes Agni, the fire of digestion, and is itself easily digestible. In the scale of easily digestible foods, Ghee takes position 1, before butter, vegetable oils or animal fats.
- It is nutritive, promotes good health and can be heated without a loss of quality.
- Ghee relieves the human digestive system. Toxins in our foods can be bound using Ghee, so a good general fitness until high age can be promoted.
- Our Ghee is made without any additives. It is of pure natural, highly clarified quality.
- Product of India

Ingredients: Pure Butter Oil From Certified Organic Farming, 99.9% Milk Fat Content.

THE ERA OF MINIMAL PROCESSING



Stoneberg Unfiltered Cold Pressed Olive Oil

- Olive oil is a natural juice which preserves the taste, aroma, vitamins and properties of the olive fruit. Olive oil is the only vegetable oil that can be consumed as it is – freshly pressed from the fruit.
- Stoneberg Olives are picked during early Autumn without rainfall, while European Olives harvest seasons are exposed to high probability of rainfall hence propensity of soggy Olive is high resulting in potentially less than optimal quality of olive oil produced.
- 100% hand-picked to ensure minimal damage to the olives as compared to machine harvesting method which causes damages to the olive fruits, hence affecting fruit quality.
- Stoneberg olives are cold pressed within 24hours upon picking from tree to ensure the most natural and freshest possible olive oil. To authenticate our extra virgin olive oil products, we produce SGS certified report as well as laboratory tested report certifying pesticide-free of our EVOO before bottling.
- Natural, Fresh Quality, Ethically Produced.
- Product of South Africa.

THE ERA OF MINIMAL PROCESSING



La Tourangelle, Roasted Almond

- La Tourangelle Almond Oil is pure, all-natural, and handcrafted in our California mill strictly following a 150-year-old traditional French method.
- Fresh, seasonal almonds are ground and slowly roasted to perfection in cast-iron kettles, then expeller-pressed and lightly filtered. The result is a divine light gold oil that will add a subtle nuance of almond to all your dishes and is perfect for dipping in bread.
- La Tourangelle Toasted Almond Oil is a well-kept secret of many chefs who use it in salad dressings, pasta, grilled meat or fish, and baked pastries.
- Suitable for medium high heat, Toasted Almond Oil is also perfect for sautéing roasted vegetables and meats. Once you discover La Tourangelle Toasted Almond Oil, you will go back time and time to rediscover this versatile treasure.
- La Tourangelle strives to be the best artisan oil producer, dedicated to making carefully crafted, sustainable and natural products. With artisanal care, they extract the essence of seeds and hidden natural treasures to create incredible products that bring joy in the kitchen and well-being for the body.
- Product of California.

THE ERA OF MINIMAL PROCESSING



Coco Soul 100% Natural Cold Pressed Natural Virgin Coconut Oil

- Coco Soul Cold Pressed Virgin Coconut Oil (VCNO) comes from the house of Marico, the makers of leading brands such as Saffola and Parachute.
- Extracted from freshly harvested coconut farms in India, Coco Soul Virgin Coconut Oil (VCNO) is 100% pure, natural and unrefined.
- Prepared through special No Heat Process which preserves the vital nutrients , MCTs, rich aroma and taste.
- Extracted from Freshly Harvested Coconuts. 100% Natural & Cold Pressed oil.
- Is a superfood, with 60% MCT energy; helps manage weight, quick source of energy before physical activity & for kids, helps cognition.
- Cold pressing technology helps preserve the vital nutrients, rich aroma and flavour of real coconuts, making it fit for raw consumption.
- Due to its better oxidative stability and high smoke point, VCNO can be used as regular edible oil.
- Coco Soul Oil is 100% Pure, Vegan, Preservative Free, Gluten Free, Non-GMO & Natural Coconut Oil. It is suggested for diets like Keto and other such healthy regimens.
- Product of India.

POTENTIAL NEW SOURCES: ALGAE OIL



Naturel Forte DHA Cooking Oil

- Naturel Forte DHA Cooking Oil is a result of Lam Soon's constant innovation initiatives. It is a flower seed cooking oil fortified with plant-based DHA to boost brain development.
- Using micro-algae cultivation technology from the US, plant-based DHA is proven more hygienic and contamination free.
- Let's get the goodness of DHA in every meal with Naturel Forte DHA!
- Product of Malaysia

Ingredients: Canola Oil & Sunflower Seed Oil. Contains **DHA** (Plant Source) & Permitted Antioxidant (**Vitamin E**- Contains Soya Bean Oil)

- ✓ Build strong cognitive function and brain development
- ✓ Essential for good visual health and retina function
- ✓ Maintains good cardiovascular health.

Source: Swanson et al., 2012

POTENTIAL NEW SOURCES: ALGAE OIL



Thrive Culinary Algae Oil Spray

- Take a giant leap forward in healthy cooking with Thrive Algae Oil, a new, everyday cooking oil that brings goodness to your heart, your kitchen, and the planet. Thrive is better for cooking, Thrive Algae Oil has a light, delicate flavor that lets the natural flavors of your food shine through.
- Go ahead and turn up the heat: Thrive provides a high smoke point (up to 485 Degree) which means you'll get even better results with searing, baking and sauteing.
- The best oil for your heart, Thrive Algae Oil provides the highest level of monounsaturated fats, one of the good fats; 0g saturated fat per serving.
- In fact, just one tablespoon gives you the same amount of monounsaturated fat as one whole avocado! Thrive contains only 0.5g saturated fat per serving, 75% less saturated fat than olive oil.
- Non-Aerosol Spray; No Propellants ; BPA-Free Lining; Gluten Free; Kosher.
- Light, delicate flavor let the flavor of your food shine through.
- Product of USA.

Ingredients: Algae Oil , Mixed Tocopherols (**Vitamin E** , as an Antioxidant).

- ✓ Vitamin E, a fat-soluble vitamin that contain high antioxidant which helps to protect the cells from free radical destruction
- ✓ Improves immune and cognitive function

Source: The Nutrition Source, 2022

POTENTIAL NEW SOURCES: ALGAE OIL



The Good Spoon Vegan Mayo

- A unique culinary creation, The Good Spoon offers a range of delicious light vegan mayos. Eggs are replaced with microalgae in these sauces with the right fatty acids balanced, which contain up to 60% less fat than regular mayonnaise as healthy alternative.
- Sustainably produced and packed with protein and vitamins, microalgae holds significant promise to help feed the growing population without exhausting the Earth's limited resources, but its strong flavour has stopped many manufacturers from using it – until now.
- Vegan(Without Eggs), Non-GMO, Kosher, Cholesterol-Free, Preservatives-Free.
- Varieties: Classic(Supernaïse), Garlic & Herbs(N'aïonaïse), Curry(Currynaïse), Smoky Spicy(Piquonaïse).
- Product of France.

Ingredients for Garlic & Herbs: Sunflower Oil, Water, Cider Vinegar, Coral Lentil Flour, Sugar, Salt, Alcohol Vinegar, Aromatics 1.1% (Parsley, Chives), Whole 1%, Lemon Juice Concentrate, Natural Flavor Garlic, **Xanthan Gum**, Microalgae Flour.

POTENTIAL NEW SOURCES: ALGAE OIL



COCO Elixir Enriched Virgin Coconut Oil With Algae

- Algae Enriched Virgin Coconut Oil: Containing 7 types of algae extract, COCO Elixir with Algae is getting so much attention for its fatty-acid composition and antioxidant rich properties known for one of its kind in India
- Cold Pressed and Unrefined Organic Coconut Oil: COCO Elixir Virgin Coconut Oil with Algae is an unrefined, cold-pressed oil, and does not utilize any solvents or carcinogens in the manufacturing process
- Virgin Inside Out: COCO Elixir Virgin Coconut Oil is simply cold-pressed and packaged into glass bottles, so it retains its original nutrient content, flavor and color. Designed and Bottled in India to ensure essential vitamins, minerals, and other nutrients necessary for optimal health
- Why Coco Elixir with Algae Good for Health: Can improve blood cholesterol levels and may lower your risk of heart disease; also supports immune system as it has anti-viral, anti-bacterial, antifungal and antiparasitic properties
- Coco Elixir as Dietary Supplement for Everyday: COCO Elixir provides a natural source of quick energy and enhances physical performance thus increases your energy expenditure helping you burn more fat
- Product of India

Ingredients: Virgin Coconut Oil with Algae

POTENTIAL NEW SOURCES: ALGAE OIL



Bio Planete Omega Blue Flax Oil Blend Walnut & Algae

- The flax oil mixture Omega Blue contains a precious ingredient from the ocean: DHA (docosahexaenoic acid), extracted from microalgae, is a polyunsaturated fatty acid.
- As an integral part of the human nerve cell, this substance contributes to maintaining a normal brain function and eye-sight at a daily consumption of 250 mg.
- A regular intake of products containing DHA is particularly advisable for children, expectant mothers and senior citizen.
- The basis for Omega Blue is its especially mild flaxseed oil, which has undergone our unique 3D-filtration. Accompanied by exquisite walnut oil, it shows a high content of polyunsaturated fatty acids, especially alpha-linolenic acid (omega 3), making it a valuable contribution to an overall health-oriented and varied diet. Alpha-linolenic acid contributes with a daily intake of 2 g to the maintenance of normal blood cholesterol levels.
- Nutty and slightly acerbic in taste, Omega Blue is an excellent match for lettuce, warm vegetables, but also great for improving pasta- and tofu dishes.
- Product of Germany

Ingredients: Flaxseed Oil* (62 %), Lightly Roasted Walnut Oil* (20 %), Sunflower Oil*, Wheat-germ Oil* (6 %), **DHA-Rich Oil from Micro-Algae (3%).**

SHARED PLANET



Be Better Plant-Based Butter Alternative

- We must change the fundamentals of making pastry and make it more sustainable by replacing animal-derived ingredients with plant-based alternatives. However, such a change should not mean that you have to compromise on taste, mouthfeel and workability.
- Be Better has over 100 years of pastry experience. We are passionate about the science and the art. It took 2 years to design a plant-butter alternative that is 100% made of plants that has a similar mouthfeel and workability as cow-butter.
- Not Just Any Type of Plant: They have deliberately chosen not to work with soy and not to work with palm oil.
- Not Just Any Type of Process: They have chosen to have our plant-butter as little processed as possible and for this reason we do not have any hydrogenated fats.
- Not Just Any Type of Ingredient: They have chosen to have the cleanest possible plant-butter without zero artificial colouring and flavouring.
- Be better plant-butter does not harm animals; protects the rainforest; uses 69% less CO₂ vs cow-butter; uses 85% less water vs cow-butter.
- Product of United Kingdom.

Ingredients: Vegetable Oils and Fats (Shea, Organic Coconut, Sunflower), Water, Emulsifiers: Mono- & Diglycerides of Fatty Acids, Sunflower Lecithin, Acid, **Citric Acid**, Natural Flavour.

SHARED PLANET



I Can't Believe it's Not Butter! Original

- Certified as a Heart Healthy food by the American Heart Association*
- Rich in Omega-3 ALA: 375mg per serving (23% of the 1.6g daily value)
- 70% less saturated fat than butter; 40% fewer calories than butter; 0g trans fat per serving
- All the palm oil it contains is sustainable and its production creates 70% less carbon emissions than dairy butter
- No artificial flavors or preservatives, Gluten-Free

Ingredients: Purified Water, Soybean Oil, Palm & Palm Kernel Oil, Salt, Lecithin (Soy), Natural Flavor, Vinegar, **Vitamin A Palmitate**, **Beta Carotene (Color)**.

SHARED PLANET



Melt Organic Butter Made From Plants

- The Better Butter creamy plant-based butter spreads and baking sticks contain all of the good stuff—like Omega-3s—and none of the bad. You won't find any cholesterol, allergens, nuts, gluten, dairy, or soy here.
- The King of Spreads: The mouthwatering Cheesy Spreadables are ready for all of the snacking possibilities. Dip, scoop, or spread—eat them however and whenever you want. Packed with 21 grams of nut-free, healthy fermented vegan plant-based protein.
- Ingredients from a Higher Source: At Melt, they use Non-GMO, OU Kosher, and Certified Organic ingredients to produce the highest quality butter and cheese spreads with the best taste, and just the right amount of healthy fats and protein our bodies need. With our perfect blend of vegan plant-based ingredients, you can enjoy these delectable butter and cheese spreads guilt-free.
- Melt's clean label products have been carefully selected and combined into the perfect blend, so the benefits of each organic oil are enhanced.
- These products are free from gluten, soy, dairy, nuts, artificial colors, and preservatives.
- Product of USA
- **Ingredients:** Expeller-Pressed Organic Oil Blend (Coconut, Sustainable Ethical Palm Fruit, Canola, Hi-Oleic Sunflower, Flaxseed) Water, Sea Salt, Sunflower Lecithin, Organic Natural Flavor, **Tocopherols**, Organic Annatto Extract Color.

Collectively known as Vitamin E, act as antioxidant to suppress the development of rancidity in butter.

SHARED PLANET



Sir Kensington's Vegan Mayo

- Spread the Plant Power Vegan Mayo: Sandwichitarian's rejoice. Sir Kensington's egg-free mayo line up is deli-tested and vegan-approved. Plant-derived ingredients such as 100% avocado oil, 100% sunflower oil and aquafaba made from chickpeas, led to the creation of a soy- & starch-free vegan mayo so perfectly creamy it's loved by all in favor of flavor.
- Sir Kensington's Vegan Mayo is made from aquafaba. It's a chickpea-derived egg alternative with a quirky name. Today, Sir Kensington's partner with a chickpea processor to source this magical ingredient. They cook chickpeas to be used in hummus and Sir Kensington's use the chickpea water to make our vegan mayo perfectly creamy. Or as we like to say, aqua-fabulous.
- Some call it mayo magic. A delicious mayo that is egg-, cholesterol- and soy-free. Watchout. Here comes the triple threat of mayo magic. No soy. No cholesterol. No eggs.
- Varieties: Classic, Avocado Oil, Chipotle, Special Sauce.
- Product of Canada

Ingredients for Classic Vegan Mayo: High Oleic Sunflower Oil, Organic Aquafaba (Water, Chickpeas), Organic Lemon Juice, Salt, Distilled Vinegar, Acacia Gum, **Xanthan Gum**, Rosemary Extract, Black Pepper, **Citric Acid**, Mustard Extract, Lemon Oil.

SHARED PLANET



Earth Balance Original Buttery Spread

- For a creamy, flavorful buttery spread that is dairy free, try Earth Balance Original Buttery Spread. The creamy, spreadable texture and rich, buttery taste come from our proprietary blend of oils, including certified sustainable palm oil.
- It is vegan, Non-GMO, great for spreading on toast or bagels and delicious in your favorite recipes.
- From spreads to snacks, our plant-based products are created with integrity, mindfulness and the goal of having a positive impact.
- Everything here is vegan and free of animal products. Plant-based diets are recognized as having a reduced carbon footprint compared to animal-based diets. Earth Balance is made for everyone.
- Product of United States

Ingredients: Oil Blend (Palm Fruit, Canola, Soybean, Flax and Olive Oils), Water, contains less than 2% of Salt, Natural Flavor, Pea Protein, Sunflower Lecithin, **Lactic Acid** (Non-Dairy), and Naturally Extracted Annatto (Color).

- ✓ Lactic acid is an organic acid that produced via fermentation process.
- ✓ It acts as natural food preservatives to prevent food spoilage and enhance the taste of the food further boost the nutrition quality of food.

HEALTH & WELLNESS



Hellmann's Light Mayonnaise

- Half the calories and fat of our Real mayonnaise — all of the rich, creamy taste.
- Made with 100% certified cage-free eggs and 3.5g fat per serving, Hellmann's Light mayonnaise is a good source of Omega 3 ALA (contains 230 mg ALA per serving, which is 14% of the 1.6g Daily Value for ALA).
- Try our reduced calorie Light Mayonnaise that has the same rich and creamy taste of our Real Mayonnaise but with calories reduced by 60%. With only 40 calories per tablespoon, it contains no artificial colours, flavours, or preservatives.

Ingredients: Water, Rapeseed Oil (25%), Spirit Vinegar, Modified Corn Starch, Sugar, Salt, Free Range Egg Yolk (1.5%), Cream Powder (Milk), Citrus Fiber, Natural Mustard Flavouring, Thickeners (Guar Gum, **Xanthan Gum**), Mustard Flour, Lemon Juice Concentrate, Antioxidant (Calcium Disodium EDTA), Sunflower Oil, Paprika Extract, **Vitamin E**.

HEALTH & WELLNESS



Flora Light margarine spread

- Perfect for families who prefer a lighter spread alternative to butter but still fancy a scrumptious mouthful! Flora Light is made with sunflower seed oil, a source of Omega 6 and Vitamin E and contains 75% less saturated fat than butter.
- Product of Australia

Ingredients: Water, Vegetable Oils (46%) (Containing 39% Sunflower And Canola Oils), Thickener (Potato Starch), Salt, Emulsifiers (471, Soy Lecithin), Milk Solids, Preservative (202), **Food Acid (Lactic Acid)**, **Vitamins (A, D)**, Natural Flavours, Natural Colour (B-carotene).

As Acidity Regulator

- ✓ Vitamin A & D are called fat soluble vitamins & usually fortified in fat & oil products
- ✓ Vitamin A required for the maintenance of normal mucous membranes and for normal vision.
- ✓ Vitamin D promotes intestinal absorption of calcium and phosphorus and influences bone mineralization

Source: Reddy & Jialal, 2021

HEALTH & WELLNESS



Pure Indian Foods Organic Digestive Ghee

- Our digestive Indian ghee is pure clarified butter made from non-homogenized cow's milk and flavored with organic cardamom, cinnamon, and ginger.
- The difference between grass fed ghee and butter is that the protein solids and sugars are removed from ghee, yielding a healthier option for cooking than butter.
- Pure Indian Foods' digestive ghee is easy on the stomach, and features a similar taste to Chai Tea, giving it a subtle depth of flavor.
- Gourmet quality - made using grass-fed cow's milk produced from spring thru fall only. However, as with any natural product, the color and texture may vary.
- Product of USA.

Ingredients: Grassfed Organic Butter (made from non-homogenized whole milk from grassfed cows), Organic Cardamom, Organic Cinnamon, Organic Ginger.

HEALTH & WELLNESS



Butter with Canola Oil Plus Calcium and Vitamin D

- Melted on your favorite steamed vegetables or spread on flaky hot biscuits, Land O Lakes® Butter with Canola Oil Plus Calcium and Vitamin D gives you the fresh buttery taste you love with the spreadable convenience you want, right out of the refrigerator while also being a good source of calcium and an excellent source of vitamin D.
- Product of USA.

Ingredients: Sweet Cream, Canola Oil, Tricalcium Phosphate, Contains Less Than 2% Of Salt, **Vitamin D3**.

- ✓ Vitamin D3, a fat-soluble vitamin that assist in helping your body absorb calcium and phosphorus to build up strong bones and muscles and prevent bone disorders like rickets and osteoporosis.

Source: Bouillon et al., 2021

HEALTH & WELLNESS



Carrington Farms Coconut Oil Cooking Spray

- Healthy and great alternative - Carrington Farms coconut oil cooking spray is a healthy and great alternative to traditional oils such as vegetable, olive, canola, and corn oil. This oil is naturally rich in Medium Chain Triglycerides (MCT) which is efficiently utilized by the body for energy production and helps aid in calorie burning. This coconut oil cooking spray is high in monounsaturated fats which are the good and necessary fats needed in healthy diets.
- Incredible quality - Our gluten free, hexane free, and NON-GMO coconut oil cooking spray is free of hydrogenated and trans fats, contains no soy lecithin, and comes in a BPA free bottle. Carrington Farms coconut oil cooking spray retains all the benefits of traditional coconut oil but does not have the flavor or odor of coconuts.
- Nutrient dense - Carrington Farms coconut oil cooking spray has five times more calorie burning Medium Chain Triglycerides (MCT) than traditional virgin coconut oil.
- High smoke point - This means this coconut oil cooking spray is perfect for cooking, sauteing, and baking because it burns at a higher temperature than traditional olive oils.
- Product of Philippines.

Ingredients: Organic Refined Coconut Oil , Natural Flavors and Propellant.

HEALTH & WELLNESS



Smart Balance Original Buttery Spread

- It's the deliciously healthy alternative to spreadable butter. You can also use Smart Balance® Original to replace butter in anything you cook or bake—it's the buttery spread with recipe cred!
- Free of dairy, gluten, and diacetyl; No hydrogenated/partially hydrogenated oils; 0 g trans fat.
- Supports healthy cholesterol levels already within the normal range.
- Made with expeller-pressed oils that improve the ratio of HDL good cholesterol to LDL bad cholesterol.
- Product of USA.

Ingredients: Water, Vegetable Oil Blend (Canola, Palm, and Flaxseed Oils), less than 2% of Salt, Monoglycerides, Olive Oil, Natural & Artificial Flavours, Sunflower Lecithin, **Vitamin A Palmitate**, **Vitamin D3(Cholecalciferol)**, **Beta-Carotene (Color)**, Potassium Sorbate, **Lactic Acid**, TBHQ, Calcium Disodium EDTA, **Citric Acid** (To Preserve Freshness).

HEALTH & WELLNESS



Benecol Buttery Taste Spread

- Creamy and delicious on bread and toast, to top baked potatoes and fresh vegetables or for your favourite recipes that call for spread or butter.
- With plant stanols. Proven to lower cholesterol. Free from artificial colours, flavours and preservatives. Suitable for vegetarians.
- Product of United Kingdom

Ingredients: Rapeseed Oil, Water, Plant Stanol Ester (Plant Stanols 6.6g/100g), Responsibly sourced Palm Oil, Buttermilk Powder, Salt (1%), Emulsifiers (Mono and Diglycerides of Fatty Acids, Sunflower Lecithin), Natural Flavourings, **Acidity Regulator (Citric Acid)**, **Colour (Carotenes)**, **Vitamin A**, **Vitamin D3**.



To know more about the featured ingredients in this market trends report as well as how you can create better food products for your consumers, contact our Food & Beverage Intelligence (FBI) team.

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