



Trend Insider: Sourcing Success

Part I:

- **Lifelong Vitality**
- **Personalized Optimization**

Translating consumer behavior into actionable sourcing and formulation insights for food and beverage brands.



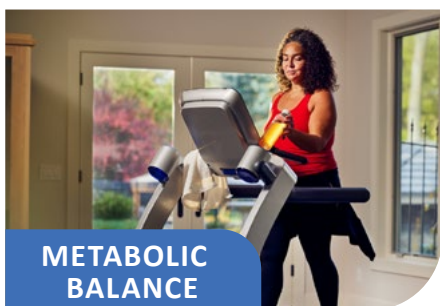
Lifelong Vitality

For today’s consumers, vitality shows up as having the energy, focus, and mobility to look good, feel well, and stay active and engaged. Nearly **72%** say they are taking intentional steps to maintain their vitality, confirming a shift from reactive to proactive responsibility.

These efforts span everyday behaviors—supplementation **60%**, exercise **54%**, weight management **50%**, and ingredient selection **49%**, —alongside mainstream interest in GLP-1 medications, ‘biohacking’, and emerging smart-health technology tools.

Consumers rank sleep quality **56%**, stress and mental wellbeing **52%**, and exercise **49%** above all else—underscoring vitality as a full-system pursuit.

Trend Expressions: How it’s taking shape



METABOLIC BALANCE

Regulation and mitigation



YOUTHSPANNING

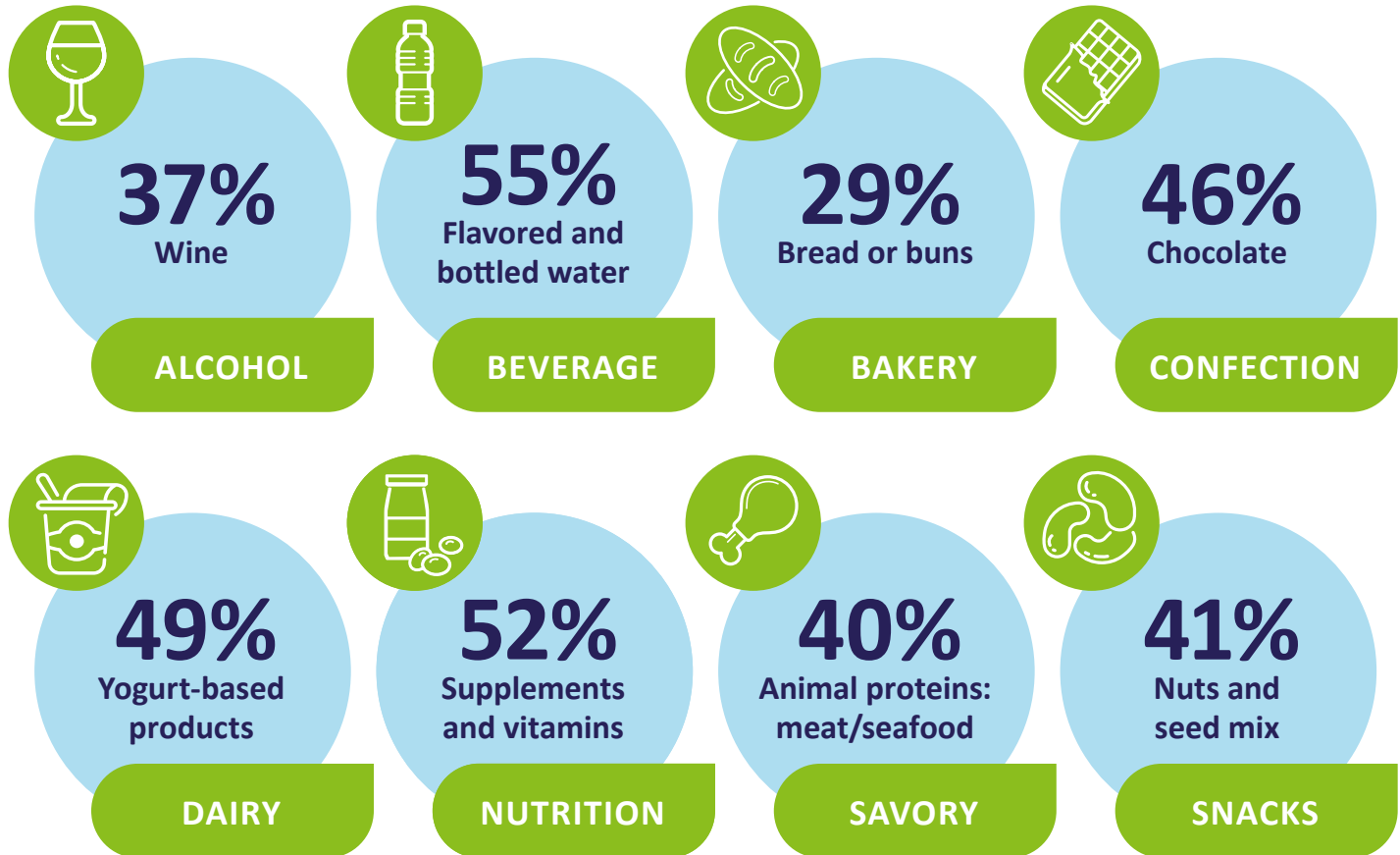
Extending your prime



MENTAL WELLBEING

Worry less – Live more

Where consumers seek solutions to meet their needs for vitality and aging:



Ingredient Spotlight

High purchase intent:

84% interested in ingredients that support lifelong vitality.

STEVIA LEAF EXTRACT

Reducing added sugars is a clear priority. Closer monitoring of ingredient lists drives **47%** to limit artificial sweeteners and **32%** to add more natural sweetening solutions.

WHOLE WHEAT

Consumers link dietary foundations and whole grains, with **53%** reporting they turn to them to deliver on the trend.



Personalized Optimization

Shaped by AI acceleration, media echo chambers, and a deeper understanding that taste and nutrition are not one-size-fits-all, personalization has become a core expectation —and expression of identity.

Sixty-seven percent of consumers say personalized food and beverages give a greater sense of control over their health. This mindset is reinforced by heightened interest in individual biology and layering wellness protocols (i.e. fasting, carnivore, Blue-Zone).

Demand for adaptive products will continue to grow, as **37%** leverage AI to tailor food and beverage choices, and taste preferences ranking as the most unique need **57%**.

Trend Expressions: How it's taking shape



**LABEL-
FOCUSED**

Claim conscious buyers



AI-ENABLED

Algorithm-powered living



**PERSONAL
BRANDING**

Identity-driven consumption

Where consumers seek solutions to meet personalized preferences:



Ingredient Spotlight

Strong purchase intent: 73% are interested in personalized ingredient options, and 52% say these preferences differ from their peers.



DIGESTIVE SUPPORT FLOUR

Wellness-driven expectations are reshaping food choices, with 55% of consumers ranking health and nutrition needs, including digestion, among their top two considerations.



TAPIOCA STARCH

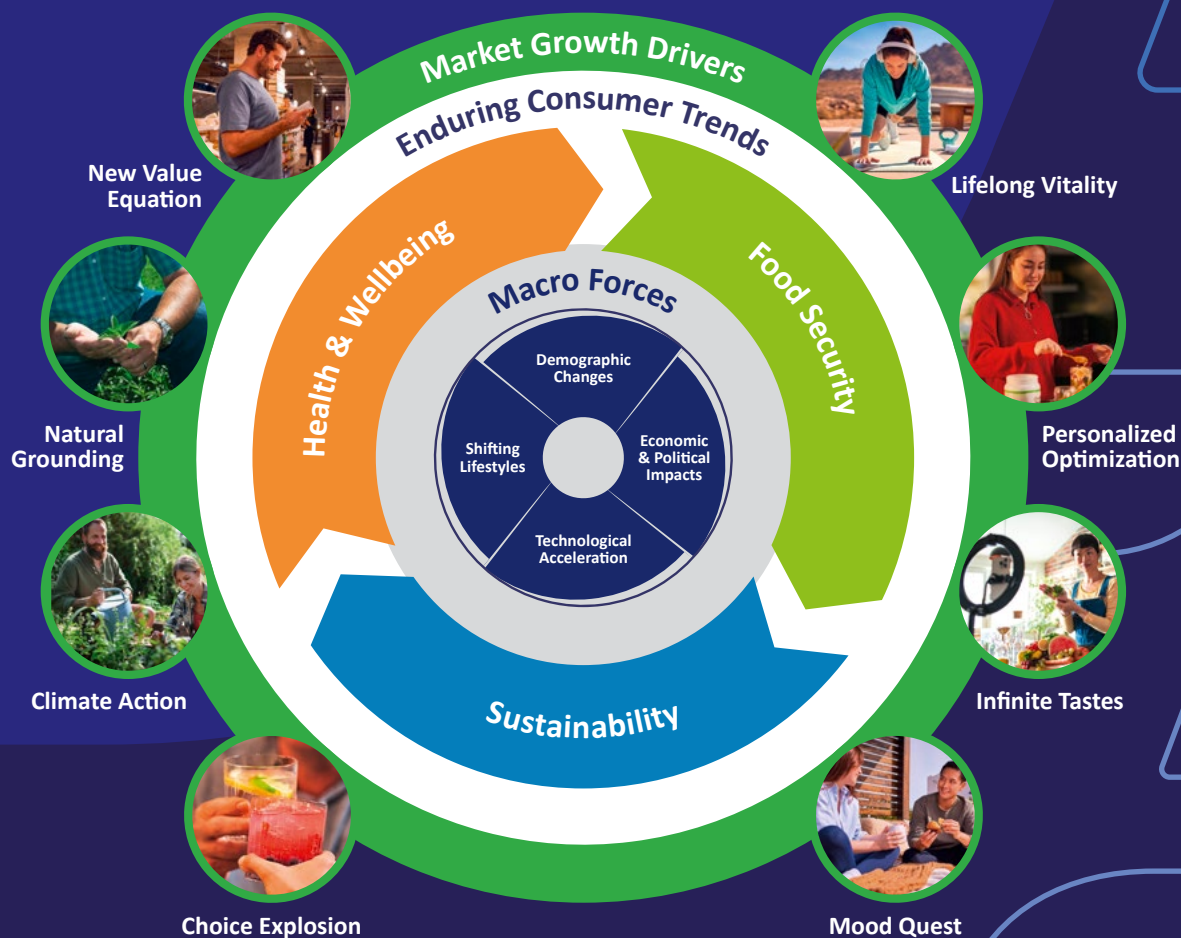
Diet diversity is rising, as 48% of consumers follow lifestyles—from keto to plant-based—that deliver benefits of high fiber, low-carb, grain- and gluten-free products.

Global Trends

Era of Infinite Choice

Today's consumers are embracing unprecedented choice with remarkable agility, creating a dynamic landscape where personalization and diversity flourish.

Learn More.



SOURCES:

ADM. Outside VoiceSM U.S. Vitality & Healthy Aging. 2026 (N=1025)

ADM. Outside VoiceSM U.S. Personalization. 2026 (N=1024)

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