

New White Paper: Nutrition Gets Personal

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Fact: 71% of consumers globally find products customized to their own health needs appealing.

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Our new white paper, *Nutrition Gets Personal*, explores the latest developments within the personalized nutrition trend, including:

- Defining personalized nutrition and uncovering drivers of the trend.
- Discovering the demographic differences that influence consumer desire for personalized products.
- Exploring how branded ingredients can help offer personalized health benefits in a functional food or beverage.

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