

# 11 functional foods insights

## How alternative grains are shaping what's next

Consumers are seeking functional, wellness benefits as a top priority in their food choices. Functional eating is becoming a mainstream way of life, with **80% percent of consumers adopting a functional foods mindset at least occasionally**.<sup>1</sup> Functional eaters associate grains and pulses with their perception of optimized health. As you look to formulate your next product, consider these 11 ways the alternative grains quinoa, chickpea and buckwheat are delivering on today's functional eating lifestyles.

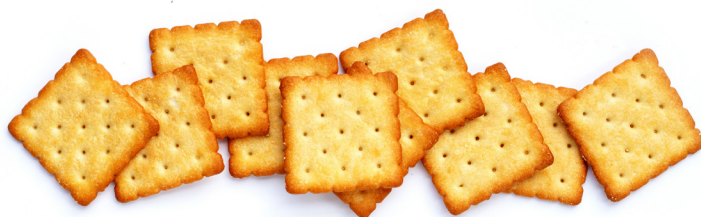
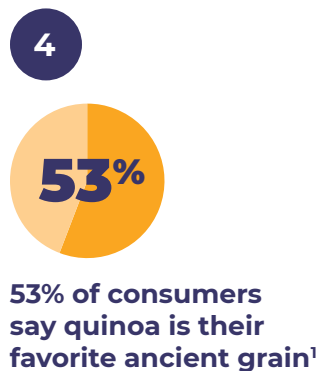
**1** Consumers who are functional eaters are more likely to choose foods they perceive as having the following benefits<sup>1</sup>

- ✓ Immune boosting **62%**
- ✓ High fiber **41%**
- ✓ High protein **32%**
- ✓ Digestive health **24%**

**2** Consumers who are familiar with alternative grains believe these ingredients are functional<sup>1</sup>



### The functional favorite: quinoa



**6** Crackers are the #1 fastest growing application using quinoa flour, puffed or flaked<sup>5</sup>

## The powerhouse pulse: chickpea

**7** **48%**  
of consumers  
perceive chickpea  
flour as good for you<sup>2,3</sup>



**8** Consumers would be interested in purchasing these baked goods with chickpea flour<sup>1</sup>

Crackers	59%
Tortilla chips	59%
Pita chips	53%
Energy/snack/cereal bars	52%
Pretzels	51%

**9** Top reasons consumers seek baked goods with chickpea flour<sup>1</sup>

1. High in protein
2. Vitamin/mineral rich
3. High in fiber
4. Good tasting
5. Sustainability
6. Naturally gluten-free

## The gluten-free go-to: buckwheat

**10** **80%**



80% of gluten-free eaters are interested in buckwheat flour baked goods<sup>1</sup>

**11** **+21%**

Buckwheat has a +21% net purchase impact on food and beverage products<sup>3,6</sup>



## Let's deliver what's next

Looking to innovate new products with alternative grains? Contact our experts at: [ardentmills.com/emerging-nutrition](https://ardentmills.com/emerging-nutrition)



<sup>1</sup> Ardent Mills Proprietary Research/Analysis

<sup>2</sup> Net score based on the difference between consumers who indicated "good for you" and "bad for you"

<sup>3</sup> Ardent Mills/Cargill IngredientTracker Wave 8

<sup>4</sup> Cargill Purchase Impact Study 2021

<sup>5</sup> Innova Market Insights

<sup>6</sup> Net score based on the difference between consumers who indicated "more likely" and "less likely"