



2024's Hottest Nutrition Trends in 12 Points

Description

Discover the latest nutrition trends of 2024 and delve into the world of sustainable, function-focused eating that is causing a buzz. From eco-conscious superfoods to personalized wellness strategies, we are here to decode what is behind the hype.

1. Sustainable Nutrition

[Sustainable nutrition](#) emphasizes eating habits that promote personal health and environmental sustainability. According to the World Economic Forum, [65% of individuals](#) aim to make healthier and more sustainable choices.

In the UK, the Food Standards Agency reports that around [73% of people](#) consider it essential to purchase food with low environmental impact.

These figures reflect a rising awareness of environmentally-friendly consumption. Making sustainable and ethical food choices involves incorporating more plant-based options like fruits and vegetables and reducing the consumption of animal products such as dairy in favor of plant-based substitutes like non-dairy milk. Sustainability also entails reducing food wastage and repurposing leftovers, for example, transforming yesterday's roasted vegetables into today's salad.

2. Women's Health

The White House recently introduced the inaugural [Initiative on Women's Health Research](#). Despite a 27% drop in overall health tech funding from 2022 to 2023, investments in women's health innovators surged by 5%, according to Deloitte, a consulting firm.

Moreover, the global market for female health [supplements](#) is expanding as more women seek tailored health solutions.

The digital landscape focused on women's health, including products like [birth control wearables](#) and [apps](#), is also expanding. These technologies help women monitor their hormonal health, make informed dietary choices, and manage their well-being effectively.

Did you know? We collaborated with our Lead Nutrition Scientist and Registered Dietitian Stephanie Nelson to develop a FREE 7-day Eating for Impact Plan designed to empower women to fuel their bodies optimally for peak performance. [Learn more!](#)

3. Cortisol and Stress Management

In 2024, stress management is a prominent topic, with a specific focus on cortisol, a stress hormone. Various products, including supplements and adaptogens, have gained popularity in reducing cortisol levels,



propelled by platforms like TikTok.

Foods that help alleviate stress, such as those found in the Mediterranean diet, can play a significant role in regulating cortisol levels.

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4. Microbiome Health

The market for probiotics is projected to grow from \$71.2 billion in 2024 to \$105.7 billion by 2029, underscoring the emergence of microbiome health as a significant nutrition trend for 2024.

This trend mirrors the increasing interest in gut health and its impact on overall well-being. A healthy gut



supports digestion, immunity, and mental health, with nutrition playing a pivotal role in maintaining a balanced microbiome.

Foods rich in fiber such as fruits, vegetables, and whole grains, along with probiotics in yogurt and fermented foods, are among the best choices for promoting gut health.

5. Accessible Nutrition

In 2024, food security remains a global challenge, leading the World Bank to allocate \$45 billion to address the issue. However, a recent survey revealed that 53% of people still find access to nutritious food inadequate or costly.

Strategies to make healthy eating more affordable include community gardens, subsidized farmers' markets, cooking at home, meal planning, bulk purchases of non-perishable items, and flexible grocery lists to take advantage of sales. Government initiatives can also enhance the affordability and availability of nutritious food, ensuring everyone has access to healthy options.

6. Plant-Based Diet

Sales of plant-based foods reached \$8.1 billion in 2023, with 62% of U.S. households purchasing these products, and 81% becoming repeat customers.

Plant-based diets offer various health benefits, including improved digestion and weight management. They also have a positive environmental impact by reducing carbon footprints and conserving resources.

To adopt a more plant-based diet, incorporate fruits, vegetables, whole grains, legumes, meat substitutes, and dairy-free products into your meals gradually. Transitioning from animal products to plant-based alternatives can make the switch smoother and more sustainable, though some may experience initial digestive issues.

7. Functional Beverages

Functional beverages enriched with vitamins, minerals, adaptogens, and probiotics are gaining popularity as alternatives to coffee and energy drinks, with a projected annual growth rate of 5.4% through 2033.

Market research shows a projected 9.9% growth rate for the matcha tea market, reaching \$6.86 billion by 2033. The health benefits of matcha, as well as the contributions of drinks like kombucha to healthy living, are driving their increasing popularity.

8. Low-Carb Diets

Low-carb diets, despite some dietitians' reservations, are a trending nutrition topic in 2024. The benefits include accelerated weight loss and stabilized energy levels, making them a viable approach for sustainable health solutions.

As individuals seek long-term health solutions, low-carb diets offer a manageable approach to achieving and



sustaining optimal health and fitness.

9. Non-Alcoholic Drinks & Mocktails

The rise of the sober curious movement has led to a surge in non-alcoholic drinks and mocktails, with the sector expected to grow significantly by 2033. Bars are now offering creative non-alcoholic options to cater to a broader audience.

These beverages appeal to those seeking a healthier lifestyle without compromising social experiences. Examples include virgin mojitos and alcohol-free gin and tonics. Try experimenting with fresh fruits, herbs, and sparkling water to craft homemade mocktails.

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10. Sodium and Sugar Reduction

Around 72% of people are seeking to reduce or limit sugar intake, as reported in the International Food Information Council's 2023 Food Survey. Another survey indicated that 37% of individuals are currently reducing sodium in their diets, with 17% interested in doing so in the future. This emphasis on reducing dietary sugar and salt has been a long-standing nutrition trend known for its health benefits.

Lowering salt and sugar consumption is crucial to mitigate the health risks associated with high intake, such as heart disease, diabetes, and obesity.



To implement these changes, consider reading food labels, cooking at home to control ingredients, using herbs and spices for flavor instead of salt, choosing fresh over processed foods, and opting for natural sweeteners like fruits or stevia to satisfy cravings for sweetness.

11. Personalized Nutrition

The digital personalized nutrition market is expected to grow around 16.5% from 2024 to 2031. Personalized nutrition through technology offers precise insights for achieving individual health goals. Technology can track nutrient intake, monitor progress, and adapt recommendations in real-time, facilitating the achievement of specific health objectives and enhancing overall well-being.

12. Artificial Intelligence in Food

[Artificial intelligence \(AI\)](#) is revolutionizing nutrition, emerging as a leading trend in 2024 for its ability to craft personalized meal plans, analyze dietary habits, and assess overall health. The utilization of AI for personalized meal planning is poised to grow at a rate of 21.9% annually, projected to reach \$10.5 billion by 2030.

About 77% of devices utilize some form of AI, indicating a high demand for AI-driven solutions. Apps powered by AI can help in exercise adherence, weight loss, tracking dietary intake, and assessing nutrient consumption.

Apps like [MyFitnessPal's nutrition tracking app](#) offer tools to support nutrition and fitness goals, including tracking capabilities, a vast food database, goal-oriented recipes, and workout routines, as well as science-backed guidance and plans from registered dietitians, such as a specific gut health nutrition plan for digestive issues.

The Bottom Line: Sustainable, Function-Focused Nutrition Is the Trend for 2024

Sustainable and functional eating patterns are set to dominate the nutrition scene in 2024, driven by a growing awareness of environmental impact, health optimization, and personalized dietary preferences. Consumers are gravitating towards nutrient-rich, minimally processed options that align with their values and health objectives, emphasizing the importance of holistic well-being.

Vocabulary List:

1. **Sustainable** /sə'steɪnəbl/ (adjective): Able to be maintained at a certain rate or level; conserving ecological balance by avoiding depletion of natural resources.
2. **Microbiome** /,maɪ.krəʊ'bai.əʊm/ (noun): The collection of microbes and their genetic material present in a particular environment especially the gut.



3. **Adaptogens** /,æd.əp'toʊ.dʒənz/ (noun): Natural substances that are believed to help the body adapt to stress and exert a normalizing effect upon bodily processes.
4. **Probiotics** /,prəʊ.baɪ'ɑː.tɪks/ (noun): Live microorganisms which when administered in adequate amounts confer a health benefit on the host.
5. **Personalized** /'pɜːr.sən.ə.laɪzd/ (adjective): Designed or tailored to meet the individual needs or preferences.
6. **Ecosystem** /'iː.koʊ.sɪs.təm/ (noun): A biological community of interacting organisms and their physical environment.

Comprehension Questions

Multiple Choice

1. Which nutrition trend focuses on eating habits that promote personal health and environmental sustainability?
Option: Low-Carb Diets
Option: Personalized Nutrition
Option: Sustainable Nutrition
Option: Microbiome Health
2. What percentage of people in the UK consider it essential to purchase food with low environmental impact?
Option: 65%
Option: 73%
Option: 53%
Option: 27%
3. Which type of diets have a positive environmental impact by reducing carbon footprints and conserving resources?
Option: Low-Carb Diets
Option: Plant-Based Diet
Option: Functional Beverages
Option: Non-Alcoholic Drinks & Mocktails
4. What is a significant nutrition trend in 2024 that involves the reduction of sodium and sugar intake for health benefits?
Option: Microbiome Health
Option: Personalized Nutrition



Option: Sodium and Sugar Reduction

Option: Artificial Intelligence in Food

5. Which emerging trend offers precise insights for achieving individual health goals through technology?

Option: Functional Beverages

Option: Personalized Nutrition

Option: Access to Nutrition

Option: Non-Alcoholic Drinks & Mocktails

6. What is a prominent topic in 2024 focusing on stress management and the stress hormone cortisol?

Option: Plant-Based Diet

Option: Cortisol and Stress Management

Option: Accessible Nutrition

Option: Artificial Intelligence in Food

Answer

Multiple Choice: 1. Sustainable Nutrition 2. 73% 3. Plant-Based Diet 4. Sodium and Sugar Reduction
5. Personalized Nutrition 6. Cortisol and Stress Management

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which type of food is described as being rich in nutrients relative to its calorie content?

Option: Fried food

Option: Processed snacks

Option: Nutrient-dense food

Option: Sugary desserts

2. What is the term used to describe the collection of microorganisms in a particular environment such as the gut?

Option: Bacteriome

Option: Virobiome

Option: Microbiome

Option: Cellularbiome

3. Which category of substances is known to help the body adapt to stress and exert a normalizing effect upon bodily processes?



- Option: Adaptogens
- Option: Stimulants
- Option: Depressants
- Option: Hallucinogens

4. Which group includes carbohydrates, proteins, and fats due to their requirement in relatively large amounts by the body?

- Option: Micronutrients
- Option: Tracenutrients
- Option: Primary nutrients
- Option: Macronutrients

5. What term describes the act of ensuring that the body receives adequate amounts of different nutrients for optimal health?

- Option: Overloading
- Option: Balancing
- Option: Deficiency
- Option: Exempting

6. Which term refers to working together with others for a common goal or objective?

- Option: Competition
- Option: Collaboration
- Option: Isolation
- Option: Independence

7. What are beliefs or opinions about something that are incorrect or based on faulty reasoning?

- Option: Accurate views
- Option: Misconceptions
- Option: Facts
- Option: Truths

8. What term is used to describe the best or most favorable condition or level for something to function?

- Option: Minimum
- Option: Optimum
- Option: Maximum
- Option: Average

9. Which term refers to practices that meet the needs of the present without compromising the ability of future generations to meet their needs?



- Option: Disposable
- Option: Sustainable
- Option: Wasteful
- Option: Unstable

10. Which term is used to describe something that is tailored to meet individual preferences or requirements?

- Option: Generic
- Option: Impersonal
- Option: Standardized
- Option: Personalized

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. _____ is the drive or reason behind actions, choices, or behavior.
12. Regular _____ of progress is essential to track improvements and make adjustments.
13. Regular exercise has many _____ effects on both physical and mental health.
14. Volunteering your time can make a meaningful _____ to the community.
15. Researchers gained valuable _____ into the effects of climate change on marine life.
16. Advertisements can sometimes be _____, leading consumers to make uninformed choices.
17. The impact of a healthy diet on overall health is often _____ by many people.
18. A good night's sleep is important for _____ brain function and emotional well-being.
19. Personal growth often involves a process of self-discovery and _____.
20. The report provides a _____ overview of the current state of the economy.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. Developing effective strategies to manage stress and challenges is essential for maintaining mental well-being.



22. Staying dedicated and focused on a goal, despite obstacles, is a key factor in achieving success.
23. Supporting a friend through a difficult time can be incredibly valuable in helping them overcome obstacles.
24. Traveling to new places and experiencing different cultures can have a profound impact on one's perspective on life.
25. Tailoring a workout plan to match an individual's fitness level and goals can lead to better results.
26. The interconnected web of living organisms and their environment in a specific area forms a delicate ecosystem.
27. Adopting eco-friendly practices and reducing waste are crucial steps toward achieving environmental sustainability.
28. Each individual has the capacity to make positive contributions to society through acts of kindness and generosity.
29. Education and awareness campaigns are essential in dispelling common myths and about certain topics.
30. Carbohydrates, proteins, and fats are examples of essential needed for optimal bodily functions.

Answer

Multiple Choice: 1. Nutrient-dense food 2. Microbiome 3. Adaptogens 4. Macronutrients 5. Balancing 6. Collaboration 7. Misconceptions 8. Optimum 9. Sustainable 10. Personalized

Gap-Fill: 11. Motivation 12. Monitoring 13. Beneficial 14. Contribution 15. Insights 16. Misleading 17. Underestimated 18. Optimal 19. Transformation 20. Comprehensive

Matching sentence: 1. Coping 2. Commitment 3. Aiding 4. Transformative 5. Personalized 6. Ecosystem 7. Sustainability 8. Contributions 9. Misconceptions 10. Macronutrients

CATEGORY

1. Health - LEVEL5

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