



CRUNCHY COLLAGEN

Southern Recipe Small Batch has announced new additions to its gourmet pork rinds collection: Butter & Garlic and Italian Style Krutones.

17 April 2023 - US - Pillars: Nutrition

STATISTICS

22%

of US snackers agree that they would be interested in trying salty snacks with functional attributes (eg probiotics, immune-boosting ingredients)

[Salty Snacks – US, 2023](#)

Go to Observation

OBSERVATION

News brief

Southern Recipe Small Batch has announced new additions to its gourmet pork rinds collection: Butter & Garlic and Italian Style Krutones.

These pork rinds are a keto-friendly alternative to traditional croutons and other salad and soup toppers. The Krutones are also gluten-free, low carb and collagen-rich with 5-6g of collagen per serving.

Why it matters

Collagen is becoming a popular ingredient because of its health benefits. Known for its skin-boosting characteristics, collagen can improve skin elasticity, reduce the appearance of wrinkles, strengthen nails, support hair health and even reduce joint pain. It also contains amino acids which are important for building muscle mass and aiding in digestion, making it an attractive option for athletes or those who are focused on improving their gut health. According to [The Holistic Beauty Consumer – US, 2022](#), 41% of US consumers who consume vitamins, minerals or supplements for beauty-specific purposes look for functional ingredients like collagen and biotin in their ingestible products. The increasing popularity of collagen as a functional ingredient means that even consumers who are not actively seeking out beauty ingestible products can find their daily dose of collagen in a variety of ready-to-eat snacks and beverages.

What we've seen

Beer with Benefits: Beijing Yanjing Brewery has released the first hyaluronic acid-enriched beer, targeting women with claims of cosmetic effects.

A Glow of Eternity: Himalaya's Youth Eternity Face Sheet Mask is aimed at tackling lifestyle-related skin issues.

Repurposing Shrimp Waste: Seafood producers are developing new methods to repurpose "shrimp waste" for use in cosmetics and pharmaceuticals.

What's next

Mintel's [Wellbeing](#) Trend Driver highlights how consumers are motivated by a desire to improve their health, which will prompt innovation in sectors such as food and beverage. As consumer demand for functional ingredients increases, food manufacturers will create new products that

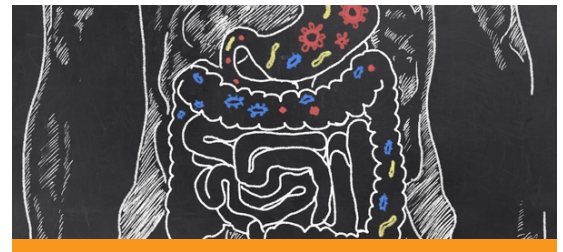
SUPPORTED TRENDS



Guiding Choice

Buzz: 3 Lifecycle: Mainstreaming

Too much choice and too little time. Consumers are looking for shortcuts to aid their decision making.



Total Wellbeing

Buzz: 5 Lifecycle: Mainstreaming

Consumers are willing to invest in their personal health, seeking solutions that improve their wellbeing and cater to their evolving needs.

incorporate them into their formulations, leading to a greater variety of healthier, better-for-you alternatives. For example, emerging functional ingredients will become more widely available in a variety of formats, such as salty snacks, yogurts and more. With this, consumers will expect to be able to find products that support their individual health and wellness needs without sacrificing flavor or taste.