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Cargill presents latest consumer insights and innovative products at FIC 2021

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As a long-standing thought leader in the food ingredients market, Cargill tracks market dynamics closely and is sharing its proprietary perspective on global food & beverage trends in the form of the 2021 TrendTracker report at FIC 2021. The report has identified four prevailing Macro Trends:

- Healthy for Me: Todayâ??s consumers are taking a more holistic and proactive approach to health.
- Conscious Consumption: Consumers want to buy products that align with their personal values.
- Experience It: Consumers desire more entertaining & exciting experiences in food consumption.
- Simplify My Life: Consumers seek products and services that can help make lives easier, faster, and more convenient while ensuring well-being.

In a seamless response to these identified trends, Cargill is showcasing 18 prototypes and 25 ingredients in this year’s FIC. Featured products include:

- Functional yogurt
- Zero-sugar, zero-caloric, and zero-fat carbonated drink
- Crispy chocolate-coated yogurt cubes
- Chocolate blueberry brownie