NEXUSWISE
Health Ingredients · Wise Solutions

MARKET PULSE · NOVEMBER 2026

2027 F&B Consumer Trends

Five shifts shaping what people eat, drink and supplement, and the Nexus Wise ingredients built for them

Based on Innova Market Insights, Global Consumer Trends 2027

Nexus Wise · Health Ingredients · Wise Solutions



2027 consumers: choosier, but still seeking joy

46%

of consumers feel very or somewhat negative about the world around them

Political and economic uncertainty, climate events and misinformation top their worries. Family, friends and health are what still matter most.

Positivity Boost	70% say small moments of joy matter for well-being
Personal Resilience	34% rank physical and mental resilience as a top health goal
Safe Havens	45% spend more time in smaller, familiar social settings
Honest & Believable	36% say brand reputation would raise their trust
Worth It	58% cut back in some areas to spend more on others

Trend 01 · Positivity Boost

70%

say small moments of joy matter for well-being

Consumers fatigued by negativity want small, everyday lifts. Younger shoppers lead interest in functional foods for mental well-being, and small treats can deliver an emotional lift.

INGREDIENTS HIGHLIGHT

Restāke® ADAPTOGENIC BLEND
Adaptogenic mushroom blends
Supports stress-sleep cycle

TigerPro® Naturally Cultivated Wild Remedy
Cultivated Tiger Milk Mushroom
Respiratory wellness & sports performance

SmartPS™
Phosphatidylserine (PS)
Supports memory, focus & mood

ReHydro+™ RECOVER. RECHARGE. RISE.
Electrolyte hydration blend
Supports hydration & recovery

PEAxome™ Engineered Liposomal Delivery
Liposomal PEA
Supports comfort & relaxation

LJ BOOST™ HIS POTENTIAL
Tongkat Ali root extract
Supports men's energy & vitality

Trend 02 · Personal Resilience

34%

rank physical and mental resilience as a top health goal

Consumers want to feel strong and prepared. Sleep, gut and immune health are in focus, and 'energy' has become everyday shorthand for coping, especially for Gen Z and Millennials.

INGREDIENTS HIGHLIGHT

Benicaros
the precision prebiotic

Carrot-derived precision prebiotic
Supports gut & immune health

KombuLite™
Digest Well, Live Light

Digestive wellness ingredient
Supports comfortable digestion

pureBG
YEAST BETA GLUCAN

Yeast beta glucan
Supports immunity

ColostrumOne™
Nature's Superfood

Bovine colostrum
Supports natural immunity & gut

RoiBoost™
Rooibos Tea Extract

Electrolyte hydration blend
Supports hydration & recovery

Gluva™
Pioneering Glucose Balance

Botanical polyblend of *Misai Kucing* & Guava Leaves Extract
Supports healthy glucose response

Trend 03 · Safe Havens

45%

spend more time in smaller, familiar social settings

In a turbulent world, consumers seek comfort, reassurance and familiarity: smaller social circles, time in nature and comforting moments.

INGREDIENTS HIGHLIGHT

SialicX™ Radience, Redefined

Bird's nest sialic acid

Supports skin radiance

Colla2Gen®

Type II collagen

Supports joint comfort & mobility

KOMECERA® BEAUTY IN THE RICE

Rice-derived ceramides

Supports skin hydration

ECZEFOLIA® *Transform Your Skin*

Standardized *Melicope ptelefolia* extract

Supports skin barrier & radiance

OptiGac™ Heaven's Optimal Care

Gac fruit Extract

Supports eye health

Trend 04 · Honest & Believable

36%

say brand reputation would raise their trust

Misinformation and misleading claims are eroding trust. 'A brand I can trust' drives perceived authenticity, and proof such as quality and safety testing now raises confidence.

INGREDIENTS HIGHLIGHT

LPBOOST Her Wellness

Standardized Kacip Fatimah Extract

Supports women's life-stage health

LJ BOOST HIS POTENTIAL

Standardized Tongkat Ali extract

Supports men's energy & vitality

TrienolBOOST Heart's Shield

Tocotrienol vitamin E complex

Supports heart health

ThymoBoost™ NATURE'S HEALING

Standardized black seeds extract

Supports metabolic health

Lipophytol™ microcapsules

Plant sterol microcapsules

Supports healthy cholesterol

Trend 05 · Worth It

58%

cut back in some areas to spend more on others

Shoppers scrutinise value but still pay more for what aligns with their needs. Healthier options and premium cues (taste, quality, treating occasions) earn the spend.

INGREDIENTS HIGHLIGHT · FIBRE & TASTE

Decal™
Fiber Complex Powder
Supports healthy weight management

OatWell™
Oat beta-glucan
Supports heart health & cholesterol

FIBEROAT™
Oat fibre
Supports digestive health

FIBERWHEAT™
Wheat fibre
Supports digestive health

NaturaJuice™ Taste the Difference
Ready to Use Juice powder
Clean-label flavour & colour

HAWANA JUICE POWDER
Natural juice powder
Clean-label flavour for drinks

Trend 05 · Worth It

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INGREDIENTS HIGHLIGHT · PLANT PROTEIN

NutríRyz™

Rice protein

Clean, plant-based protein

NutriPea™ Smoother Pea Bliss

Pea protein

Smooth texture for shakes

NutríFava™ Fuller Body, Richer Texture.

Fava bean protein

Creamy body for beverages

NutríMung™ Clean Taste, Felt.

Mung bean protein

Clean taste for dairy alternatives

Turning trends into 2027 launches

Co-develop concepts

Trend-led formulation briefs with our R&D team, from resilience shots to wind-down gummies.

Sample the line-up

Request samples, specs and technical dossiers (NDA where applicable) for your shortlist.

Meet us in 2027

Talk trends and formats with our team at upcoming trade shows across Asia, China and the USA.

Contact our team at nexuswise.com

For B2B industry professionals. Not health claims for finished products; review claim wording against local regulations in each market.

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Stay Connected with Us





Contact Us
603-7728 1637 / +6013 386 1665

Email
info@nexuswise.com

Our Website
603-7728 1637 / +6013 386 1665

Headquarters
Unit C-G-08 (Lobby 4), Block C,
Damansara Intan - Business Park.
No 1, Jalan SS20/27,
47400 Petaling Jaya,
Selangor, Malaysia