Next to the grand challenge of feeding a rapidly-growing world population, nutrition for health and wellness is the next major concern. Producing the right foods and delivering the right ingredients is a major health imperative and a major economic opportunity. Global obesity, diabetes, and chronic conditions of aging, along with rapid advances in metabolic knowledge and nutritional evolution are driving this multi-generational opportunity. Our coverage highlights advances in new food and ingredient production. Companies looking to capitalize on food and ingredient opportunities must:

- Rapidly come up to speed regarding the new revolution in human and animal nutrition
- Monitor emerging ingredients from around the globe
- Understand evolving trends in food, nutrition, packaging, formulation and format
- Synthesize the relationship between food, ingredients, physiology, and the microbiome
- Assess companies in a range of varied industries in position to impact nutrition
- Comprehend and lead the change in healthier food and ingredients, functional foods, nutraceuticals, and nutrition

### Lux Research Difference
The Lux Food and Nutrition Intelligence service is unique because it is:

- **Proprietary**
  Offers exclusive insights from primary interviews and site visits
- **Opinionated**
  Makes decisive calls about companies and technologies
- **Unbiased**
  Obtains objective/independent information and delivers impartial analysis
- **Confidential**
  Allows clients to secure information about innovators without revealing their identities
- **Cost-effective**
  Costs far less than expensive consultants or a resource-intense internal team

### Sample Food and Nutrition Topics

<table>
<thead>
<tr>
<th>Technologies</th>
<th>Applications</th>
<th>Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metabolomics</td>
<td>Obesity</td>
<td>MicroBiome Therapeutics</td>
</tr>
<tr>
<td>Gut microbiome</td>
<td>Diabetes</td>
<td>Pronutria</td>
</tr>
<tr>
<td>Oral microbiome</td>
<td>Physiology of choice</td>
<td>Naturex</td>
</tr>
<tr>
<td>Resistant starches</td>
<td>Packaging</td>
<td>Layn Natural Ingredients</td>
</tr>
<tr>
<td>Phytophenols</td>
<td>Food form factors</td>
<td>Symrise Flavors</td>
</tr>
<tr>
<td>Taste</td>
<td>Ingredients</td>
<td>Nutraceutix</td>
</tr>
<tr>
<td>Nutritional signaling</td>
<td>Supplements</td>
<td>BluApple</td>
</tr>
<tr>
<td>Symbiotic metabolism</td>
<td>Nutraceuticals</td>
<td>AkzoNobel</td>
</tr>
<tr>
<td>Taste masking</td>
<td>Functional foods</td>
<td>BioNeutra</td>
</tr>
<tr>
<td>Multisensory food perception</td>
<td>Additives</td>
<td>Fenchem</td>
</tr>
<tr>
<td>Ingredient extraction</td>
<td>Regional foods and ingredients</td>
<td>Kalsec</td>
</tr>
<tr>
<td>Nutrigenomics</td>
<td>Personalized food</td>
<td>Ojah</td>
</tr>
<tr>
<td>Nutrigenetics</td>
<td>Food safety</td>
<td>LycoRed</td>
</tr>
<tr>
<td>Prebiotics</td>
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<tr>
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<td></td>
<td></td>
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</table>
Lux Research members get on-demand access to Lux’s analysts, publications, and data across a set of emerging technology domains customized to their needs. Analysts with deep expertise in each domain provide ongoing market intelligence and technology scouting to help executives find new business opportunities and make better decisions.

### Membership Benefits

#### Executive Sessions
Lux Research analysts regularly structure and deliver Executive Sessions – typically half-day to full-day onsite interactive meetings, which are a combination of Lux Research presentations and working sessions – that allow clients to tap more deeply into Lux data, methodologies, and insight.

#### Member Site
Lux Research’s ongoing series of Company Profiles, Journals, and Market Reports provide a wealth of information. To access these publications and quickly find the information you need, clients can use Lux Research’s Member Site.

#### Market Analysis
Lux Research analysts’ deep understanding of the underlying technologies makes them uniquely qualified to provide insightful market analysis of emerging technology areas. Drawing on extensive primary research for technical and market insight, Lux Research helps clients understand market opportunities through:

- Market Reports
- Analyst Insights
- Data Trackers

#### Company Profiles
The core of Lux Research’s Intelligence services are our ongoing briefings – analysts select 50 to 125 leading innovators in each emerging technology field and publish primary-research-driven, opinionated, quantitative profiles of these players. These profiles are delivered to clients in email and available online through the Member Site.

#### Analyst Inquiries
In addition to accessing Lux Research’s written research in the form of Company Profiles, Journals, and Market Reports, clients can also contact Lux Research analysts, who will quickly answer custom questions based on their ongoing research into emerging technology areas.

### Visualization Tools

#### Lux Innovation Grids
Lux Research collects information and provides analysis on top innovators in emerging technology areas through company briefings. The Lux Innovation Grid uses data and insights from these profiles to compare companies.

#### Spider Charts
Lux Research uses spider charts to show a technology provider’s scorecard, rating the company on 10 critical success factors, and compares it to other companies in the market in which they participate and the broader area of companies in their technology space.