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**PRESS RELEASE**

**Surge in industry interest in nutrigenomics, research finds**

Industry interest in personalised genetic testing and nutrigenomics is growing, a survey ahead of Vitafoods Europe suggests.

Over 200 nutrition professionals were asked to pick the three most important trends for the future of the industry. A quarter (26%) identified new personalised assessment technologies as a key long-term trend – more than the number choosing provenance and traceability (19%), transparency (18%), and sustainability (11%).

The research also reveals a sharp increase in interest in nutrigenomics, the science that allows companies to offer consumers nutritional advice based on their DNA. Fourteen per cent of respondents said nutrigenomics would be a key trend over the coming year – up from 8% a year ago.

The findings come from a survey of 218 industry professionals by the organisers of Vitafoods Europe, which takes place between May 15 and May 17 in Palexpo, Geneva. Industry trends will lead the Education Programme at this year’s event, and the opportunities for personalised dietary advice created by nutrigenetics and nutrigenomics will be key topics of the interactive personalised nutrition workshop.

Commenting on the survey findings, Monica Feldman, President of Consumer Health Strategy Inc., said: “Personalised assessments are already driving the next stage of growth for the industry. For example, quick blood panels can reveal nutritional deficiencies, some of them in a few hours. Major advances have been made in nutrigenomic technology, and nutrition companies are increasingly responding to the opportunities. However, there is a lot more to learn to fully provide a reliable picture of nutrition and the role of genetics.”

Meanwhile, the survey suggests there will be a shift in attitudes to gender-targeted marketing of nutrition products. Nearly half (46%) of the industry professionals surveyed said their companies would adopt more gender-neutral marketing over the next ten years, while 11% said there would be more marketing aimed at women, and 5% said there would be more marketing aimed at men.

**Notes to editors**

Vitafoods Europe surveyed 208 nutrition industry representatives between 14 November and 4 December 2017. The same questions about trends were previously asked in a survey of 190 nutrition industry professionals between 6 December 2016 and 3 February 2017.

**About Vitafoods Europe**

Vitafoods Europe is the global nutraceutical event, featuring exhibitors from all over the world in four key market areas: ingredients & raw materials; branded finished products; contract manufacturing & private label; and services & equipment. The event offers a range of visitor attractions, including an industry-leading Education Programme.

Vitafoods Europe is part of Informa Exhibitions’ Global Health & Nutrition Network (GHNN), which brings together a portfolio of events, digital media and publishing for marketers, manufacturers and formulators of nutrition and dietary supplements, healthy foods/beverages and personal care products. GHNN’s events include Vitafoods Europe, Vitafoods Asia, SupplySide West, SupplySide East and SupplySide China.

Natural Products INSIDER is the global media brand covering healthy ingredients and finished applications. Vitafoods Insights offers expert online content and a series of topic-specific digital magazines that bring highlights of the Vitafoods events to a global audience. [SupplySide](http://storefronts.supplysideshow.com/) Connect is the always-on directory of ingredients, products and services that provides in-depth information about the companies that supply to the market. For more information, visit [www.informaglobalhealth.com](http://www.informaglobalhealth.com/).

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