



AGRI-TECH AND FOOD INNOVATION

SUSTAINABLE AND NUTRITIOUS



Agri-Tech, nutrition solutions, and dietary supplements address two important challenges of today's world: ensuring nourishment for a growing population projected to reach 10 billion people by 2050 and providing healthy, climate friendly, and sustainable food solutions.

Agri-Tech Investment idea

Global population growth and the need to keep the world's population nourished is one of the key challenges for humanity over the next decades. The ever growing demand for food is driving innovation and investment in new and more efficient farming and food production methods. Further challenges driven by industrialization and lifestyle changes are scarcity of water and accessible farmland.

Innovations in farming and agriculture like precision irrigation systems, horticultural lighting, and drone farming to name a few have already increased the efficiency of resource usage as well as farming productivity. Further advances in this sector can be expected with artificial intelligence and robotic solutions beginning to be employed for example in the detection of weeds and the targeted use of both pesticides and fertilizers.



In urban settings the use of Hydroponics or, in other words, vertical farming, is innovating the way the limited space in large cities can be more efficiently used for planting and growing food while at the same time adding benefits in air quality and temperature controls.

Food Innovation - Investment idea

The food industry is poised for major disruption as consumers increasingly accept and demand innovative food solutions. Drivers for this shift in the food industry are for example the increasing awareness for carbon impact of meat farming, animal welfare considerations and the desire for healthier and more optimized nutrition. Plant-based and organic meat alternatives are already hitting high-street food outlets and organic meat could well become a real and scalable alternative to the carbon intensive breeding of cattle. Using plant-based resources such as soy or peas or even insects may well be the growth segment to watch out for in the food industry.



Plant based food market size in 2030¹

USD 162bn
18% CAGR

Science based nutrition supplements and alternative on the other hand promise to offer healthier and more efficient nutrition. With ongoing innovation these supplements are improving in categories like taste and texture to become real alternatives to often more expensive plant and vegetable based diets. With an increased focus on self-optimization and personal health and fitness, the market for individually aligned diet plans and nutritional supplements is already beginning to take off.

The plant-based food market is expecting an explosive growth at more than 18% CAGR in the next decade, reaching USD 162 billion in 2030.

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