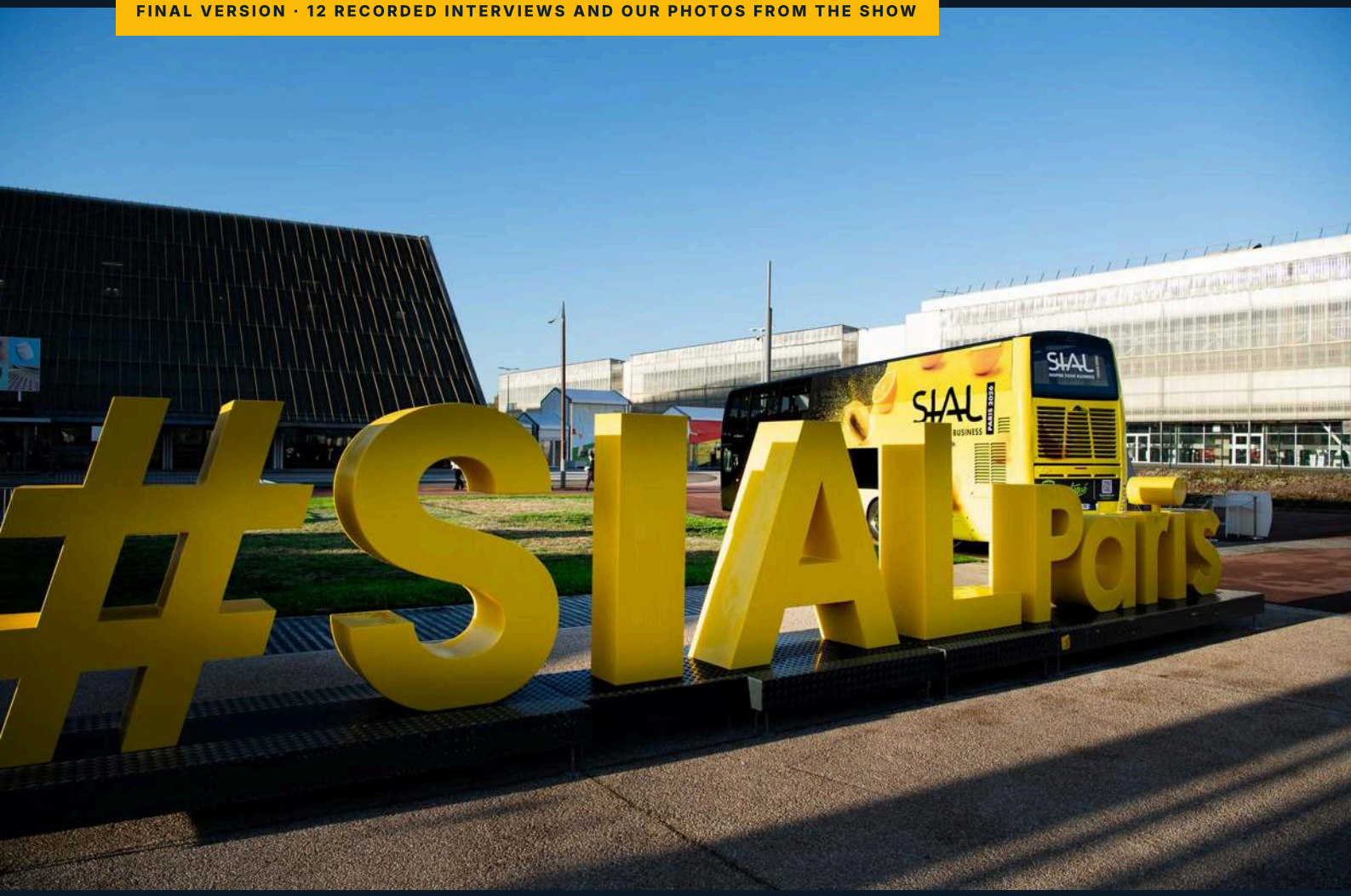
Into TheMinds.

ANALYSIS REPORT · OCTOBER 2026

SIAL INNOVATION 2026

Analysis of the 271 shortlisted innovations: trends, disruptiveness, chances of success and top 10

FINAL VERSION · 12 RECORDED INTERVIEWS AND OUR PHOTOS FROM THE SHOW



What the competition tells us about food innovation in 2026: key figures, a few parallels with the 2024 edition, a profile of the 202 competing companies, how small and large companies approach innovation, the geography of the competition, detailed profiles of the 10 best-equipped innovations and the full list of products. Final version, enriched with 12 interviews recorded on the stands and our photos from the show.

Photo: #SIALParis, at the entrance to the exhibition centre, SIAL Paris 2026 · © IntoTheMinds / Pierre-Nicolas Schwab

271 SHORTLISTED PRODUCTS ANALYSED

202 COMPANIES FROM 41 COUNTRIES

17 OFFICIAL SHORTLISTS ANALYSED

10 BEST-EQUIPPED INNOVATIONS

90 INTERVIEWS CONDUCTED AT THE SHOW

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Photo: The "Grand Prizes" carousel, at the heart of the SIAL Innovation area · © IntoTheMinds / Pierre-Nicolas Schwab

01

Executive summary: eight key messages

More than 2,750 products applied to the SIAL Innovation 2026 competition: 775 were selected and presented to the juries, and 271 were then shortlisted.
We analysed these 271 shortlisted products, from 202 companies in 41 countries, using the product descriptions received through the show's press agency. We profiled each of these companies through desk research.
Eight messages sum up what the 2026 vintage of SIAL Innovation teaches us about food innovation.

01

Functional health has become the leading trend in food innovation.

Functional and nutraceutical products (collagen, electrolytes, adaptogens, tri-biotics) are the main trend for 19.6% of products (53 out of 271) and reach 32.1% of the 2026 vintage of SIAL Innovation once secondary trends are included. The contrast with 2024 is clear: the Gold Grand Prix then went to a range of mixes for plant-based patties (Sabarot); in 2026, plant-based accounts for only 11.1% of main trends. Nutraceuticals is also the largest category in the competition, with 42 products.

02

Snacking is the king of formats, and it serves as a vehicle for functionalisation.

42.1% of products have a convenience or snacking dimension. Health claims come in on-the-go formats (shots, pearls, bars, bites, pouches). A function sells all the better when it requires no change of habit. Despite its popularity, the air fryer remains rare (4 products); its products achieve the best average score of all claims (72.4 out of 100), an indicative average given the small sample.

03

Two thirds cautious innovations, 17 real bets, 3 breakthroughs.

65% of products are level 1 or 2 on our disruptiveness scale (cosmetic or incremental) and 29.2% are substantial. Only 17 products (6.3%) reach high or radical disruptiveness, and we identified 3 breakthrough products: the precision-fermentation lactoferrin from Armor Protéines (Savencia group), Nükt's water-fried chips and Geld Baltic's ice cream made with the microbial protein Solein. This caution is consistent with the range rationalisation undertaken by manufacturers since the inflation crisis.

04

Boldness and chances of success are not correlated.

The rank correlation between disruptiveness and our success score is nil (0.03). The 3 radical products achieve the highest average score (72.8), but with a 28-point gap between them, from 57 for the Solein ice cream to 85 for the lactoferrin. Disruption only pays off when it rests on a crystal-clear benefit and access to the market.



Magic Soba (Ourhome): soba noodles served on ice
© IntoTheMinds / Pierre-Nicolas Schwab

05

The jury rewards boldness, our grid rewards execution.

The 15 category winners featured in the shortlists show an average disruptiveness of 3.27 versus 2.25 for the other products, and a differentiation of 4.07 versus 2.88 on average. Of the 15 winners, 10 are micro-enterprises or SMEs. This is in line with what was observed in 2024, with gold going to a French family-owned SME (Sabarot), and silver and bronze to two small companies from Mauritius and Finland. Our top 10 for chances of success, by contrast, contains only products from large groups and mid-caps. This contrast is partly due to the way our grid is built, in which distribution capacity, inferred from company size, carries a 20% weight.

06

Small companies innovate more boldly, large ones are better equipped to convert.

Average disruptiveness is 2.38 for micro-enterprises and SMEs versus 2.11 for mid-caps and large groups, but the success score is 61.2 versus 70.6. The gap comes neither from benefit nor from differentiation, which are almost identical, nor from market proof (3.51 versus 3.46). It comes mainly from distribution capacity, which our grid infers from company size and which alone explains around 8 of the 9.4 points of difference, and to a lesser extent from adoption (3.28 versus 3.62). This result therefore largely stems from our scale, but it matches panel data: launches by brands with a low market share fail more often. The bottleneck for small companies is not creativity, it is market access.

07

Innovation territories split by size, a fragmented geography.

Small companies are over-represented in functional (+8.6 points) and naturalness (+6.1), large ones in protein (+8.9), snacking (+7.8) and indulgence (+6.1). Europe accounts for 79% of products; France contributes 70 (25.8%), ahead of Italy (26) and Poland (18). Eastern Europe is the workshop of functional food (46% of its products), South Korea the boldest country (disruptiveness 2.64).

08

A top 10 of safe bets and one winning bet.

Lactalis's siggi's Fruit & Fiber skyr comes first (87 out of 100), ahead of Armor Protéines' lactoferrin (85) and Bret's crêpe chips (84). The winning profile comes down to three traits: a benefit that can be understood in one sentence, a mass category and distribution that is already solved. Only one breakthrough makes the list (the lactoferrin), and no product from a micro-enterprise or an SME.



AMZ Amazonic Negroni, winner of the beverages category, and its trophy
© IntoTheMinds / Pierre-Nicolas Schwab

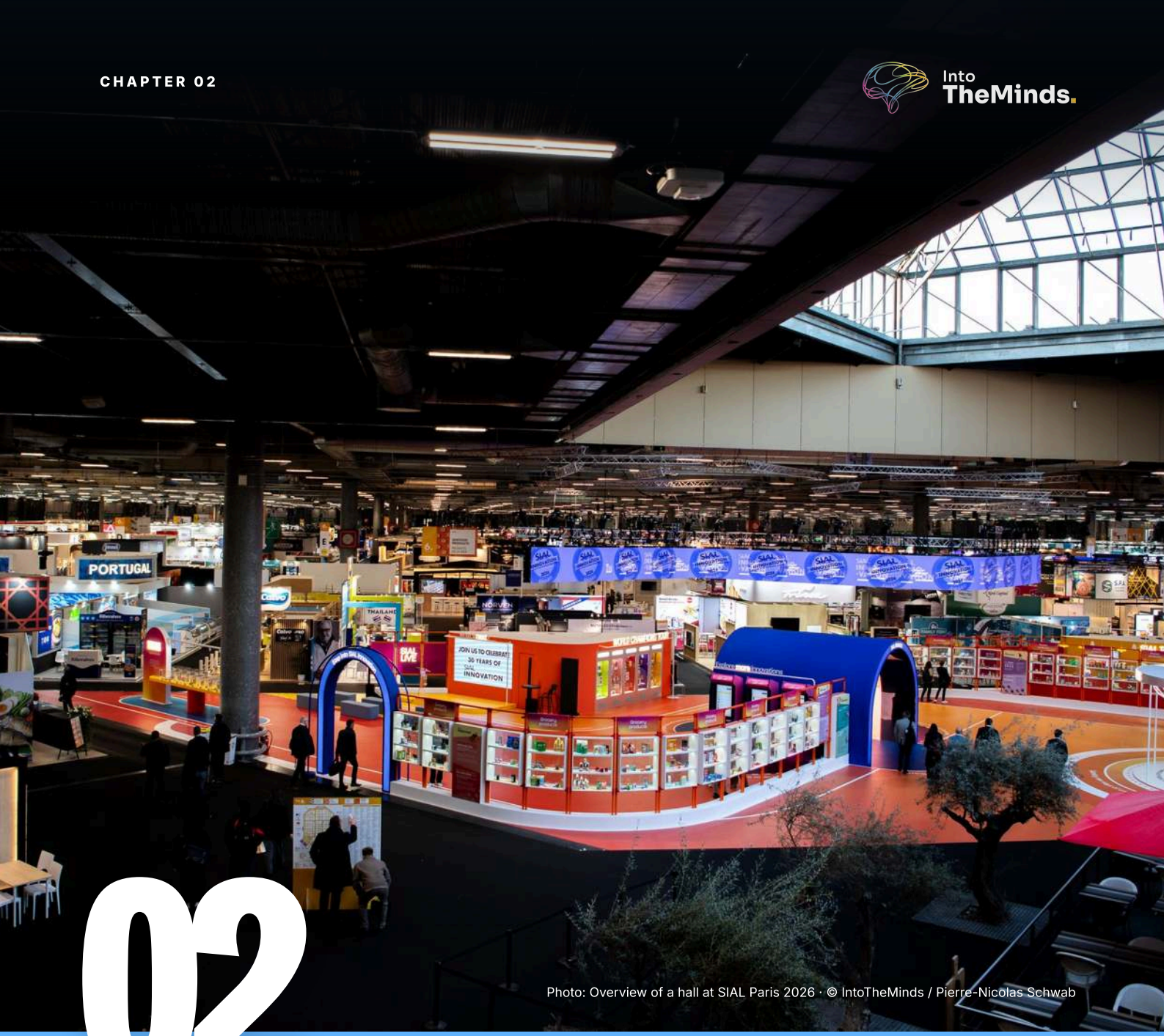


Photo: Overview of a hall at SIAL Paris 2026 · © IntoTheMinds / Pierre-Nicolas Schwab

02

Context and objectives

2.1 The show and the competition

2.2 The food innovation climate in 2026

2.3 Our objectives

2.1 The show and the competition

SIAL Paris 2026 takes place from 17 to 21 October 2026 at Paris-Nord Villepinte. The organiser announces up to 8,000 exhibitors and nearly 295,000 trade visitors from 200 countries. The 2024 edition, which marked the 60th anniversary, brought together 7,500 exhibitors from 127 countries and more than 285,000 visitors. The show therefore continues to grow.

The SIAL Innovation competition, which celebrates its 30th anniversary in 2026, works in two stages. A committee of experts pre-selects the candidate products, then category juries and a Grand Jury choose the winners. In 2026, more than 2,750 products applied; 775 were selected and presented to the various juries; 271 were shortlisted and given a product description. The competition is free, reserved for exhibitors and open to products launched in the last 2 years; yet 29 products in the selection, including 18 announced for 2027, had not yet been launched at the time of our analysis. The category winners were announced in mid-September 2026; the gold, silver and bronze Grand Prix will be awarded on 17 October, the opening day.



"Innovating together for 30 years": the arch marking 30 years of SIAL Innovation
© IntoTheMinds / Pierre-Nicolas Schwab

2.2 The food innovation climate in 2026

This competition opens in a particular context. The years 2022 and 2023 were years of range rationalisation. Under the effect of inflation and the energy crisis, manufacturers cut their product lines and innovation budgets, and retailers trimmed their shelves. In our analysis of food innovation trends published in 2023, we noted that the number of new products launched worldwide had fallen by 12.7% in 2022, and by 23% in France (from 3,093 to 2,374 launches).

The 2026 vintage therefore comes after a trough, and in a market where consumers remain cautious. In our 2026 consumer trends, we noted a net balance of spending intentions of -33 points in France and promotions accounting for 21.9% of FMCG sales. In this climate, innovation accounts for only 1.1% of FMCG sales in France. Launches are picking up again (+16%) and average sales per innovation are rising (+25%): manufacturers are innovating again, but under constraint, and are choosing their launches more carefully. This is exactly what the 2026 vintage shows, with many cautious innovations, a few bets and a premium on execution.

On the stands, this climate is described bluntly. "*Shelves are full. No space available. So you need good ideas to make buyers curious and to make them brave as well to say, okay, I will make space available for you*", sums up Diana Steiner of the Austrian cheese dairy Die Käsemacher, winner of the dairy products category. The risk remains entirely with the manufacturer, she adds: "*You do not have a guarantee that end consumers will finally buy your products.*"

2.3 Our objectives

Our analysis draws on the 17 official shortlists published on 5 October 2026, that is 271 products from 202 companies, for which we received the product descriptions via the show's press agency. Our objectives were as follows:

- To draw up a quantified overview of food innovation trends as seen through SIAL Innovation, complementing our global analysis of food trends.
- To assess the disruptiveness of each innovation and its chances of success using an explicit grid, in light of the known failure rates of new products.
- To analyse innovation behaviour according to company profile (size, status, age, country) and to compare small and large companies.
- To identify the 10 innovations with the best chances of success and set out our arguments product by product.
- To draw a few parallels with the 2024 edition and provide the full list of competing products (Appendix F).

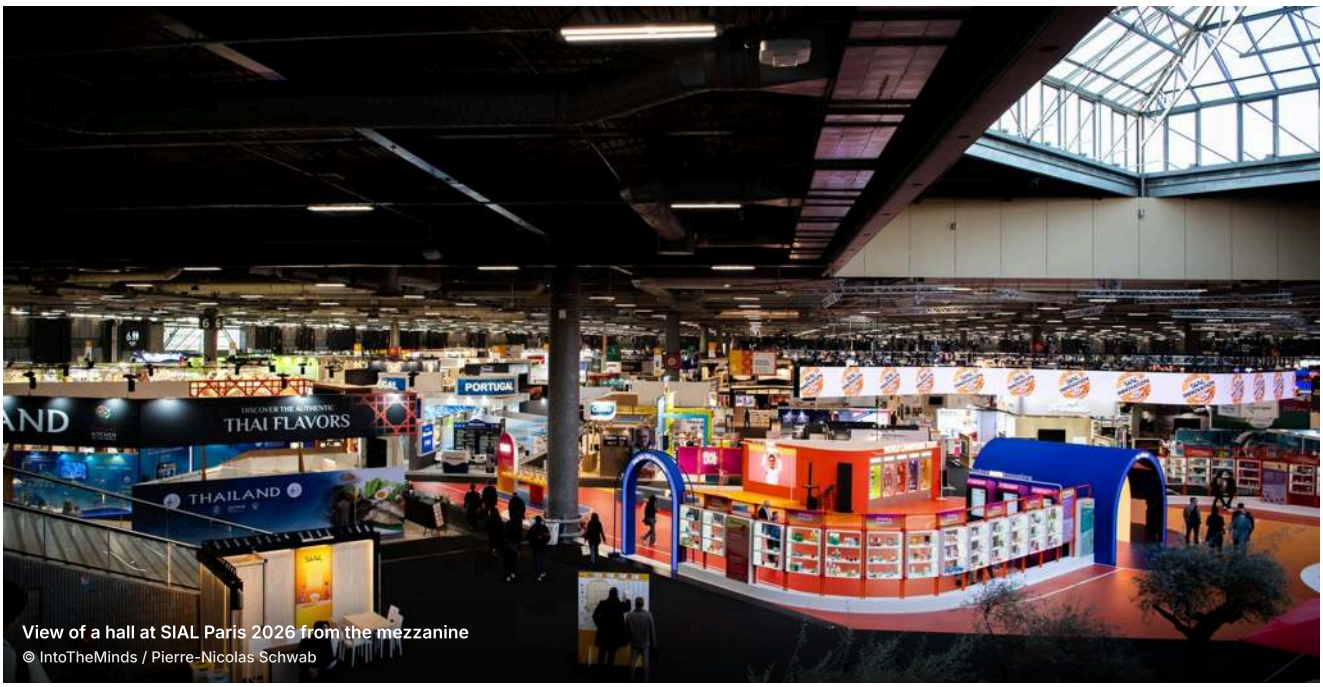
This final version adds to the analysis of the product descriptions what we saw and heard during the show: 12 interviews recorded on the stands, quoted throughout the text and gathered at the end of the report, and the photos we took there.



The SIAL Innovation area and its SIAL Insights arch, beneath the illuminated banner announcing the SIAL Innovation ceremony · © IntoTheMinds / Pierre-Nicolas Schwab

SIAL Paris 2026 in pictures

Paris-Nord Villepinte, 17 to 21 October 2026. Photos taken during the show. Photos: © IntoTheMinds / Pierre-Nicolas Schwab. Reuse subject to a dofollow link to www.intotheminds.com.



View of a hall at SIAL Paris 2026 from the mezzanine
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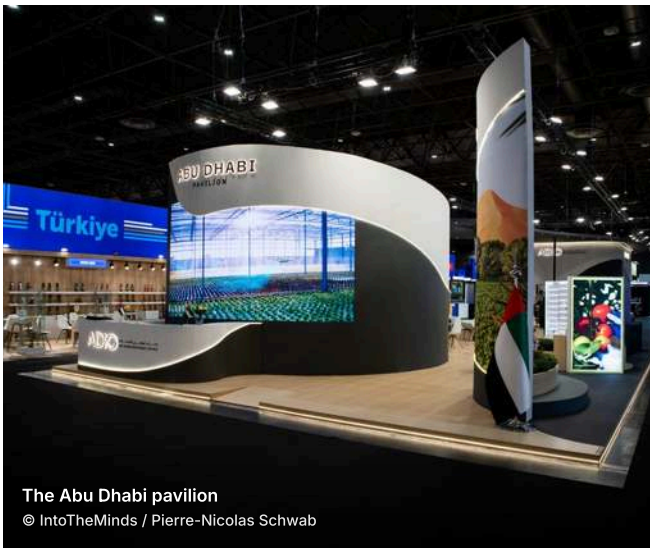

The Abu Dhabi pavilion
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The Netherlands pavilion
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The Spain pavilion
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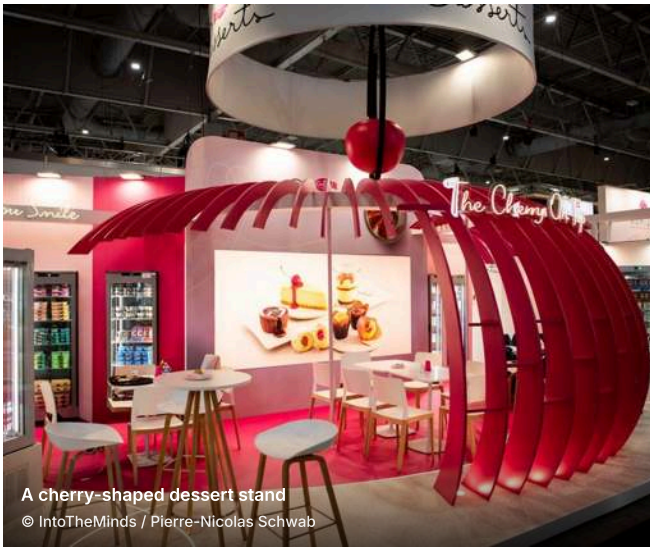

A cherry-shaped dessert stand
© IntoTheMinds / Pierre-Nicolas Schwab

SIAL Paris 2026 in pictures

Some of the most spectacular stands and aisles of the show. Photos: © IntoTheMinds / Pierre-Nicolas Schwab. Reuse subject to a dofollow link to www.intotheminds.com.



The SIAL Innovation area seen from the mezzanine
© IntoTheMinds / Pierre-Nicolas Schwab



The Pepero stand by Lotte Wellfood
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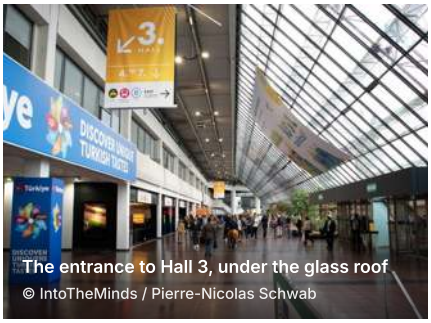
The Buldak stand and its mascot
© IntoTheMinds / Pierre-Nicolas Schwab



The entrance to Hall 3, under the glass roof
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The aisle of the Türkiye pavilion
© IntoTheMinds / Pierre-Nicolas Schwab



The Bulk by CHO stand
© IntoTheMinds / Pierre-Nicolas Schwab



Photo: A consultation terminal in the SIAL Innovation area · © IntoTheMinds / Pierre-Nicolas Schwab

03

Methodology and limitations

3.1 The data analysed
3.2 The trends
3.3 Disruptiveness
3.4 The success score
3.5 Statistical tests and limitations
3.6 Interviews and photos from the show

3.1 The data analysed



Instant coffees on display
© IntoTheMinds / Pierre-Nicolas Schwab

- Product descriptions: 300 descriptions extracted from the 17 shortlists were checked one by one. We isolated 271 unique products (27 products appear in 2 or 3 shortlists and are counted only once). For each product, we used the following information: description, category, launch date and country, selection committee's opinion, exhibitor, manufacturer, brand. The “innovative character” field was empty on all the descriptions sent to us by the show's press agency.
- Companies: alongside the product analysis, we carried out desk research on the 202 companies competing in SIAL Innovation 2026. We used national company registers, official websites, trade directories and the press. The purpose of this desk research was to gather information on identity, headcount, turnover, year of creation and membership of a larger group. 179 of the 202 companies are documented by at least one source.
- Size classes: each company was assigned to a size class according to the European thresholds for micro-enterprises and SMEs (Recommendation 2003/361/EC) and the French definition of the mid-cap, or ETI (2008 Law on the Modernisation of the Economy):
- Micro-enterprises: fewer than 10 employees; SMEs: 10 to 249 employees;
- Mid-caps: 250 to 4,999 employees, with turnover not exceeding 1.5 billion euros or a balance sheet total not exceeding 2 billion;
- large companies beyond that.

The size of 136 companies is based on a source that states it explicitly. In addition, the size of 61 companies was estimated on the basis of converging evidence, and we were unable to classify 5 companies for lack of conclusive data. The VIČI products, presented by CS France, the French office of the Lithuanian group Vičiūnai, are attributed to Lithuania, the group's country; this is the only case where the country used differs from that of the exhibitor.

3.2 The trends

Each product is assigned one main trend and up to 2 secondary trends, from a taxonomy of 11 trends that we built from the main international food innovation barometers published for 2026 (Appendix B). The main trend is used for counts; “total presence” (main and secondary) measures how far a trend spreads beyond the products that claim it first. A lexical detection of claims (protein, fibre, collagen, air fryer, etc.) in the text of the product descriptions complements this coding.

3.3 Disruptiveness

Disruptiveness measures the gap between a product and what already exists on the shelf. We rated it from 1 to 5, product by product, on the basis of the official description alone, by asking 3 questions: is the product based on a new technology or process? Does it create a new use or a new consumption experience? Does it open a new category or combine categories that were previously separate? The level chosen reflects the widest gap observed on one of these 3 dimensions (detailed scale in Appendix C). Disruptiveness says nothing about commercial potential: we calculated it separately from the success score precisely so that the two could be compared. The coding was carried out with the assistance of an artificial intelligence model, by a single coder, without double coding.

3.4 The success score

FOCUS

The score out of 100 combines 6 dimensions

- **Benefit** (20%): clarity of the consumer benefit
- **Differentiation** (15%): differentiation from the existing offer
- **Adoption** (20%): ease of adoption
- **Capacity** (20%): the company's ability to distribute
- **Momentum** (15%): momentum of the trend
- **Proof** (10%): market proof

Each dimension is rated from 1 to 5; the rating rules are set out in Appendix D. Across the 271 products, the average score is 64.1, the median 64, and half of the products fall between 59 and 69. We use it to rank and compare, not to predict sales volumes. The score assesses the chances of success in the launch market stated in the description (the United States for siggi's, South Korea for Magic Soba and LIFILL, Brazil for Pop Cheese); it does not prejudge success in Europe.

SCORE FORMULA

$$\text{Score} = \frac{0.20 \times \textit{Benefit} + 0.15 \times \textit{Differentiation} + 0.20 \times \textit{Adoption} + 0.20 \times \textit{Capacity} + 0.15 \times \textit{Momentum} + 0.10 \times \textit{Proof}}{5} \times 100$$

3.5 Statistical tests and limitations

- Comparisons of ordinal ratings: Mann-Whitney test, with correction for ties; distributions: chi-squared test, with a p-value calculated by simulation (Monte Carlo) when expected counts are below 5; correlation: Spearman's rho; 5% threshold; small sample sizes are flagged.

- The success score is a transparent expert grid, not a predictive model calibrated on sales. The company's capacity carries a 20% weight and is inferred from size: the gap between small and large companies is therefore largely mechanical, hence the comparison of the benefit and differentiation sub-scores. Likewise, momentum is assigned by trend (Appendix D): the score gaps between trends are partly set by assumption.
- The products were chosen by a selection committee and do not form a representative sample of global launches. The awards used are those of the official list of winners published on sialparis.com (updated on 7 October 2026); the 2026 gold, silver and bronze Grand Prix are not known at the date of the analysis. The bonus granted to winners does not measure consumer demand. It reflects a concrete commercial advantage: during the show, award-winning products are displayed in the SIAL Innovation area, flagged by a badge on the exhibitor's stand and included in the SIAL Innovation trail that guides trade visitors, and they benefit from wide press coverage. This visibility among buyers makes listings easier, which justifies the bonus's place in the “market proof” dimension. The rating was carried out after the category winners were announced: the gaps in disruptiveness and differentiation between winners and other products should be read with this caveat.

3.6 Interviews and photos from the show

During SIAL Paris 2026, we conducted around 90 interviews on the stands. Twelve of them, held with exhibitors that had a product in the shortlists or in the competition's selection, were recorded (3 to 11 minutes each, 72 minutes in total):

- Bret's (France): Olivier Sallé, on the Chips de Crêpes, no. 3 in our top 10;
- Nükt (Switzerland): Viktoriia Fishych, CEO, on water-fried chips (interview in English);
- Zeen Tech (Switzerland): Jozeph Zender, on the water-frying process (in English);
- Mousline (France): Anne Breuillé, brand manager, on pan-fry gnocchi;
- Jeune Montagne (France): Miki Kawamoto, on Pom'Aligot de l'Aubrac;
- Semix (Czech Republic): Petr Vavrečka, export director, on Fermentík (in English);
- Edonia (France): Séverine Celle, on the wheat, spinach and spirulina finger;
- Die Käsemacher (Austria): Diana Steiner, on matcha-style and ube-style goat's cheese balls (in English);
- L'Antica Cascina (Italy): Clara Fortibuoni, on Sei di Coccio (in Italian);
- Dardanel (Türkiye): on the smoked tuna steak and tuna in a pouch (in English);

- Eurovo (Italy): Jessica Gualandi, on the Cremoso dessert, included in the SIAL Innovation selection but absent from the shortlists analysed (in Italian);
- Maître Prunille (France): Alizée Delsol, communications officer, on the PâtiMix range, also included in the selection without featuring in the shortlists.

Of these twelve recorded interviews, five were conducted in French, five in English and two in Italian. They were transcribed, and the excerpts quoted have been stripped of hesitations and repetitions; cuts are indicated by square brackets. Statements made in French and Italian were translated by us; those made in English are quoted in their original wording. These interviews illustrate the analysis: they change neither the disruptiveness ratings nor the scores, which were established before the show on the basis of the product descriptions. The photos illustrating this report were taken by us during the show (© IntoTheMinds / Pierre-Nicolas Schwab). They may only be reused if a dofollow link to www.intotheminds.com is included.

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I Pronti pulse salads in pouches (Pedon) · © IntoTheMinds / Pierre-Nicolas Schwab



Photo: Visitors arriving at the Paris-Nord Villepinte exhibition centre · © IntoTheMinds / Pierre-Nicolas Schwab

04

SIAL Innovation 2026 in figures

Before turning to the trends, it is useful to set the scene: who is competing, with which product, since when, and how this vintage compares with the previous edition.

CANDIDATE PRODUCTS	**more than 2,750**
PRODUCTS SELECTED AND PRESENTED TO THE JURIES	**775**
SHORTLISTED PRODUCTS ANALYSED	**271** (300 descriptions, 27 products featured in several categories)
COMPETING COMPANIES	**202**
COUNTRIES REPRESENTED	**41**
PRODUCT CATEGORIES (SHORTLISTS)	**17,** from nutraceuticals (42 products) to hot beverages (7)
PARTICIPATION CHANNELS	248 products in retail, 58 in foodservice, 30 in food ingredients (overlaps possible)
PRODUCTS ALREADY LAUNCHED IN OCTOBER 2026	**242** (89%)
LAUNCH YEAR	**2024** : 9; 2025: 56; 2026: 188 (69%); 2027: 18
PRODUCTS LAUNCHED OUTSIDE THE EXHIBITOR'S COUNTRY	**35** (13%)
WINNERS AND SPECIAL AWARDS	15 category winners, including the VIČI noodles, and 5 special awards (Mousline, Tepache, Sei di Coccio, Probiotica, Vieille Graine sorghum macaroni)
AVERAGE SUCCESS SCORE	64.1 out of 100 (median 64.0; quartiles 59 and 69; minimum 48; maximum 87)
AVERAGE DISRUPTIVENESS	**2.31** out of 5 (median 2)

Base: official SIAL Innovation 2026 shortlists; IntoTheMinds desk research, 6 to 11 October 2026.

Three figures in the table above call for comment. The first is the **concentration of launches in 2026 (69% of products)**. It is primarily due to the competition rules, which restrict entry to products launched in the last 2 years, and therefore does not measure a recovery in innovation. It does confirm, however, that the competition captures what is happening right now. We note that 89% of products are already on the shelf as we write, which makes our observations on the show floor directly verifiable. The second is the **share of products launched, or announced for launch, outside the exhibitor's country (13%, or around one product in eight)**. Some of these cases are due to the way groups are organised: siggi's, for example, is an American brand owned by Lactalis. For the others, the SIAL Innovation competition is an export ramp as much as a showcase: the Turkish company Patislove, for instance, is launching six of its products directly in France. The third is the **weight of retail, with 248 products out of 271 aimed at**

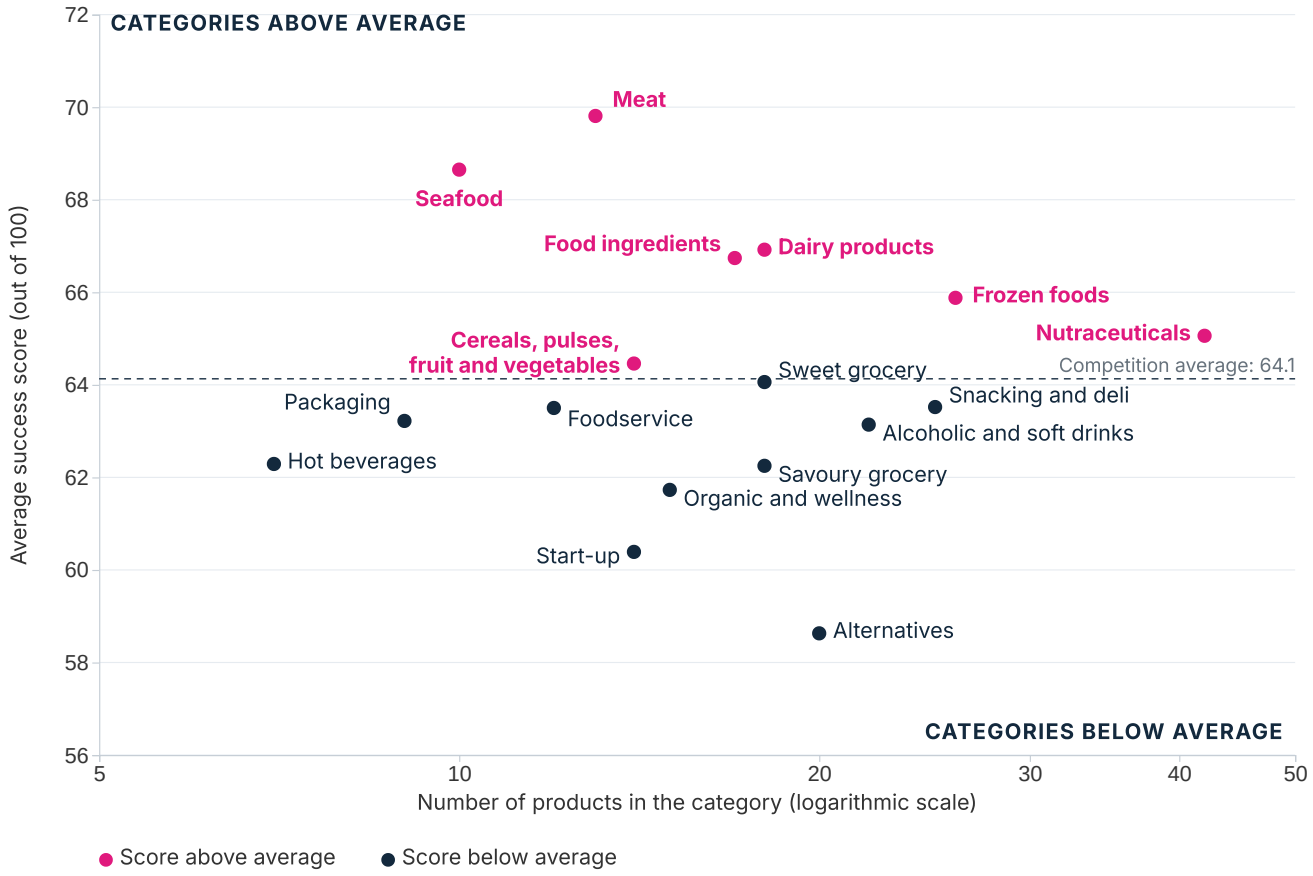
supermarket shelves, compared with 58 for foodservice and 30 for industrial ingredients. Yet the products intended for foodservice and for manufacturers are more disruptive (2.48 and 2.77 versus 2.28 for retail). Process innovation often happens upstream of the shelves.



Instant coffees on display
© IntoTheMinds / Pierre-Nicolas Schwab

The 17 categories: where is the potential hiding?

FIGURE 1 **Number of products per competition category and average success score (a product featured in several categories is counted in each).**



Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026). A product featured in several categories is counted in each.

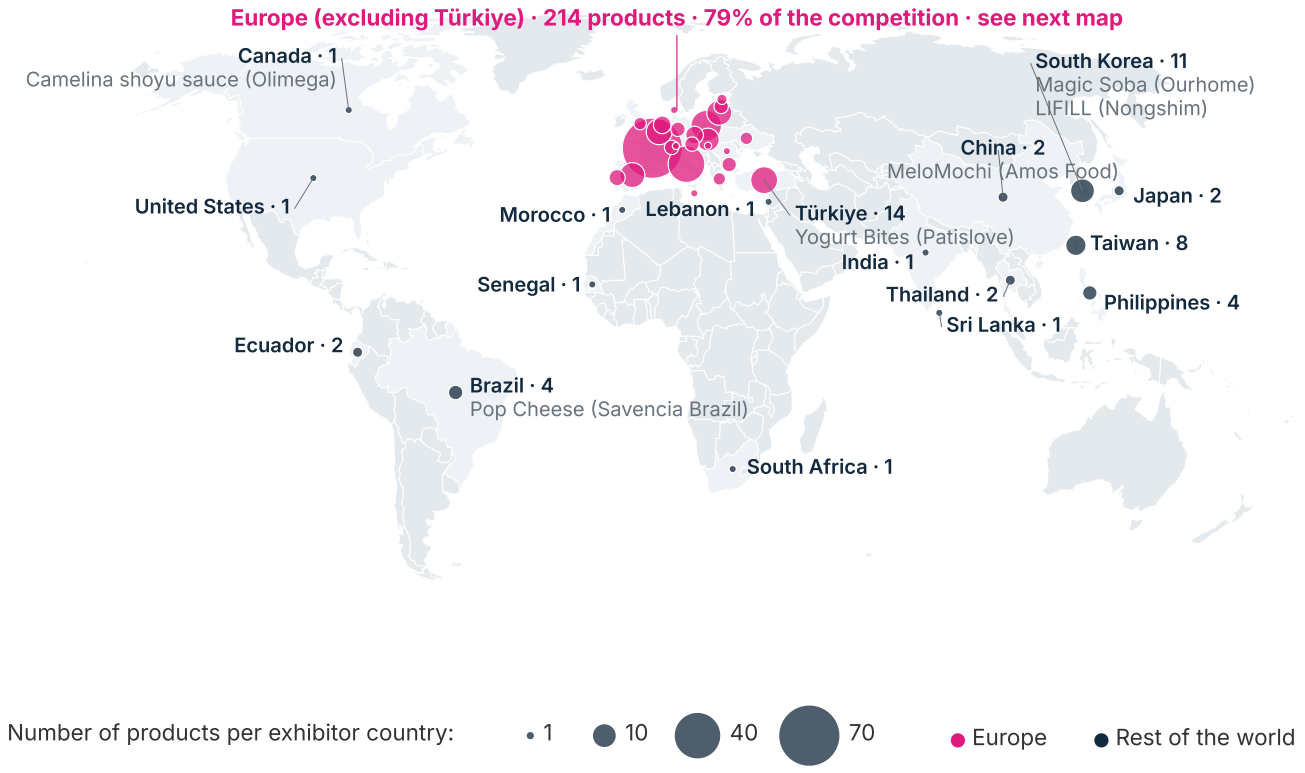
The largest categories set the tone, with nutraceuticals (42 products), frozen foods (26), snacking and deli (25) and alcoholic and soft drinks (22). Nutraceuticals, the largest category by volume, is a marker in itself. Food supplements are entering the food show through the front door, and they are doing so with the codes of snacking (bites, shots, bars, gummies).

But potential does not follow volume. Meat (13 products, average score of 69.8) and seafood (10 products, 68.7) are ahead of all the other categories. They are not the most innovative, but they are the ones where exhibitors are established manufacturers (LDC, Vičiūnai, Dardanel) applying to mass categories recipes that have proved themselves elsewhere, such as duck pastrami or the surimi protein

snack. Seafood does, however, owe a great deal to the three VIČI products: without them, the category falls to 65.2. At the other end, alternatives (20 products, 58.6) and start-ups (14 products, 60.4) bring up the rear. These are the categories where small structures are most numerous and where barriers to adoption are highest. Nutraceuticals sits just above average (65.1), with many claims, little differentiation from one product to the next, and distribution often limited to e-commerce.

A global geography with a European heart

FIGURE 2 **Number of competing products by country of the exhibiting company, and notable innovations from non-European countries.**



Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026). Exhibitor's country (VIČI products attributed to Lithuania). Base map: Natural Earth.

The competition calls itself global, and it is by the number of countries (41). It is **European by volume**, since 214 products, or 79% of the competition, come from Europe excluding Türkiye, and 228 (84%) including Türkiye.

Outside Europe, East and South-East Asia provide most of the rest, with South Korea (11 products), Taiwan (8) and the Philippines (4); the Americas come down to Brazil (4, including Pop Cheese from Savencia Brazil), Ecuador (2), Canada (1, with Olimega's camelina shoyu sauce) and the United States (1).

Africa fields only 3 products (Morocco, Senegal, South Africa). We will return to this geography in section 10. For now, note that **South Korea is the non-European country that weighs most heavily at the top of the**



The World Champions Tour: SIAL Innovation winners from the other shows in the SIAL network (India, China, Canada, Indonesia, Malaysia)
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ranking, with 2 products in the top 10 (Magic Soba and LIFILL); Türkiye (Patislove bites) and Brazil (Pop Cheese) each place one.

EXPORTING AN INNOVATION

One product in eight is launched outside its exhibitor's country

Before exporting an innovation, we check the fit between the product and the target market (uses, acceptable price, local competition, channels) in the target country.

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Purple sweet potatoes on a Korean stand · © IntoTheMinds / Pierre-Nicolas Schwab



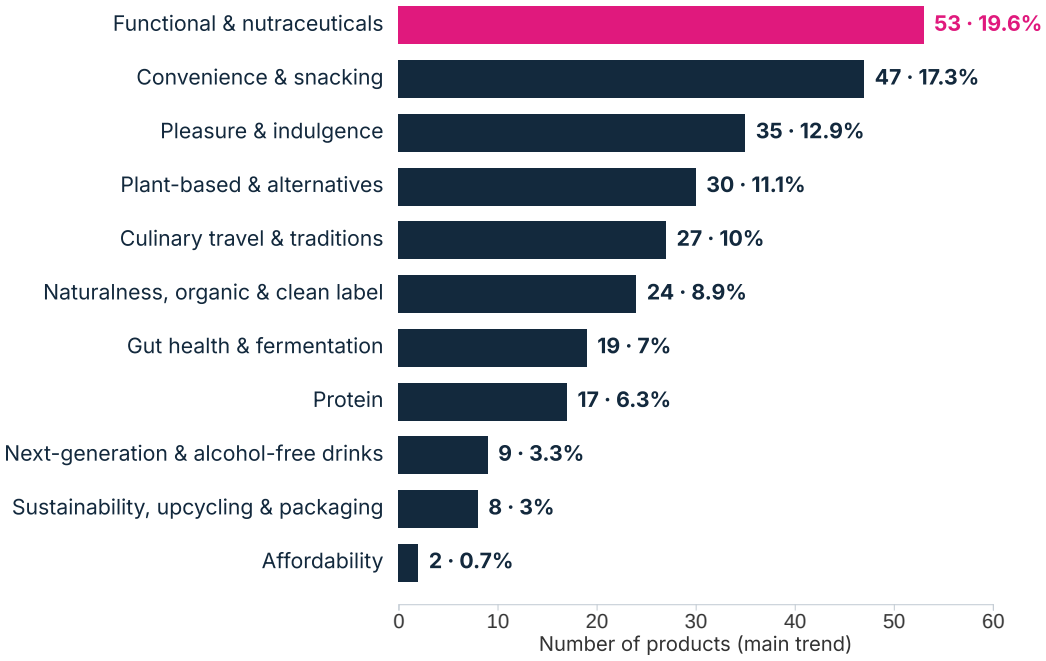
Photo: Colourful fresh pasta on an Italian stand · © IntoTheMinds / Pierre-Nicolas Schwab

05

The 2026 innovation trends

This section is the heart of the analysis. In it we answer four questions: which trends dominate the competition; which are identity trends and which are diffuse; which combine boldness and potential; and which specific claims the product descriptions carry. These results complement our analysis of developments in the food market, which covers the whole market and not just the competing products.

FIGURE 3 **Number of products per main trend, out of 271 competing products.**



Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026).

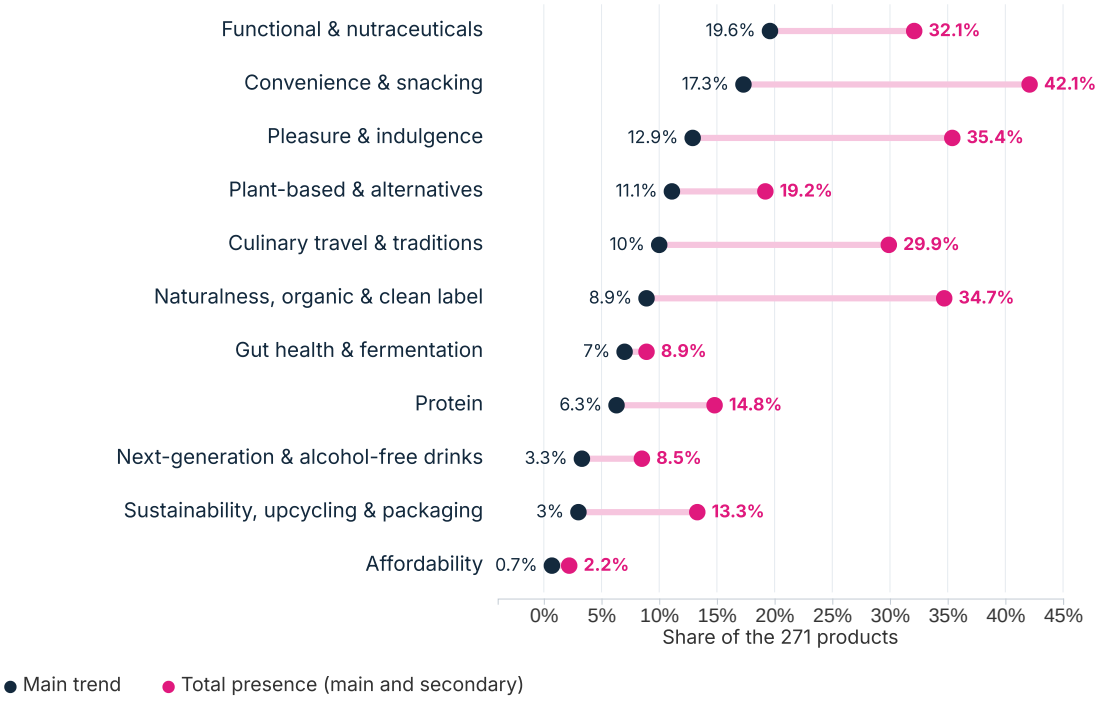
MAIN TREND	PRODUCTS	SHARE	TOTAL PRESENCE	AVERAGE SCORE	DISRUPTIVENESS	% SMALL COS.
Functional & nutraceuticals	53	19.6%	32.1%	63.8	2.21	75.5%
Convenience & snacking	47	17.3%	42.1%	66.1	2.15	59.6%
Pleasure & indulgence	35	12.9%	35.4%	62.8	2.06	57.1%
Plant-based & alternatives	30	11.1%	19.2%	59.3	2.63	70.0%
Culinary travel & traditions	27	10.0%	29.9%	63.0	2.22	63.0%
Naturalness, organic & clean label	24	8.9%	34.7%	62.2	2.29	83.3%
Gut health & fermentation	19	7.0%	8.9%	67.7	2.74	73.7%
Protein	17	6.3%	14.8%	72.8	2.18	35.3%
Next-generation & alcohol-free drinks	9	3.3%	8.5%	62.4	2.56	88.9%
Sustainability, upcycling & packaging	8	3.0%	13.3%	61.4	3.25	87.5%
Affordability	2	0.7%	2.2%	74.0	2.00	50.0%

Total presence: share of products in which the trend appears as a main or secondary trend.
Small companies: micro-enterprises and SMEs.

The hierarchy is clear and easy to read. The **top four trends (functional, convenience, pleasure, plant-based) account for 61% of products**. Functional dominates in volume (53 products), protein dominates in potential (average score of 72.8, partly because our grid gives this trend maximum momentum) and sustainability dominates in disruptiveness (3.25). No trend combines all three. Another reading: the share of small companies more than doubles from one trend to another, from 35.3% in protein to 88.9% in alcohol-free drinks. We will see in

chapter 9 that this is no coincidence. **Trends with low industrial barriers are the ones where small companies cluster.**

FIGURE 4 **Share as main trend and total presence (main and secondary), in %.**



Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026).



Olive oil in coloured ceramic bottles · © IntoTheMinds / Pierre-Nicolas Schwab

FOCUS

Identity trends, diffuse trends

Figure 4 distinguishes **two families of trends**.

Identity trends are those that a product claims first. Functional (19.6% as main trend, 32.1% in total) and gut health are examples.

Diffuse trends come in support of other main benefits. For example, convenience is present in 42.1% of product descriptions whereas it is the main trend in only 17% of them, and naturalness rises from 8.9% to 34.7%.

In the section "The trends one by one", we detail each trend and indicate its weight (as a percentage) in the selection. We calculated the weight as a main trend as well as the weight "in total presence", that is, combining main and secondary trends.

Our practical reading is that **naturalness and convenience are no longer positionings, they are prerequisites**. A functional product has to be convenient and "clean"; it will gain nothing by saying so first, but it would lose by not being so.

This distinction has a consequence for marketing teams. Diffuse trends are poorly measured by consumers' stated intentions, since consumers take them for granted, and are better tested in real-life conditions, for example through shelf tests or in-home usage tests. Identity trends, by contrast, lend themselves to classic concept tests, since they are the stated reason for purchase.

TREND MONITORING ALL YEAR ROUND

More than 50,000 consumers surveyed every year in more than 50 countries

IntoTheMinds tracks food industry trends throughout the year and surveys consumers to understand their needs and desires, test prices and evaluate new innovations. This knowledge and these insights are made available to companies that entrust us with a project, whether it involves introducing a product to a market, developing a new product or analysing trends.



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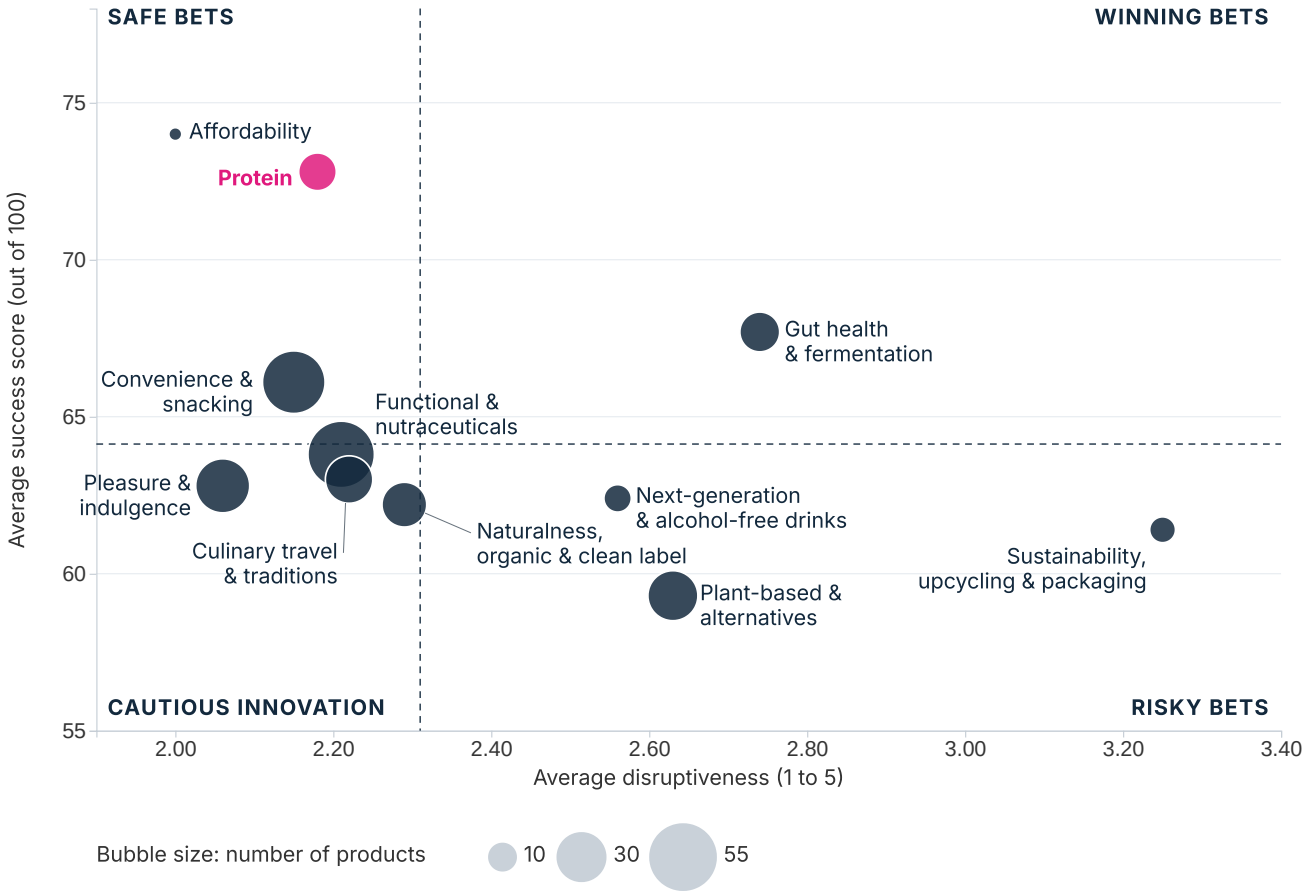
Boldness does not always pay off

FIGURE 5 Average disruptiveness and success score of the 11 innovation trends.



Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026). The affordability trend has only 2 products.

FOCUS

Protein (score of 72.8, disruptiveness of 2.18) and **affordability** (74.0, but on only 2 products) are safe bets with little disruption. You win there by executing better than others, not by inventing. **Functional and nutraceuticals**, the leading trend with 53 products (19.6%), falls under cautious innovation: not very disruptive (2.21) and just below average (score of 63.8). **Sustainability** (disruptiveness of 3.25, score of 61.4) and **plant-based** (2.63 and 59.3) are risky bets. Products there are technically ambitious, backed by small structures, and their adoption remains uncertain. **Gut health** and **fermentation** are the exception: above average on both axes (disruptiveness of 2.74, score of 67.7).

This finding ties in with a more general observation, which we detail in section 6. Across the 271 products, **the correlation between disruptiveness and success score is nil.** For a manufacturer, this means that there is no automatic premium for boldness, but no penalty either. What separates products are the three dimensions that disruptiveness does not measure: clarity of benefit, ease of adoption and ability to distribute.

The trends one by one

Functional and nutraceuticals

53
products - 19.6% (32.1% in total presence)

The reigning trend, driven by the nutraceuticals category but present in 14 of the 17 categories (as a main or secondary trend), from honey to cheese. The driver is well known: consumers expect from their food a benefit they previously sought at the pharmacy. Examples from the 2026 selection:

- Trésors de la Ruche functional honey (Famille Michaud Apiculteurs, Lune de Miel brand, France)
- Fruit spread with collagen, 22 g of protein per jar (CIMA 99, Tru Balance brand, Bulgaria)
- Welsom shots with collagen, vitamins and magnesium (Chias Brothers Europe, Poland)
- LIFILL collagen backed by clinical studies (Nongshim, South Korea)
- IN range of drinks segmented for men and women (LYLLO, Switzerland)



Greek yoghurt with collagen (Youphoria)
© IntoTheMinds / Pierre-Nicolas Schwab



Trésors de la Ruche



Tru Balance



Welsom



LIFILL

FIBRE, A CLAIM CARRIED BY 36 PRODUCTS IN THE COMPETITION

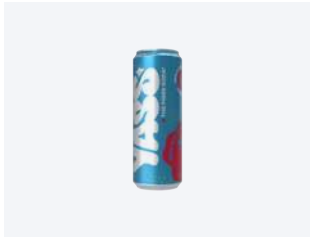


siggi's Fruit & Fiber



WANTY High Fiber Soda


Sweet-Switch Pops



Yass The Fiber Soda

Two limits temper the enthusiasm. The first is saturation: 16 products contain collagen, 11 rely on electrolytes, and the trend's average differentiation is low. The second is regulatory. In Europe, health claims are regulated, and many of the claims that can be read in the product descriptions (beauty, sleep, focus) cannot be worded as such on packaging. The trend's average score (63.8) is slightly below the competition average (64.1). Demand is there, but each product is fighting against dozens of similar claims.

Convenience and snacking

47
products - 17.3% (42.1% in total presence)

The format makes the innovation. Snacking is both a trend in its own right and the vehicle for all the others. It is as bites, shots and single portions that functional, plant-based and pleasure reach the shelves. Examples:

- Fresh kebab under a dome, to be cooked in the air fryer (Herbert Ospelt Anstalt, Zakee's Kebab@home brand, Liechtenstein)
- Pop Cheese, a cooking cheese ready in 7 minutes (Savencia Brazil, Quatá brand, Brazil)
- Medjool dates in an on-the-go pouch of 3 (Brousse Groupe, MaJool brand, France)
- KeyGoes ground chilli in a refillable keyring (Spice IT, Slovakia)
- Pan-fry gnocchi with a 12-month ambient shelf life (Mousline, France)



MaJool, 3 Medjool dates in an on-the-go pouch (Brousse & Fils)

© IntoTheMinds / Pierre-Nicolas Schwab



Zakee's Kebab@home



Pop Cheese



MaJool



KeyGoes

With an average score of 66.1 and one of the lowest disruptiveness levels among the major trends (2.15; only pleasure is lower, at 2.06), convenience is the territory of well-executed incremental innovation. It is also the territory of large groups, since 40.4% of its products come from mid-caps or large groups, compared with 30% for the competition as a whole. The reason is industrial: a new format often requires a new packaging line, which only sizeable manufacturers can amortise.

Mousline provides an illustration. Its pan-fry gnocchi, which keep for 12 months at ambient temperature and received the France special award, extend an existing know-how rather than opening up a new line of business. The brief is the same as for mashed potato: "*We really wanted to keep this DNA of the Mousline brand [...]: ease of use, convenience and a very affordable price*", explains Anne Breuillé, the brand's manager. Translated from French.



Fruit in juice in individual cups, in packs of ten (Woolworths)

© IntoTheMinds / Pierre-Nicolas Schwab



HEARD AT THE SHOW

"Few French people know it, but gnocchi are made from potatoes. So, quite naturally, our gnocchi were born from our expertise in potatoes."

Anne Breuillé brand manager, Mousline
Translated from French

Photo: Mousline pan-fry gnocchi, France special award, in the SIAL Innovation area · © IntoTheMinds / Pierre-Nicolas Schwab

The same reasoning applies to the Turkish canner Dardanel, which is moving its tuna from the can to the pouch: "*Main purpose of the pouch products is easy to eat. And you can move it everywhere, to your office [...], you can take it to the gym also. [...] Once you open [...] a can of tuna, you have to drain its oil, water, etc. But in pouch products, no need. Just open it and eat it.*" And to Maître Prunille, whose PâtiMix range of baking aids, included in the competition's selection, fits in a sachet: "*These are 100-gram formats, so they are just right for a single use*", notes Alizée Delsol, communications officer.

Maître Prunille's remarks translated from French.

Pleasure and indulgence

35
products - 12.9% (35.4% in total presence)

Texture, colour and the element of surprise. Pleasure is renewed through the multisensory more than through the recipe. We had described "comfort food" as the underlying trend of 2025; the 2026 vintage extends it by adding the visual dimension, the one that gets a product shared on social media. Examples:

- MeloMochi triple-texture mochi (Amos Food, China)
- Snöo ice-cream-filled marshmallows (ONORE, France)
- Galette des Rois topped with a cookie (Picard, France)
- Culinary Clouds micro-foam condiment (Chef Seasons, Türkiye)



KitKat doughnuts
© IntoTheMinds / Pierre-Nicolas Schwab



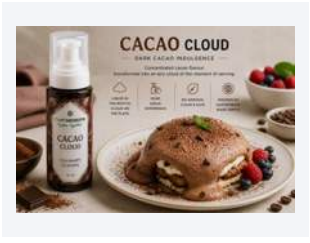
MeloMochi



Snöo



Picard cookie galette



Culinary Clouds

Pleasure is under-represented in the competition compared with the market. According to our analyses, it drove 47% of global launches in 2022, versus 12.9% of main trends here. The explanation lies in the competition itself, which rewards demonstrable novelty; an indulgent recipe is hard to demonstrate in a product description. The average

score (62.8) lags behind, because indulgence suffers from two handicaps in 2026, nutritional pressure and price, in a market where 45% of French households actively look for promotions.

On the stands, manufacturers make no mistake about it. *"It's the foundation. [...] Removing all the things that make it a pleasure [...] makes no sense for the product"*, replies Olivier Sallé (Bret's) when we ask him about the place of pleasure in his innovations. Nükt, which nevertheless removes the oil from its chips, takes the same line: *"It's not diet chips, it's not like healthy chips, it's normal chips. So it means we don't ask people to give up what they love. No, we just offer them a new way to enjoy the pleasure"*, explains its CEO, Viktoriia Fishych.

Olivier Sallé's remarks translated from French.

Plant-based and alternatives

30
products - 11.1% (19.2% in total presence)

Fewer in number but more technical (disruptiveness 2.63), plant-based products post the lowest average score of the major trends (59.3). The slump in the plant-based meat market is weighing on the whole category. Retailers have cut back their ranges and occasional consumers have not come back. The most accomplished propositions of 2026 have learned the lessons of this phase:

- Plant-based steak with a fibrous texture and a short ingredient list, category winner (Rival Foods, Plant Meat Makers, Netherlands)
- Le Végé du Fromager, a dairy and plant-based hybrid (Fromagerie Dongé, France)
- SÜVY, a sugar substitute that caramelises (Groupe Innovi, France)
- Garlic and herb peanut spread, a cream cheese substitute (Fromidabe brand, presented by the regional network Agro-Sphères, France)
- Chia seed caviar (Abhaja, Latvia)



The Beyond Meat stand
© IntoTheMinds / Pierre-Nicolas Schwab



Rival Foods



Le Végé du Fromager



SÜVY



Chia Caviar

Two ways forward are emerging. The first is the hybrid, which combines plant proteins with dairy or meat ingredients rather than replacing them. This is, in our view, the most credible route to replacing part of animal protein without upsetting habits. The second is the move of plant-based away from meat, towards sugar, cream cheese or caviar, where the comparison with the original is less unfavourable. Finally, plant-based is, along with culinary travel, one of the two trends in which small and large companies invest in the same proportions (11.5% and

11.0% of their products). The large ones have not walked away; they are waiting.

Culinary travel and traditions

27
products - 10.0% (29.9% in total presence)

The Korean and Filipino wave, regional specialities revisited and unapologetic fusion. Examples:

- Pom'Aligot de l'Aubrac PGI, foodservice winner (Jeune Montagne, France)
- Duck pastrami (LDC, Jean Routhiau brand, France)
- Ube in the form of a latte (Thés de la Pagode, France), mochi (Waomochi, Helados Estiu, Spain), a spread and a pure powder (Aniwa, Pacific Synergy, Philippines)
- Korean fried chicken sauce (Wonil Food, Spoon King brand, South Korea)
- Kimchi-flavoured muesli mini sticks (Semix Pluso, Czech Republic)
- Furikake with Atlantic seaweed (Porto-Muiños, Spain)
- Turkish coffee with olive (Koklu Olive Oil Company, Türkiye)



Cocoa fondant with a molten ube and vanilla centre (Picard)
© IntoTheMinds / Pierre-Nicolas Schwab



Pom'Aligot de l'Aubrac



Pastrami de canard



Ube latte · Thés de la Pagode



Turkish coffee with olive

Culinary travel is a diffuse trend: present in 29.9% of product descriptions, it is the main trend for only 10% of them. Korean or Filipino inspiration serves as a dressing for products classified under snacking or pleasure. Ube, the purple yam from the Philippines, appears in 8 product descriptions and plays in 2026 the role that matcha played a few years ago, that of a colour that has become a trend in its own right.

Two winners we met at the show illustrate the two directions of this journey. Jeune Montagne starts from a regional speciality, aligot de l'Aubrac, and turns it into a snack: *"We would like to turn this traditional French recipe into a new way of eating"*, explains Miki Kawamoto. Die Käsemacher goes the other way and dresses an Austrian goat's cheese in matcha and ube. *"More and more people focus on Asian trends, good lifestyle and authentic taste. So not too sweet, not artificial, but honest"*, observes Diana Steiner. On ube, she adds: *"It's not the big taste of ube [...], it's not so dominant [...]. But it's the colour that makes it interesting. And it's not artificial, it's natural."*

Miki Kawamoto's remarks translated from French.



Pom'Aligot de l'Aubrac (Jeune Montagne), winner of the foodservice category
© IntoTheMinds / Pierre-Nicolas Schwab

HEARD AT THE SHOW

"On the outside, it's very crunchy. And when you eat it, the inside is very stretchy and melts in the mouth."

Miki Kawamoto
Jeune Montagne
Translated from French

Naturalness, organic and clean label

24
products - 8.9% (34.7% in total presence)

No preservatives, no nitrites, short ingredient lists, organic. Naturalness has become a foundation more than a positioning, which explains its low differentiation score and its modest average score (62.2). “Free-from” marketing has done its work and no longer surprises anyone. The most convincing products combine it with a process:

- Tomato vinegar obtained by acetification (Comtemp - Companhia dos Temperos, Cristal brand, Portugal)
- Flour blend with sprouted GABA rice and barley, additive-free (Petra Molino Quaglia, Italy)
- Nitrite-free chicken chorizo matchsticks (LDC, Le Gaulois brand, France)
- Apple juice from concentrate, with sugar reduced by fermentation (Austria Juice, Austria)



Cristal tomato vinegar



Petra 0103 HP



Le Gaulois matchsticks

It is one of the trends most driven by small companies (83.3%, behind next-generation drinks at 88.9% and sustainability at 87.5%), and one of those in which large companies invest least (4.9% of their products). Organic in particular, whose market and development scenarios we have documented, is hardly an innovation argument in itself any more. It is present in the “organic, wellness” category (15 products), but rarely as the central claim.



“Le Lion” Puy lentils, chia seeds and snails on the Sabarot stand
© IntoTheMinds / Pierre-Nicolas Schwab

Gut health and fermentation

19
products - 7.0% (8.9% in total presence)

Above average in both disruptiveness (2.74) and score (67.7), gut health is the most balanced trend in the competition. Examples:

- Bufala Cuore di Kefir, a mozzarella with a kefir centre (Ponte Reale, Italy)
- Yass sodas with prebiotic fibre (Nature Innovation International, Belgium)
- Sweet-Switch Pops, 20 g of fibre per can (Belgium Premium Brands II, Belgium)
- A2 milk pearls in a seaweed shell (Vomond, Ukraine)
- Tepache, Start-up special award (Labo Dumoulin, France)

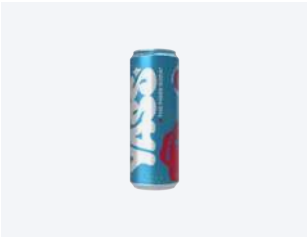


Pineapple tepache (Labo Dumoulin)
© IntoTheMinds / Pierre-Nicolas Schwab

- Fermentík fermented snack, organic and wellness winner (Semix, Czech Republic)



Bufala Cuore di Kefir



Yass



Vomond A2 pearls



Labo Dumoulin tepache

The fermented drinks market has paved the way. Kefir, kombucha and tepache have familiarised consumers with a tangy taste and with the microbiome argument. In 2026, fermentation is leaving the jar and entering cheese, soda and pasta (Probiotica, Pastificio Liguori, press favourite award, 74.5). Nearly three in four products in this trend come from small companies (73.7%), and it is, along with protein, one of only two trends in which these small companies achieve an average score above the competition average (65.1 versus 64.1), leaving aside affordability, which has only one product from a small company. Gut health is a territory where they convert.

At Semix, winner of the organic, wellness category, export director Petr Vavrečka presents Fermentík as *"a representative of a new category of a fermented vegetable"*. *"It was not easy, it was quite challenging because the development of the product took one and a half year and we started with a pre-production in January this year"*, he adds. The product is reaching Czech retail in a 150 g pot: *"If we take the price from the Czech market, we are close to one and a half euro as the end price for the customers."*

Protein

17
products - 6.3% (14.8% in total presence)

The best average score of the major trends (72.8) and the territory of large groups (only 35.3% small companies). Examples:

- siggi's Fruit & Fiber skyr (Lactalis, France)
- VIČI high-protein surimi (CS France, Vičiūnai group, Lithuania)
- KKODANMYEON chicken noodles (S Foods, JCDM brand, South Korea)
- La Daria Proteica mozzarella (Caseificio Andriese, Italy)



"World's finest protein" on the Zandbergen stand
© IntoTheMinds / Pierre-Nicolas Schwab



siggi's Fruit & Fiber



VIČI Protein


KKODANMYEON

Protein is the most frequent claim in the competition (46 products, 17%). It builds on a market that has exploded. In our analysis of the high-protein food market, we noted sales of 380 million euros in French supermarkets in 2024 compared with 70 million in 2020, with skyr alone accounting for 243.8 million. The spread of GLP-1 appetite-suppressant treatments is reinforcing the movement. In the United States, 12 to 15% of households use them, yoghurt sales are growing (+3.6%) while sales of savoury snacks are falling (-10.1%), and 70% of American consumers say they want to increase their protein intake. The protein and fibre duo of siggi's skyr is the most direct answer to this demand, and it is no coincidence that it tops our ranking.

Edonia, a winner with the wheat, spinach and spirulina finger developed with Cocoriton, champions protein with no added ingredient. "*The advantage is that you don't get the very harsh taste of the spirulina we know in powder form*", explains Séverine Celle about Edo, her ingredient made from fresh spirulina. Above all, "*it avoids adding powders, isolates, ultra-processed things*". The Italian company Eurovo, whose egg white-based Cremoso dessert is part of the competition's selection without belonging to the shortlists analysed, also wants to take protein out of the sports nutrition aisle: "*The Eurovo group's idea was not to go [...] only for that niche of people, but to open up to the family*", sums up Jessica Gualandi.

Séverine Celle's remarks translated from French, Jessica Gualandi's from Italian.

HEARD AT THE SHOW

"In the United States [...], more and more restaurant menus show the protein content of dishes."

Séverine Celle
Edonia
Translated from French

Next-generation and alcohol-free drinks

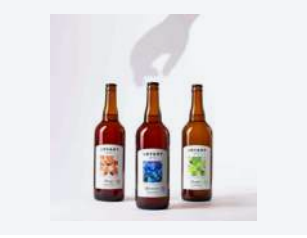
9
products - 3.3% (8.5% in total presence)

88.9% of these products come from small companies. Examples:

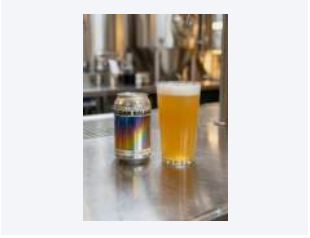
- Les Houblonnées and Les Pétillants, non-fermented alcohol-free alternatives (Joyart, Les Jardins de l'Orbrie, France)
- Limitless NEIPA, a relaxation beer with a patented botanical complex (Belgian Balance, Belgium)
- Belzar Chill Spritz, an alcohol-free cocktail with ashwagandha (Belzar, France)



Colourful liqueurs on display
© IntoTheMinds / Pierre-Nicolas Schwab



Les Houblonnées



Limitless NEIPA



Belzar Chill Spritz

In 2026, alcohol-free is what plant-based was in 2019: a category under construction, driven by entrepreneurs rather than by the big drinks groups, with above-average disruptiveness (2.56) and a lagging average score (62.4). The major players are almost absent from the competition (1 product in 9), even though they are investing in the

segment elsewhere. The gap between the competition and the market is at its widest here. We have already analysed this trend in our article on the alcohol-free market and see it as a growing segment, essential for companies historically positioned in alcoholic drinks.

Sustainability, upcycling and packaging

8

products - 3.0% (13.3% in total presence)

The most disruptive trend in the competition (3.25). Examples:

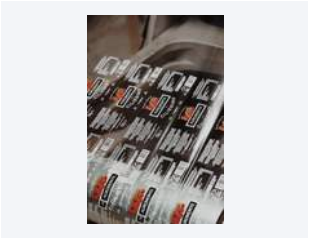
- Raspberry seed flour, winner of the food ingredients category, and raspberry seed oil (Oleowita Oil, Oleje Milo brand, Poland)
- Shoyu sauce made from camelina press cake (Olimega, Signé Caméline brand, Canada)
- Label made from tomato waste (Agromonte, Italy)
- Sei di Coccio, a cheese matured in its clay shell, Packaging special award (L'Antica Cascina, Italy)



Raspberry Flour



Signé Caméline



Agromonte label



Sei di Coccio

Eight products have it as their main trend, but sustainability appears as a main or secondary trend in 36 products. The argument runs through 28 other products, around one in ten, without being their driver. This is the sign of a trend that has matured in what companies say but not yet in what they offer. Upcycling remains the business of small companies (87.5%) and of intermediate products aimed at manufacturers, such as raspberry seed flour. The 2024 winner from Ourhome, a kimchi made from leaves that are usually discarded, nevertheless shows that a large group can turn it into a commercial success.

Sei di Coccio, Packaging special award, shows that packaging can also carry a story. "*Sei di Coccio is a cheese wrapped in raw clay [...]. The raw clay creates an environment in which the cheese is able to mature naturally and, once you have bought it, you can keep it at home at room temperature [...] for two to six months*", describes Clara Fortibuoni (L'Antica Cascina). The shell has to be broken to taste the cheese, and the idea came out of a disaster:



Trio Gourmand (William Saurin, Cofigeo): a ready meal in a three-compartment plate, selected in the packaging category

© IntoTheMinds / Pierre-Nicolas Schwab

> **"The story of Sei di Coccio begins [...] in Romagna in 2023, [when] we were hit by the flood and so we had mud on the houses, everywhere. [...] We decided to take this negative thing and turn it into a very positive idea, namely Sei di Coccio: from the mud of the flood, a product that brings joy, light-heartedness, sharing, memories."**
>
> **Clara Fortibuoni** L'Antica Cascina
> Translated from Italian

Making use of co-products is also at the origin of Eurovo's egg white-based range. Italian foodservice mainly uses the yolk, which leaves the manufacturer with a surplus of white. *"And so the idea was born partly from that: what do we do with this excess, surplus egg white?"*, says Jessica Gualandi. Translated from Italian.

Affordability

2
products - 0.7% (2.2% in total presence)

Almost absent from the main trends, because the competition rewards demonstrable novelty. Affordability is tucked away in ingredient choices. The trend's two products are Viakao aerated chocolate chips and VIČI herring; the carob and hazelnut spread, classified under plant-based, follows the same logic:

- Carob and hazelnut spread as a cocoa substitute (Noiseraie Atelier, France)
- Aerated chocolate chips (Altervia Trading, Viakao brand, France)
- Sliced smoked herring positioned as an affordable salmon (VIČI, Vičiūnai group, Lithuania)



Carob and hazelnut


Viakao


VIČI Smoked Herring

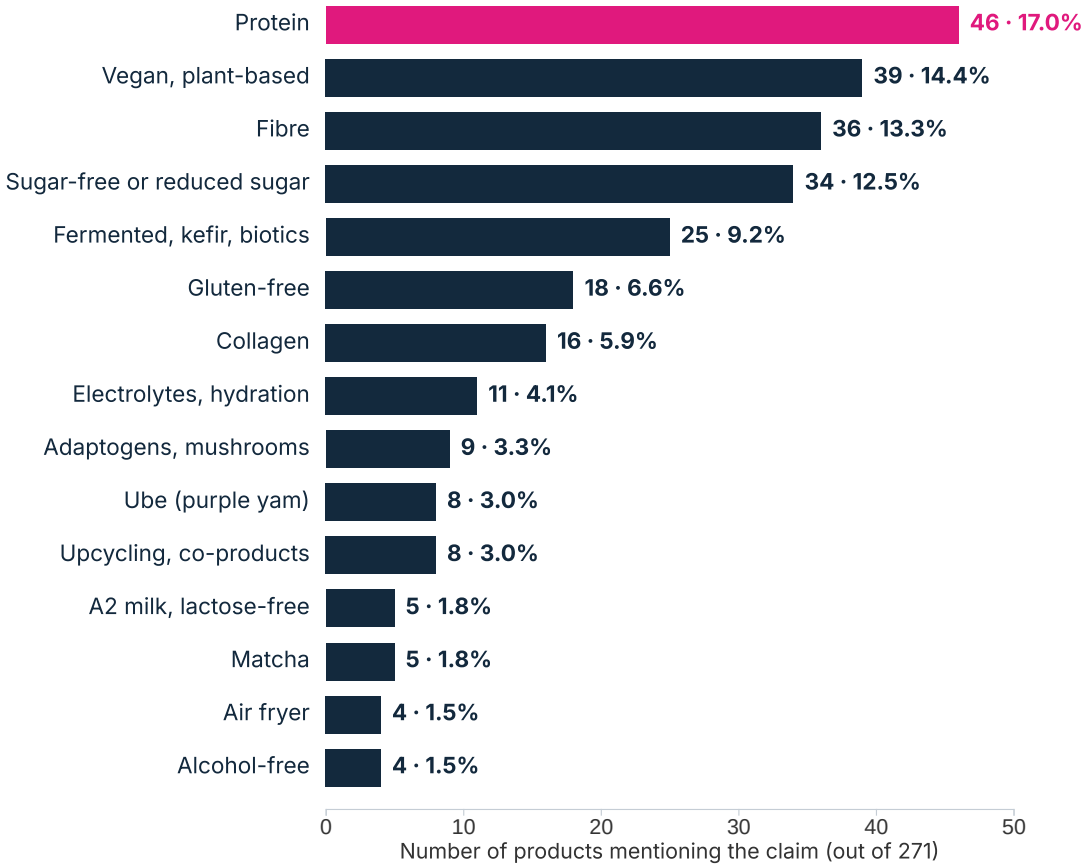
Its high average score (74.0) rests on 2 products and allows no generalisation. The interesting signal lies elsewhere. In a market where price has once again become the first purchase criterion, affordability innovation has no place in an innovation competition. Tensions in the chocolate market explain, for example, Viakao's aerated chocolate chips, which deliver the same volume with less cocoa; this type of innovation, invisible to a jury, is nevertheless the one that retail buyers look for most actively.

Price is not absent from the stands, however. At Bret's, Olivier Sallé thinks in thresholds: *"Our savoury products sell for between €1.10 and €1.80. [...] The upper limit was €3. [...] Which is why this product has a recommended retail price of around €2.95."* Nükt, for its part, promises

oil-free chips at no extra cost: "*Because we are going to the mass market, our price will be the same like for normal chips*", announces Viktoriia Fishych. Olivier Sallé's remarks translated from French.

The 15 claims of the 2026 vintage

FIGURE 6 **Number of products mentioning each claim in their description, out of 271.**

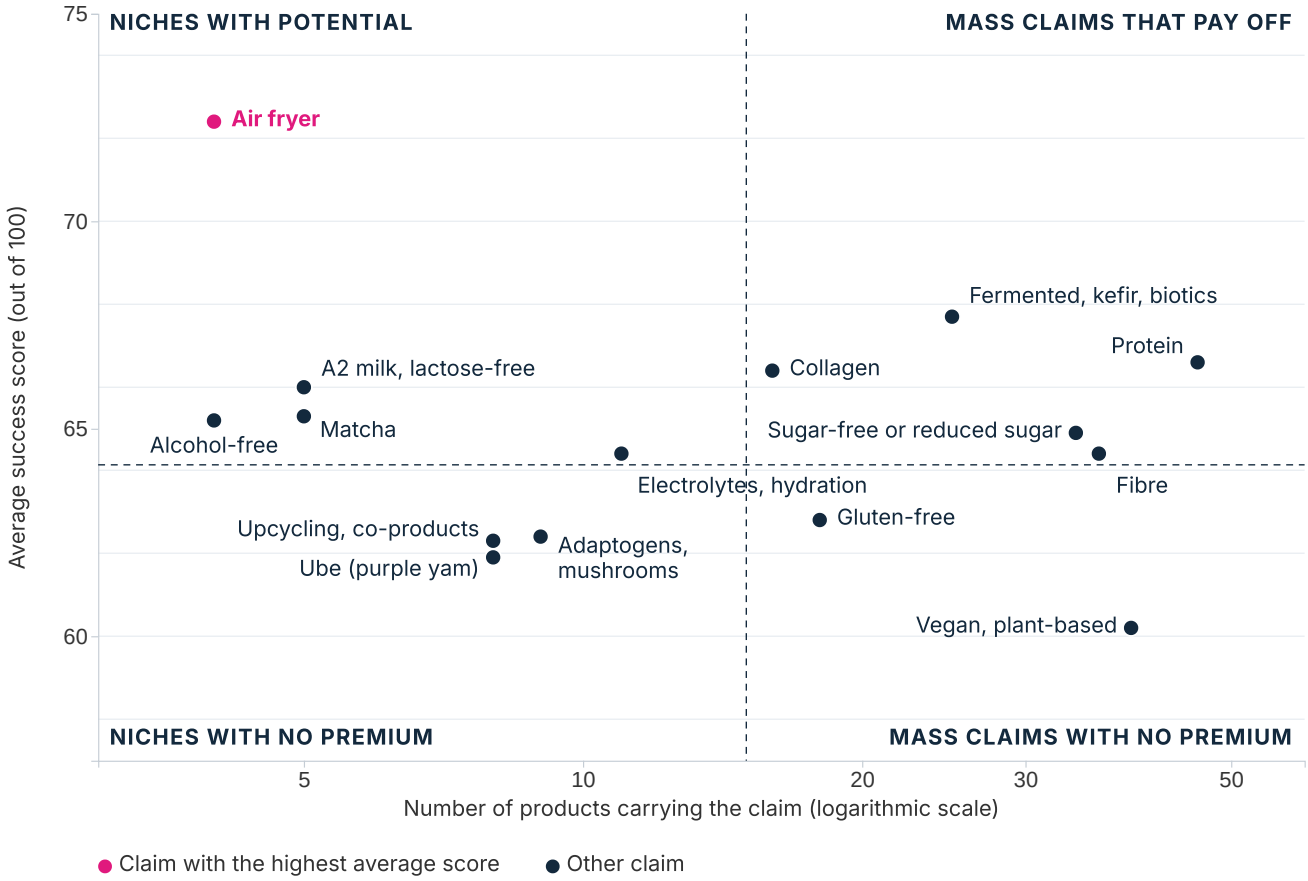


Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026). A product may carry several claims.

Lexical detection in the product descriptions confirms and qualifies the reading by trend. Protein is the most frequent claim (46 products, 17.0%), ahead of vegan and plant-based (39, 14.4%), fibre (36, 13.3%) and sugar-free or reduced sugar (34, 12.5%). Next come fermentation and biotics (25), gluten-free (18) and collagen (16). It is worth noting that plant-based, which is the main trend of only 11.1% of products, is claimed by 14.4% of descriptions. It survives as a secondary attribute where it is retreating as a positioning.

The frequency of a claim says nothing, of course, about its effectiveness. **Vegan and plant-based**, the second claim by volume, is the one whose products achieve the lowest average score (around 60). The mention is frequent, but it no longer carries weight. Conversely, fermentation (67.7) and collagen pay off above average. The **air fryer**, cited in only 4 descriptions, posts the best average score (72.4). It is a niche with potential, driven by well-distributed products such as Pop

FIGURE 7 **Frequency of each claim and average success score of the products carrying it.**



Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026). Claims carried by fewer than 10 products have indicative averages.

Cheese (Savencia Brazil) and the kebab under a dome from Herbert Ospelt Anstalt. The **Nutri-Score**, whose real effectiveness on purchasing behaviour we have studied, is highlighted in only 3 descriptions. Manufacturers do not regard it as an innovation argument.

For marketing teams, the reading grid is simple. A frequent claim rated above average (protein, fibre, sugar-free) is a must-have where you win through execution; a rare, well-rated claim (air fryer, A2 milk, alcohol-free) is a differentiation opportunity; a frequent, poorly rated claim (vegan) is an argument to relegate to the background of the pack.

READING THE TRENDS IN YOUR DATA

Measuring purchase intent according to the claim

We measure the real appeal of a positioning (functional, naturalness, alcohol-free...) among the consumers of a given market, before you invest in a recipe or a production line.

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ON THE STANDS

Flavours and colours of SIAL

Products and displays photographed on the stands during SIAL Paris 2026. Photos: © IntoTheMinds / Pierre-Nicolas Schwab. Reuse subject to a dofollow link to www.intotheminds.com.



Moresh olive oils
© IntoTheMinds / Pierre-Nicolas Schwab



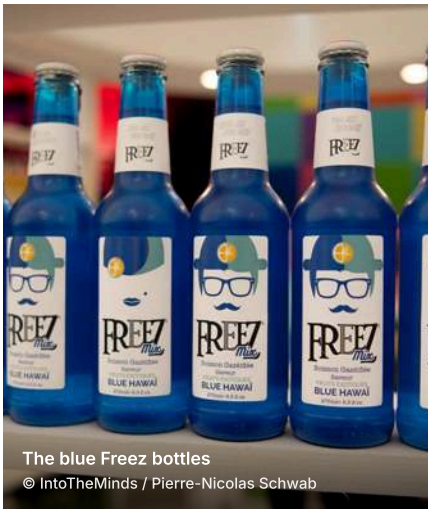
Hams hanging on a charcuterie stand
© IntoTheMinds / Pierre-Nicolas Schwab



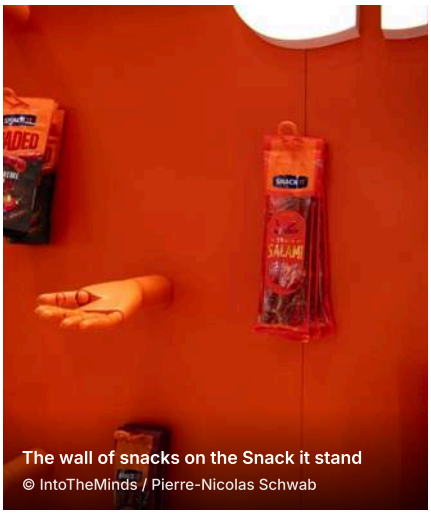
Grilled halloumi for tasting
© IntoTheMinds / Pierre-Nicolas Schwab



Muffins on a bakery stand
© IntoTheMinds / Pierre-Nicolas Schwab



The blue Freez bottles
© IntoTheMinds / Pierre-Nicolas Schwab



The wall of snacks on the Snack it stand
© IntoTheMinds / Pierre-Nicolas Schwab



AudioLollipop (Amos), the lollipop that plays music
© IntoTheMinds / Pierre-Nicolas Schwab



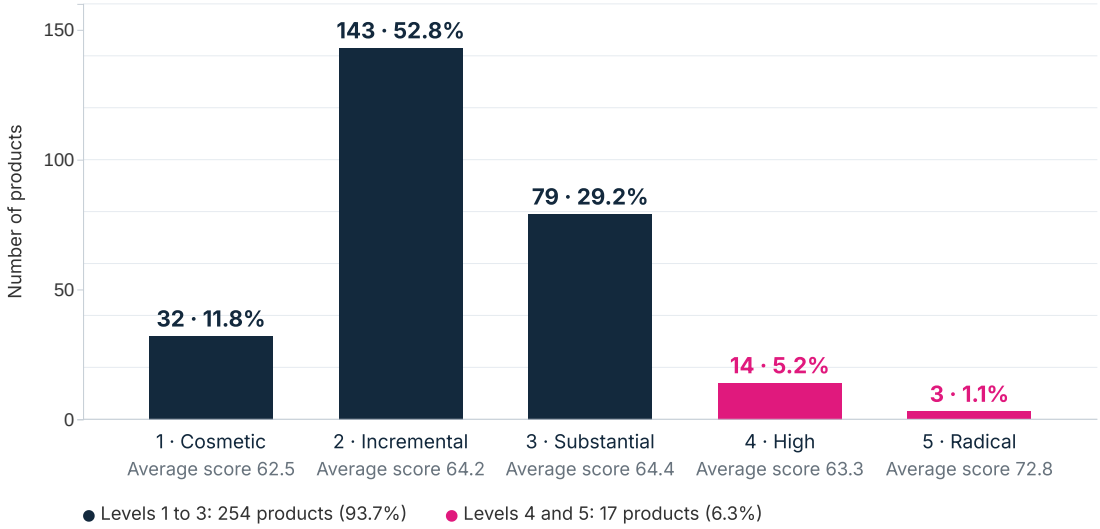
Photo: Freeze-dried ice cream with Solein protein (Star Candies) · © IntoTheMinds / Pierre-Nicolas Schwab

06

Disruptiveness: a cautious vintage

How many of the SIAL Innovation 2026 innovations are truly new? Our disruptiveness scale answers this question product by product. Our results show that 2026 is a cautious vintage.

FIGURE 8 **Breakdown of the 271 products by level of innovation disruptiveness.**



Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026). Disruptiveness rated from 1 to 5 by IntoTheMinds (method in section 3.3).

LEVEL	PRODUCTS	SHARE	AVERAGE SUCCESS SCORE
1 · Cosmetic	32	11.8%	62.5
2 · Incremental	143	52.8%	64.2
3 · Substantial	79	29.2%	64.4
4 · High	14	5.2%	63.3
5 · Radical	3	1.1%	72.8

Above all, the table reveals the **absence of any relationship between boldness and commercial potential**. The average scores of levels 1 to 4 are within a whisker of one another (from 62.5 to 64.4), and the rank correlation between disruptiveness and success score, calculated on the 271 products, is 0.03, in other words nil. Level 5 is an exception on average (72.8), but it comprises only 3 products, whose scores range from 57 to 85. Disruptiveness is therefore not correlated with the chances of success: it describes the nature of the innovation, not its future.

The breakdown confirms the caution of the vintage. Nearly two thirds of products (64.6%) are cosmetic or incremental innovations (levels 1 and 2), that is, a new recipe, a new claim, a new flavour or a new format of a familiar product. 29.2% are substantial innovations, which combine previously separate categories or transpose an existing technology. Only 17 products (6.3%) truly break the mould. This breakdown is not an anomaly. It is the normal physiology of an FMCG market, where most of the value is created in execution (price, distribution, packaging) and where the industrial risk of a breakthrough is bearable for only a few players. It is also consistent with the climate described in section 2. After two years of rationalisation, manufacturers are relaunching innovation but remain cautious. This caution could last: inflation rose back to 3.0% year on year in September 2026 according to Insee's provisional estimate, its highest level since February 2024. If it takes

hold, the trade-offs of 2022 (cuts in ranges and innovation budgets) could return.

The 17 products with high or radical disruptiveness are presented in the table below.

LVL	PRODUCT	EXHIBITOR	COUNTRY	SIZE	SCORE
D5	Lactoferrine de Fermentation de Précision	ARMOR PROTÉINES	France	Large	85.0
D5	Salted potato chips	Nuekt AG	Switzerland	Micro	76.5
D5	Freeze-Dried Ice Cream Snack with Solein and Vanilla	Geld Baltic	Lithuania	SME	57.0
D4	Magic Soba	OURHOME	South Korea	Large	80.5
D4	SAUCE 01 Mediterranean Umami	AGROSEVILLA	Spain	Mid-cap	69.0
D4	SÜVY	SÜVY - GROUPE INNOVI	France	SME	66.0
D4	Plant Based Steak	PLANT MEAT MAKERS B.V	Netherlands	SME	65.0
D4	AGED SOY FLAKES	CHEFSEASONS	Türkiye	SME	65.0
D4	Sauce Shoyu Caméline	OLIMÉGA	Canada	SME	64.5
D4	Sei di Coccio	L'ANTICA CASCINA SRL	Italy	SME	63.5
D4	Limitless NEIPA	Belgian Balance	Belgium	Micro	62.5
D4	A2 Yogurt Pearls in Seaweed Shell	VOMOND Private Enterprise	Ukraine	Micro	61.5
D4	Concentrated fermented A2 milk product in seaweed casing	VOMOND Private Enterprise	Ukraine	Micro	61.5
D4	AroMind - Gamme d'Arômes Actifs Emotionnels (5 références)	Phodé Human Care	France	SME	60.0
D4	LYLLO, boissons Smell · Taste · Feel	LYLLO	Switzerland	unknown	57.0
D4	CULINARY CLOUDS	CHEFSEASONS	Türkiye	SME	56.0
D4	FIL GOOD!	Acetaia Terra del Tuono	Italy	Micro	54.5

Thirteen of these 17 products come from micro-enterprises or SMEs, and the four exceptions are instructive: Armor Protéines and Ourhome are two subsidiaries of large groups that can finance a bet; Agrosevilla is a mid-sized Spanish olive cooperative, the only mid-cap on the list; LYLLO is a young Swiss drinks brand whose size we were unable to establish. Breakthrough innovation is first and foremost a matter for the very small, who have nothing to lose, and the very large, who can afford it. Mid-caps, which nevertheless account for 60 products in the competition, appear only once; we will come back to this in section 8.



Aged Soy Flakes (Chefseasons)


Sei di Coccio (L'Antica Cascina)


Camelina shoyu sauce (Olimega)

SEEN AT THE SHOW

Three of the 17 products in the table, photographed during the show.

Photos: © IntoTheMinds / Pierre-Nicolas Schwab

FOCUS

The competition's three breakthroughs



Lactoferrin · Armor Protéines



Nükt chips · Nuekt AG



Solein ice cream · Geld Baltic (Star Candies)

Precision-fermentation lactoferrin (Armor Protéines, Savencia group, France, 85 out of 100). A very high-value dairy protein, used in infant nutrition and immunity supplements, produced by fermentation without using cow's milk. It is the only technological breakthrough in the competition backed by a large group, and the only one aimed at manufacturers rather than consumers: its adoption will depend on functional equivalence, cost and the regulatory framework for novel foods in Europe.

Water-fried chips with no added oil (Nuekt AG, Nükt brand, Switzerland, 76.5 out of 100). A process that tackles head-on the trade-off between pleasure and health in the chips category, awarded twice (product and Zeen Tech technology). The company presents itself as a category creator and a licensed manufacturing platform: this is the most realistic business model for a micro-enterprise carrying a breakthrough.

Freeze-dried ice cream with Solein protein (Geld Baltic, Star Candies brand, Lithuania, 57 out of 100). Solein is a microbial protein that the Finnish company Solar Foods produces by fermentation from CO_2, hydrogen and nitrogen, using renewable electricity. Geld Baltic, a Lithuanian freeze-drying specialist, already sells conventional freeze-dried ice creams under the Star Candies brand, notably in Germany. It is the most radical and the most uncertain of the three breakthroughs: consumers have no reference point for a protein derived from gas fermentation, and in the European Union the ingredient remains subject to novel food authorisation, which Solar Foods was expecting for 2026.

The high average score of the 3 radical products therefore masks a gap of 28 points between them. A breakthrough pays off when it rests on a clear benefit and market access, as at Savencia; it remains a bet when consumer adoption is uncertain, as with Solein protein. This is the central lesson of this section, and it calls for a detour through what is known about new product failures.

HEARD AT THE SHOW

“We are first mover because we are the first consumers brand to produce chips without oil. This is a completely new technology.”

Viktoriia Fishych CEO, Nükt



IN CONVERSATION

Viktoriia Fishych

CEO of Nükt (Nuekt AG, Switzerland)

Water-fried chips are one of the competition's three breakthroughs (76.5 out of 100). On her stand, the head of Nükt makes the case for a mass-market product and a licensing model.

> **"Now each brand [is] trying to reduce quantity of oil, but we didn't reduce: we eliminated. So we change[d] process from the beginning."**

Photo: Viktoriia Fishych, CEO of Nükt, on her stand, SIAL Paris 2026 · © IntoTheMinds / Pierre-Nicolas Schwab. Interview conducted in English.

POSITIONING

"It's not diet chips, it's not like healthy chips, it's normal chips. So it means we don't ask people to give up what they love. No, we just offer them a new way to enjoy the pleasure."

PRICE AND CATEGORY

"Because we are going to the mass market, our price will be the same like for normal chips. […] But we are not going to compete there with big brands because this product is completely different. […] We created new category inside the mass market. It's like our blue ocean."

THE MODEL

"We are building a license platform. License platform is for producers who want to produce Nükt under our license. […] We will provide everything for them for production from zero […]: technology, recipes, seasoning […], brand, marketing, everything."

THE INDUSTRY'S RECEPTION

"After we got this innovation award we received a lot of requests, and a lot of them say that it's the future of industry."

THE TECHNOLOGY

Zeen Tech, the process behind the product

Jozeph Zender (Zeen Tech, Switzerland), winner in the equipment and technologies category. Interview conducted in English.

THE ORIGINS

"I had the crazy idea and I started basically first [it] was in my cellar. Yes, I bought pieces from the normal market […] and basically tried it out and it worked."

ENERGY

"We save around 80 to 87% of energy, compared to [a] normal fryer or an oven."

INSTALLATION

"There is nothing that can actually burn. There's no fire risk and you don't need any exhaust. So when you have a machine, what you need to connect is basically the water and electricity."

A CHIP MAKER'S VIEW

Asked about this process, Olivier Sallé (Bret's) makes no secret of his interest: *"Cooking without oil, that really intrigues me."* He made contact at the show: *"In fact, I left him my card, because I am curious, along with R&D, to find out about this method."* Translated from French.

WHAT WE TAKE AWAY

- What she says confirms our reading: Nükt presents itself as a category creator and sells a full licence rather than just a product.
- The promise is a mass-market one: normal chips, at the price of normal chips, without oil. That is what sets this breakthrough apart from a niche product.
- The interest of an established manufacturer such as Bret's shows that the process can spread beyond the brand.

Boldness comes at a price: what failure rates tell us

How many of these 271 products will still be on the shelves in two years' time? Nobody knows, but the literature provides orders of magnitude, provided one distinguishes the figures that circulate from those that are measured.

The figures that circulate. In our analysis of the recipe for success of innovative products, published after SIAL 2016, we recalled the most widespread estimate: half of the innovative products presented at the show are said to disappear within 6 months. In our analysis of the 2024 trends, we cited a one-year mortality rate estimated at 80% before 2022. These are the figures that manufacturers repeat to one another, and they serve a purpose: to remind everyone that launching a product is risky.

The measured figures. Academic research is more nuanced. Castellion and Markham (2013) show that the failure rate of 80% or more is a myth sustained by repetition: the studies available since 1977 put the failure rate of new products at 40% or less. Using panel data, Victory et al. (2021) tracked 83,719 new SKUs launched in the United States between 2002 and 2009 in 31 FMCG categories: 25% were no longer being purchased one year after launch, and around 40% after two years. Failure was more likely in high-revenue categories and, above all, for brands with a low market share.

How we read them. The gap between 25% and 80% comes down to definitions (a product withdrawn from the shelves is not the same thing as a product that has not met its targets) and to scope (all launches, including line extensions, or real innovations only). Applied to the competition, these orders of magnitude suggest that around 40% of the 271 products we analysed, that is about a hundred, will have disappeared by SIAL 2028. The finding of Victory and co-authors on brands with a low market share also justifies the weight our grid gives to distribution capacity: for an equal level of innovation, it is the power of the brand and of distribution that makes the difference between a product that takes hold and one that disappears.

Why do products fail? Reviews of the food-specific literature converge. Stewart-Knox and Mitchell (2003) identify, as the factors that discriminate between success and failure, the company's market orientation and the involvement of consumers throughout development, not just at the end of the process. Dijksterhuis (2016) reviews five possible sources of failure, from the product itself to the way companies question consumers, and points out that a poorly designed study can validate a product that the market will reject.

This is where market research comes into its own, and our scoring grid is an operational translation of it. Three of its six dimensions can be tested before launch: clarity of the benefit (concept test), perceived

differentiation (comparative concept test, analysis of the existing offer) and ease of adoption (sensory test, in-home use test, price test). The other three are a matter of company strategy: distribution capacity, the choice of trend and the building of market proof. A manufacturer who knows where their product stands on each of these dimensions before launch has already reduced the unknowns; one who does not pays for the market research in lost shelf space. Finally, Sabarot's path between 2024 and 2026, a Gold Grand Prix followed by an incremental innovation with an average score, is a reminder that a jury's award is not market research: it measures novelty, not demand. It is nonetheless a commercial lever: an award-winning product is exhibited in the SIAL Innovation area, flagged to visitors by a badge on the stand and by the SIAL Innovation trail, and picked up by the press. It thus gains visibility among retail buyers, and therefore a better chance of being listed. It is on this basis, and not as proof of demand, that our grid awards a bonus to winners.

A JURY AWARD IS NOT MARKET RESEARCH

Around 40% of new FMCG products disappear within two years

Demand, price and repeat purchase can be measured before a product reaches the shelf. Our quantitative studies and price tests (Van Westendorp, Gabor-Granger, conjoint analysis) secure the launch decision. We carry out these tests in more than 50 countries, following the strictest protocols.



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HEARD AT THE SHOW

“This transforms already a big part of the industry [...], but what will come next will be a game changer.”

Jozeph Zender Zeen Tech

Here Jozeph Zender is referring to the next developments of his process.



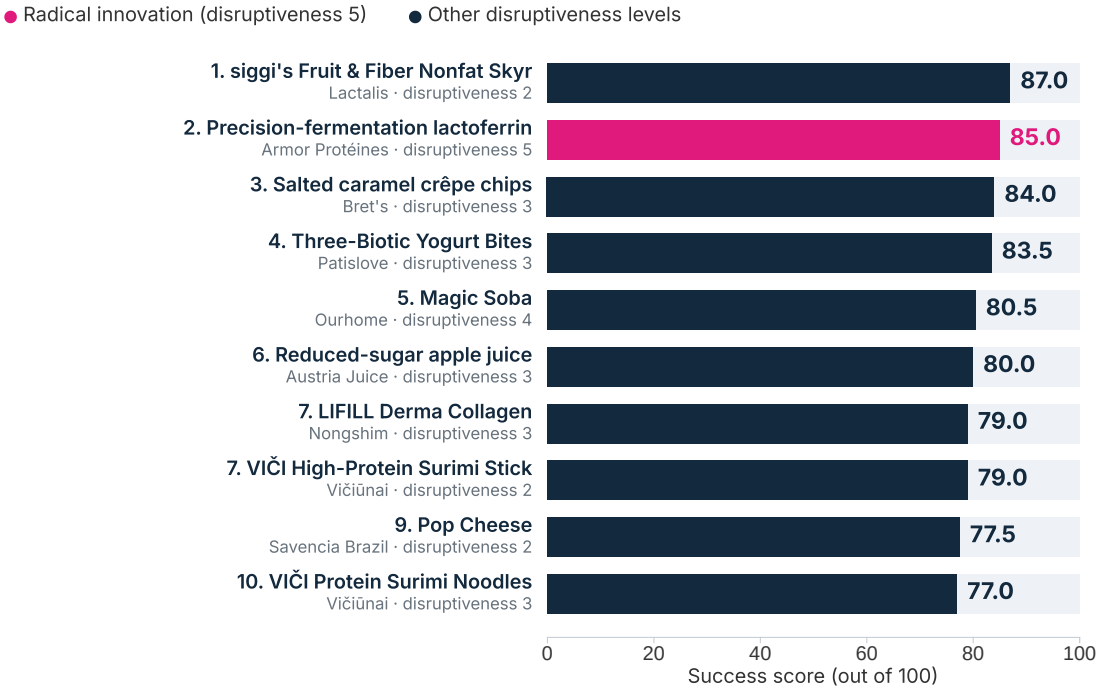
Photo: Bret's La Chips de Crêpes in its display case in the SIAL Innovation area · © IntoTheMinds / Pierre-Nicolas Schwab

07

The top 10 innovations with the best chances of success

Our success score ranks the 271 products on six dimensions. Here we present the top 10, followed by a detailed profile of each of them.

FIGURE 9 **Success score out of 100 for the top 10 products in the ranking (IntoTheMinds grid with 6 criteria).**



Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026). 2 products tied for 7th place (79.0).

RANK	PRODUCT	COMPANY (BRAND)	COUNTRY	SIZE	MAIN TREND	DISR.	SCORE
1	siggi's Fruit & Fiber Nonfat Skyr	LACTALIS (siggi's)	France	Large	Protein	2	87.0
2	Lactoferrine de Fermentation de Précision	ARMOR PROTÉINES	France	Large	Functional & nutraceuticals	5	85.0
3	Chips de crêpes saveur caramel au beurre salé	Altho (Bret's)	France	Mid-cap	Pleasure & indulgence	3	84.0
4	Three-Biotic Yogurt Bites Collection	PATISLOVE	Türkiye	Mid-cap	Gut health & fermentation	3	83.5
5	Magic Soba	OURHOME	South Korea	Large	Convenience & snacking	4	80.5
6	Reduced-sugar apple juice from concentrate	AUSTRIA JUICE GmbH (AUSTRIA JUICE)	Austria	Large	Naturalness, organic & clean label	3	80.0
7 (tied)	LIFILL DERMA COLLAGEN SIGNATURE RN	NONGSHIM (LIFILL)	South Korea	Large	Functional & nutraceuticals	3	79.0
7 (tied)	VIČI High-Protein Surimi Stick	CS FRANCE VICIUNAI (VIČI)	Lithuania	Mid-cap	Protein	2	79.0
9	Pop Cheese	SAVENCIA BRAZIL (Quatá)	Brazil	Large	Convenience & snacking	2	77.5
10	VIČI Protein Surimi Noodles	CS FRANCE VICIUNAI (VIČI)	Lithuania	Mid-cap	Protein	3	77.0

The winning profile is easy to read. The benefit can be understood in one sentence (more protein, less sugar, ready in 7 minutes), the target category is a mass market (yoghurt, chips, juice, surimi, cheese) and access to distribution is already solved: all 10 products are backed by large groups or mid-caps, and 4 are winners of their category (Bret's

FIGURE 10 **Top 10 success scores and the competition's 3 radical innovations, by disruptiveness.**



Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026).

crêpe chips, Patislove bites, Magic Soba, VIČI surimi noodles). Only one of the 10 products is a radical innovation: disruptiveness helps, but it is not enough. The top 10 is also very dairy-heavy (skyr, lactoferrin, Patislove yoghurt bites, Pop Cheese). France places 3 products in it (siggi's skyr, lactoferrin, Bret's crêpe chips), South Korea and Lithuania 2 each, and Türkiye, Austria and Brazil 1 each. Three types of product stand out:

- The safe bets (disruptiveness 2): siggi's skyr, VIČI surimi stick, Pop Cheese. Incremental innovations backed by an established brand and distribution. Their main risk is rapid copying by competitors or private labels.
- The well-equipped substantial innovations (disruptiveness 3 and 4): Bret's crêpe chips, Patislove bites, Austria Juice juice, LIFILL collagen, VIČI surimi noodles, Magic Soba. They combine real novelty with a manufacturer capable of carrying it. Their risk is adoption: a habit to create, a concept to explain.
- The winning bet (disruptiveness 5): Armor Protéines' lactoferrin, the only breakthrough in the top 10. Its risk is regulatory and industrial, not commercial.

What this top 10 does not contain is just as telling: no plant-based product, no drink from the “next-generation and alcohol-free drinks” trend, no upcycled product, and no product from a micro-enterprise, an SME or a start-up. The boldest trends in the competition are missing, because the companies behind them do not yet have the distribution. For a retailer or a manufacturer on the lookout, this is precisely where the concepts to license are to be found.

We were able to test this ranking against the field for one of these ten products. The interview with Olivier Sallé (Bret's), conducted at the show, follows profile no. 3: it confirms the strength of demand and adds two details that the profile could not provide, the aisle in which the product is placed and the state of repeat purchase.



BEFORE The Magic Soba tray (Ourhome), under its ice cubes
© IntoTheMinds / Pierre-Nicolas Schwab



AFTER Once microwaved, the noodles are ready, as the thermometer shows © IntoTheMinds / Pierre-Nicolas Schwab

HEARD AT THE SHOW

“The story goes back to the 2020 innovation with the buckwheat chip [...]. A great success, even though the first year was in the middle of Covid.”

Olivier Sallé Bret's
Translated from French

1

PROFILE NO. 1

siggi's Fruit & Fiber Nonfat Skyr

SCORE 87.0 /100

DISRUPTIVENESS 2 /5 incremental



Company	LACTALIS (siggi's brand)
Exhibitor's country	France
Launch	United States, 06/2026
SIAL category(ies)	dairy products
Channel(s)	retail
Main trend	Protein
Secondary trends	Gut health & fermentation, Naturalness, organic & clean label
Award	No award known to date
SIAL reference	31558

THE PRODUCT

Fruit skyr enriched with fibre. Contains 14g of protein per serving.

Selection committee's opinion: *"Selected for its fibre enrichment."*

THE COMPANY

World no. 1 in dairy products (Laval, France): 266 sites, present in 49 countries

Large group; founded: 1933; 85,500 employees; revenue: 31.2 billion euros (2025).

SCORE BREAKDOWN

Benefit (20%)	4/5
Differentiation (15%)	3/5
Adoption (20%)	5/5
Capacity (20%)	5/5
Momentum (15%)	5/5
Proof (10%)	3.5/5
SCORE	**87.0**

WHY IT HAS A GOOD CHANCE OF SUCCESS

The combination of protein (14 g per serving) and fibre is at the heart of health demand in 2026, without requiring any change of habit: you eat a fruit skyr just as you eat a yoghurt. The brand is established and the distribution power of Lactalis, the world's leading dairy group, guarantees listings. The market is buoyant: in France, skyr accounts for 243.8 million euros according to our analysis of the high-protein food market; the high-protein category has grown fivefold in four years. Maximum adoption (5 out of 5) and maximum capacity (5 out of 5): this is the safest profile in the competition.

POINTS TO WATCH

The product is being launched in the United States (June 2026): its arrival in Europe is not announced in the product description. The skyr and protein yoghurt aisle is highly competitive, and differentiation rests on a fibre enrichment that is easy to copy, including by private labels.

2

PROFILE NO. 2

Lactoferrine de Fermentation de Précision

SCORE 85.0 /100

DISRUPTIVENESS 5 /5 radical



Company	ARMOR PROTÉINES
Exhibitor's country	France
Launch	European Union, 09/2026
SIAL category(ies)	food ingredients
Channel(s)	intermediate products
Main trend	Functional & nutraceuticals
Secondary trends	Plant-based & alternatives, Sustainability, upcycling & packaging
Award	No award known to date
SIAL reference	31686

THE PRODUCT

Bovine lactoferrin produced by precision fermentation

Selection committee's opinion: *"Technological innovation to produce lactoferrin by fermentation."*

THE COMPANY

Specialty dairy ingredients (milk and whey proteins, bioactives); subsidiary of the Savencia group, 7 plants, headquartered in Saint-Brice-en-Coglès (Ille-et-Vilaine, France)

Large group; group: Savencia.

SCORE BREAKDOWN

Benefit (20%)	4/5
Differentiation (15%)	5/5
Adoption (20%)	3/5
Capacity (20%)	5/5
Momentum (15%)	5/5
Proof (10%)	3.5/5
SCORE	**85.0**

WHY IT HAS A GOOD CHANCE OF SUCCESS

Producing a very high-value dairy protein (immunity, infant nutrition, supplements) by precision fermentation, without using cow's milk: this is the only technological breakthrough in the competition backed by a large group. Armor Protéines, a Savencia group subsidiary specialising in dairy ingredients, is developing this process in a joint venture with the Australian biotech All G (agreement announced in December 2025) and has the industrial customers and the capacity to scale up. Lactoferrin is a rare and expensive ingredient, whose supply currently depends on the volumes of milk processed: a production route decoupled from milk meets a real industrial demand.

POINTS TO WATCH

Placing ingredients derived from precision fermentation on the market generally falls under the novel food procedure in the European Union: the product's regulatory status is not specified in the product description. Adoption will be decided in B2B, with manufacturers who will have to validate cost and functional equivalence, and acceptance of precision fermentation by end consumers remains to be built.

3

PROFILE NO. 3

Chips de crêpes saveur caramel au beurre salé

SCORE **84.0** /100

DISRUPTIVENESS **3** /5 substantial



Company	Altho (Bret's brand)
Exhibitor's country	France
Launch	France, 04/2026
SIAL category(ies)	sweet grocery
Channel(s)	retail
Main trend	Pleasure & indulgence
Secondary trends	Culinary travel & traditions, Convenience & snacking
Award	SIAL Innovation 2026 category winner
SIAL reference	31796

THE PRODUCT

Crêpe chips. To crunch, dip or spread. Made with French flour, milk and eggs. Produced in Brittany.

Selection committee's opinion: *"Selected for its sweet chips recipe (crêpes)."*

THE COMPANY

Breton chip maker (plants in Saint-Gérand, Morbihan, and Le Pouzin, Ardèche): potato and vegetable chips, Bret's brand and private labels

Mid-cap; group: Alain Glon Holding; founded: 1995; 450 employees; revenue: 310 million euros (2024).

SCORE BREAKDOWN

Benefit (20%)	3/5
Differentiation (15%)	4/5
Adoption (20%)	5/5
Capacity (20%)	4.5/5
Momentum (15%)	4/5
Proof (10%)	5/5

SCORE **84.0**

WHY IT HAS A GOOD CHANCE OF SUCCESS

A simple and immediately readable transgression: the Breton crêpe becomes a chip, to crunch, dip or spread. Bret's is a strong brand, backed by a mid-sized manufacturer (450 employees, revenue of 310 million euros in 2024) and a proven distribution machine. The product has been on the shelves since April 2026 and is the winner of its category: it combines novelty, brand and market proof.

POINTS TO WATCH

A sweet, indulgent snack remains exposed to nutritional criticism and to the fad effect: the question is that of repeat purchase beyond curiosity, in a savoury snacks aisle where launches follow one another quickly.

Detail gathered at the show: the product is placed in the sweet biscuits aisle, not the chips aisle, and Bret's is waiting until the end of the year to measure repeat purchase (see the interview on the next page).

IN CONVERSATION



Olivier Sallé

Bret's · La Chips de Crêpes, no. 3 in our top 10

The Breton crêpe turned chip is the third product in our top 10. On his stand, Olivier Sallé looks back on the brand's bet: leaving the chips aisle for the sweet biscuits aisle.

April 2026	launch in France
2 to 3 times	demand relative to delivery capacity, according to Bret's
€2.95	recommended retail price, approx.
84.0 / 100	success score, no. 3 in our top 10

Photo: Olivier Sallé (left) on the Bret's stand, SIAL Paris 2026 · © IntoTheMinds / Pierre-Nicolas Schwab. Interview in French, our translation.

THE BET

"The big issue, the big challenge, was to change aisles: to stop placing crêpe chips in the chips aisle and put them in the sweet biscuits aisle instead."

THE RETAILERS' RECEPTION

"It went down really well because it was, in a way, disruptive: there was no snacking moment in the sweet biscuits aisle."

DEMAND

"We launched it in April and there was a huge buzz. The season was such that we struggled to deliver properly: demand was two to three times higher than our capacity to deliver."

REPEAT PURCHASE

"For now, I am letting things run until the end of the year as far as rotations and the repeat purchase rate are concerned. […] In any case, demand remains very strong."

WHAT WE TAKE AWAY

- Adoption is confirmed in the field: demand exceeded delivery capacity from the very first season. It is one of the two dimensions rated 5 out of 5 in the profile.
- The product is not competing in the savoury snacks aisle, as we assumed, but in the sweet biscuits aisle, where it creates a snacking moment that did not exist.
- The point to watch remains: repeat purchase will only be measured at the end of the year, and Bret's priority is to supply the French market before exporting.

4

PROFILE NO. 4

Three-Biotic Yogurt Bites Collection

SCORE 83.5 /100

DISRUPTIVENESS 3 /5 substantial



Company	PATISLOVE
Exhibitor's country	Türkiye
Launch	France, 10/2026
SIAL category(ies)	nutraceuticals
Channel(s)	retail
Main trend	Gut health & fermentation
Secondary trends	Functional & nutraceuticals, Convenience & snacking
Award	SIAL Innovation 2026 category winner
SIAL reference	32094

THE PRODUCT

Fruit bites coated in yoghurt, a source of pre-, pro- and postbiotics.

Selection committee's opinion: *"Selected for its yoghurt bites and tri-biotics."*

THE COMPANY

Brand of functional chocolates and snacks (collagen/protein spreads, yoghurt bites, protein cereals) operated by Patis Food Group; Signature, Enjoy and Eath ranges, D2C and wholesale sales

Mid-cap (Patis Food Group); founded: 2004; more than 800 employees.

SCORE BREAKDOWN

Benefit (20%)	4/5
Differentiation (15%)	4/5
Adoption (20%)	4/5
Capacity (20%)	4/5
Momentum (15%)	4.5/5
Proof (10%)	5/5
SCORE	**83.5**

WHY IT HAS A GOOD CHANCE OF SUCCESS

The product ticks the gut health box, one of the trends with the best ratio between volume and potential, in an indulgent format: fruit bites coated in yoghurt, with pre-, pro- and postbiotics. Patislove is backed by a mid-sized exporting manufacturer (more than 800 employees claimed) and is launching the product directly in France in October 2026. It is the winner of the nutraceuticals category, the largest in the competition.

POINTS TO WATCH

Probiotic claims are regulated in several European countries: the tri-biotic promise will have to be worded carefully on the pack. The price of an imported functional snack will be another point of friction, and the brand is unknown in France.

5

PROFILE NO. 5

Magic Soba

SCORE 80.5 /100

DISRUPTIVENESS 4 /5 high





Magic Soba (Ourhome): the product and its packaging, SIAL Paris 2026 © IntoTheMinds / Pierre-Nicolas Schwab

Company	OURHOME
Exhibitor's country	South Korea
Launch	South Korea, 06/2027
SIAL category(ies)	Frozen foods
Channel(s)	retail
Main trend	Convenience & snacking
Secondary trends	Pleasure & indulgence, Culinary travel & traditions
Award	SIAL Innovation 2026 category winner
SIAL reference	32012

THE PRODUCT

Soba noodles with ice cubes to stay cold after microwaving. Slow-melting ice cubes. Frozen product.

Selection committee's opinion: *"Selected for the new consumption experience."*

THE COMPANY

Korea's no. 2 in contract catering and ingredient distribution, food manufacturing and HMR ready meals (ONTHEGO and Happy Encounter brands); spun off from LG (2000), acquired by Hanwha in May 2025 (58.62% of the capital for 620 million dollars)

Large group; group: Hanwha Group; founded: 2000; around 7,000 employees; revenue: 1.5 billion euros (2024).

SCORE BREAKDOWN

Benefit (20%)	3/5
Differentiation (15%)	5/5
Adoption (20%)	3/5
Capacity (20%)	5/5
Momentum (15%)	4.5/5
Proof (10%)	4/5
SCORE	**80.5**

WHY IT HAS A GOOD CHANCE OF SUCCESS

Soba noodles that stay cold after microwaving, thanks to slow-melting ice cubes: a truly new consumption experience (disruptiveness 4, differentiation 5). Ourhome, Korea's second-largest contract caterer and a subsidiary of the Hanwha group since May 2025 (revenue of around 1.5 billion euros in 2024), has the means to finance the bet, and it already demonstrated in 2024 that it knew how to turn a SIAL award into international listings. Winner of the frozen foods category.

POINTS TO WATCH

Launch planned for June 2027 in South Korea: nothing has been proven yet. Outside Asia, the concept will have to be explained, and cold soba remains a little-known dish in Europe. A microwave that keeps food cold is a promise that has to be seen to be believed.

6

PROFILE NO. 6

Reduced-sugar apple juice from concentrate

SCORE 80.0 /100

DISRUPTIVENESS 3 /5 substantial



Company	AUSTRIA JUICE GmbH (AUSTRIA JUICE brand)
Exhibitor's country	Austria
Launch	Austria, 08/2026
SIAL category(ies)	food ingredients
Channel(s)	intermediate products, retail
Main trend	Naturalness, organic & clean label
Secondary trends	none
Award	No award known to date
SIAL reference	33919

THE PRODUCT

Apple juice from concentrate with 30% less sugar

Selection committee's opinion: *"An apple juice from concentrate with sugar reduced by a fermentation process."*

THE COMPANY

Fruit juice concentrates, natural flavours, compounds and beverage bases. Created in 2012 from the merger of Ybbstaler (whose origins date back to 1936) and AGRANA Juice; headquartered in Kröllendorf (Lower Austria), 12 production sites, around 1,000 employees, customers in more than 65 countries.

Large group (wholly owned subsidiary of AGRANA Beteiligungs-AG since 2025, previously a joint venture between AGRANA and RWA Raiffeisen Ware Austria); founded: 2012; around 1,000 employees.

SCORE BREAKDOWN

Benefit (20%)	4/5
Differentiation (15%)	3/5
Adoption (20%)	4/5
Capacity (20%)	5/5
Momentum (15%)	4/5
Proof (10%)	3.5/5
SCORE	**80.0**

WHY IT HAS A GOOD CHANCE OF SUCCESS

An apple juice from concentrate containing 30% less sugar thanks to a fermentation process: exactly what juice brands under nutritional pressure are looking for. Austria Juice, a wholly owned subsidiary of the AGRANA group since 2025 (around 1,000 employees, 12 production sites, customers in more than 65 countries), sells B2B: the innovation will be multiplied through its customers, and that is its strength.

POINTS TO WATCH

The 30% reduction corresponds to the minimum threshold for the "reduced sugars" claim in the European Union: there is no margin. The taste and the cost of the process will have to convince customer brands, and the end consumer will never know that the innovation comes from Austria Juice.

7

PROFILE NO. 7 · TIED

LIFILL DERMA COLLAGEN SIGNATURE RN

SCORE 79.0 /100

DISRUPTIVENESS 3 /5 substantial



Company	NONGSHIM (LIFILL brand)
Exhibitor's country	South Korea
Launch	South Korea, 10/2025
SIAL category(ies)	nutraceuticals
Channel(s)	retail
Main trend	Functional & nutraceuticals
Secondary trends	none
Award	No award known to date
SIAL reference	32459

THE PRODUCT

Food supplement based on small collagen peptides for better absorption. Promotes skin beauty, hydration and elasticity. Anti-ageing properties.

Selection committee's opinion: *"Selected for its small-sized collagen, which allows better absorption, and for the clinical studies carried out."*

THE COMPANY

South Korea's leading manufacturer of instant noodles and snacks (Shin Ramyun, Chapagetti), listed in Seoul (KRX 004370), present in more than 100 countries with 11 plants; 2025 consolidated revenue of 3,514 billion won, or around 2.2 billion euros; LIFILL is its health and collagen range

Large group; group: Nongshim Holdings; founded: 1965; revenue: around 2.2 billion euros (2025).

SCORE BREAKDOWN

Benefit (20%)	4/5
Differentiation (15%)	3/5
Adoption (20%)	3/5
Capacity (20%)	5/5
Momentum (15%)	5/5
Proof (10%)	3.5/5
SCORE	**79.0**

WHY IT HAS A GOOD CHANCE OF SUCCESS

In a competition where 16 products contain collagen, LIFILL is the only one to put forward clinical studies and a small peptide for better absorption. Nongshim, Korea's leading instant noodle manufacturer, present in more than 100 countries, is behind the range. The product has been on the Korean market since October 2025: it has a year of market proof.

POINTS TO WATCH

The European framework for health claims is restrictive for beauty and anti-ageing promises: communication will have to be adapted outside Asia. The collagen market is saturated with offers, and European consumers do not know the LIFILL brand.

7

PROFILE NO. 7 · TIED

VIČI High-Protein Surimi Stick

SCORE **79.0** /100

DISRUPTIVENESS **2** /5 incremental





The stand of Vičiūnai Group, parent company of the VIČI brand, SIAL Paris 2026

© IntoTheMinds / Pierre-Nicolas Schwab

Company	CS FRANCE VICIUNAI (VIČI brand)
Country used	Lithuania (exhibitor: CS France)
Launch	Lithuania, 12/2026
SIAL category(ies)	seafood
Channel(s)	retail
Main trend	Protein
Secondary trends	Convenience & snacking
Award	No award (the VIČI brand is a winner with its Protein Surimi Noodles)
SIAL reference	31811

THE PRODUCT

High-protein fish stick to eat as a snack. Contains 10g of protein per 60g serving. Enriched with marine collagen for skin, joints and muscles.

Selection committee's opinion: *"Selected for its surimi offer in a snacking format."*

THE COMPANY

French sales office of the Lithuanian group Vičiūnai (VIČI surimi and seafood): group founded in 1991 in Kaunas, more than 4,400 employees, 8 plants in 3 countries, more than 60 companies in 15 countries

Mid-cap; group: Vičiūnai Group (Lithuania).

SCORE BREAKDOWN

Benefit (20%)	4/5
Differentiation (15%)	3/5
Adoption (20%)	4/5
Capacity (20%)	4.5/5
Momentum (15%)	5/5
Proof (10%)	2.5/5

SCORE **79.0**

WHY IT HAS A GOOD CHANCE OF SUCCESS

Surimi, a staple of the chilled aisle, becomes a protein snack (10 g of protein per 60 g) enriched with marine collagen. The benefit is crystal clear, the category is huge and the Lithuanian group Vičiūnai (founded in 1991, more than 4,400 employees, present in 15 countries) is distributed throughout Europe. The VIČI brand is a winner in the competition with another product, the Protein Surimi Noodles.

POINTS TO WATCH

The launch is planned for December 2026 in Lithuania: there is no market proof yet. Surimi suffers from its image as a processed product, which the protein argument will have to offset, and the added collagen may be perceived as a gimmick.

9

PROFILE NO. 9

Pop Cheese

SCORE 77.5 /100

DISRUPTIVENESS 2 /5 incremental



Company	SAVENCIA BRAZIL (Quatá brand)
Exhibitor's country	Brazil
Launch	Brazil, 10/2025
SIAL category(ies)	dairy products
Channel(s)	retail
Main trend	Convenience & snacking
Secondary trends	Culinary travel & traditions
Award	No award known to date
SIAL reference	31213

THE PRODUCT

Queijo de coalho (a fresh Brazilian cooking cheese) for the air fryer, ready in 7 minutes.

Selection committee's opinion: *"Selected for its fresh cheese offer in cubes."*

THE COMPANY

Brazilian subsidiary of the multinational dairy group Savencia: cheeses, UHT milks and creams under the Quatá brand (including queijo coalho)

Large group; group: Savencia Fromage & Dairy.

SCORE BREAKDOWN

Benefit (20%)	3/5
Differentiation (15%)	3/5
Adoption (20%)	4/5
Capacity (20%)	5/5
Momentum (15%)	4.5/5
Proof (10%)	3.5/5
SCORE	**77.5**

WHY IT HAS A GOOD CHANCE OF SUCCESS

Queijo de coalho, a Brazilian grilling cheese, in cubes ready in 7 minutes in the air fryer: a modern use grafted onto a traditional product. Quatá is the brand of Savencia's Brazilian subsidiary, and the product has been on the market since October 2025 (plain and spicy versions). The air fryer is the claim with the best average score in the competition, and this product is its most accomplished illustration.

POINTS TO WATCH

The product is designed for the Brazilian market: its potential outside Brazil, where queijo de coalho is little known, has not been demonstrated. In Europe, it would compete with halloumi, already established in the grilling cheese segment.

10

PROFILE NO. 10

VIČI Protein Surimi Noodles

SCORE 77.0 /100

DISRUPTIVENESS 3 /5 substantial





Detail of the Vičiūnai Group stand, in the colours of the VIČI brand, SIAL Paris 2026

© IntoTheMinds / Pierre-Nicolas Schwab

Company	CS FRANCE VICIUNAI (VIČI brand)
Country used	Lithuania (exhibitor: CS France)
Launch	Europe (country not specified), 12/2026
SIAL category(ies)	seafood
Channel(s)	retail
Main trend	Protein
Secondary trends	Functional & nutraceuticals, Convenience & snacking
Award	SIAL Innovation 2026 category winner (seafood)
SIAL reference	31815

THE PRODUCT

High-protein surimi-based noodles. Enriched with omega 3. Contains marine collagen.

Selection committee's opinion: *"Selected for its surimi offer in a noodle format and its health claim (protein, omega 3, collagen)."*

THE COMPANY

French sales office of the Lithuanian group Vičiūnai (VIČI surimi and seafood): group founded in 1991 in Kaunas, more than 4,400 employees, 8 plants in 3 countries, more than 60 companies in 15 countries

Mid-cap; group: Vičiūnai Group (Lithuania).

SCORE BREAKDOWN

Benefit (20%)	3/5
Differentiation (15%)	4/5
Adoption (20%)	3/5
Capacity (20%)	4.5/5
Momentum (15%)	5/5
Proof (10%)	4/5
SCORE	**77.0**

WHY IT HAS A GOOD CHANCE OF SUCCESS

Surimi-based noodles, high in protein, enriched with omega 3 and marine collagen: a new format (differentiation 4) that turns surimi into the base of a meal rather than a starter ingredient. Same distribution advantage as the VIČI stick, and the product is the winner of the seafood category.

POINTS TO WATCH

Launch planned for December 2026; the concept of fish noodles remains unfamiliar to Western consumers (adoption 3 out of 5), and how to use them (how to cook them, with what) will have to be explained on the pack.



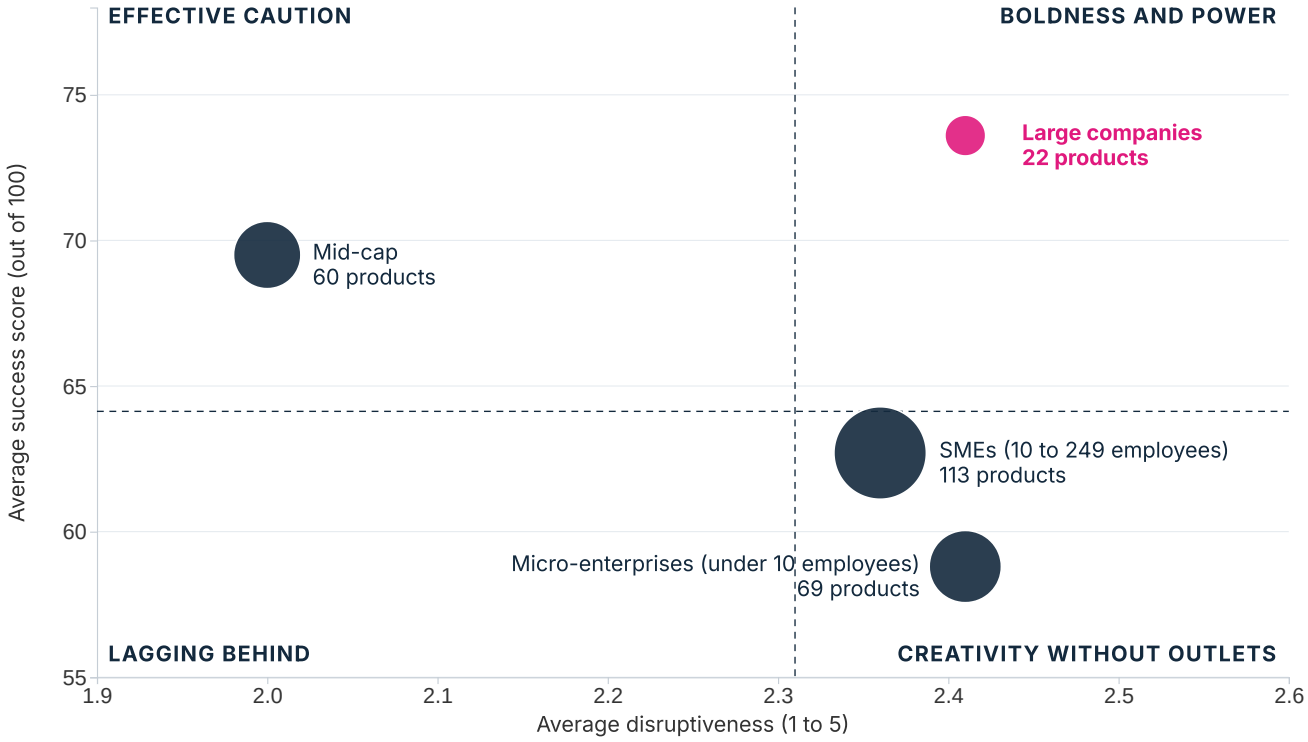
Photo: The Innovation Generation by Ecotrophelia area, dedicated to student projects · © IntoTheMinds / Pierre-Nicolas Schwab

08

Who innovates? A profile of the 202 companies

Behind the 271 products are 202 companies, which we profiled one by one. Their profile sheds light on the previous results: who drives innovation, and who has the means to make it succeed.

FIGURE 11 **Competition products by size of the company behind them: average disruptiveness and success score.**



Bubble size: number of products from the size class. 7 products from companies of unknown size excluded.

Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026).

This chart sums up the tension of the competition in four quadrants. Micro-enterprises and SMEs are in the quadrant of creativity without outlets: more disruptive than average, with lower scores. Mid-caps are in that of effective caution: the least disruptive of all (2.00), but well distributed (69.5). Only large groups combine boldness and power (2.41 and 73.6). This U-shaped curve of disruptiveness by size is explained by exposure to risk. A micro-enterprise that fails loses a project, a large group that fails loses a line in its income statement, but a mid-cap that fails may lose its factory. Mid-sized companies therefore innovate within safety margins, through line extensions and new formats. Only one of them (Agrosevilla, with its olive umami sauce) features among the 17 most disruptive products, even though they account for 22% of the products in the competition. The score gaps between size classes are, however, largely built in by our grid, which assigns distribution capacity according to size, from 1.5 for a micro-enterprise to 5 for a large group.

SIZE CLASS	COMPANIES	SHARE	PRODUCTS	AVG. DISRUPTIVENESS	AVERAGE SCORE
Micro-enterprises (under 10 employees)	55	27%	69	2.41	58.8
SMEs (10 to 249)	88	44%	113	2.36	62.7
Mid-cap	41	20%	60	2.00	69.5
Large companies	13	6%	22	2.41	73.6
Unknown size	5	2%	7	-	-

A competition of SMEs. 71% of the competing companies are micro-enterprises or SMEs (143 out of 202), and they account for 67% of the products. The 13 large groups identified account for only 8% of the products (22), but they occupy the top of the success ranking, with an average score of 73.6 versus 58.8 for micro-enterprises. This gap of nearly 15 points is largely built in: capacity is worth 1.5 for a micro-enterprise and 5 for a large group, which alone represents nearly 14 points. The useful finding lies elsewhere: for comparable benefit and differentiation, size provides a market access that small companies have to build. The 13 companies classified as large groups belong to 11 groups:

- Lactalis (siggi's)
- Savencia, with Armor Protéines, Valrhona and Savencia Brazil (Quatá)
- LDC (Le Gaulois, Jean Routhiau, Agis)
- AGRANA (Austria Juice)
- Nongshim (LIFILL)
- Ourhome, Hanwha group
- SPC Samlip
- Maspex (Soplica)
- Picard
- Amos Food (MeloMochi)
- Chi Mei Frozen Food

The breakdown by score quartile confirms this reading. The top quarter of the ranking (69 products with a score of 69 or more) includes 18 products from large groups and only 17 from small companies, even though the latter account for 67% of the competition. The bottom quarter (66 products below 59) includes 63 products from small companies and none from a large group. Finally, start-ups place 2 products in the top quarter and 26 in the bottom quarter.



The stand of Ourhome, the Korean group behind Magic Soba

© IntoTheMinds / Pierre-Nicolas Schwab

Start-ups, independents and subsidiaries

- 37 companies (18%) are start-ups, created since 2015 with an innovation positioning. They account for 46 products, with an average disruptiveness of 2.50 versus 2.26 for the 184 products from established companies (significant difference, p = 0.04) and a score of 58.8 versus 66.1; the status of 41 products could not be established. The typical profile is a French, Belgian or Eastern European food-tech micro-enterprise working on functional, fermentation or upcycling. The competition gives them a dedicated shortlist (14 products, average score 60.4): it is the category with the second-lowest score.
- 58% of the companies are independent, 13% are subsidiaries of groups and 5 are cooperatives (including Agrosevilla, Conapi with Mielizia, Schwarzwaldmilch and Jeune Montagne); the status of the others could not be established with certainty. Subsidiaries combine brand agility with group distribution: this is the best-rated profile in the database (average score of 72.2 for their 38 products), and it provides 8 of the 10



The suspended cube of the SIAL Startup by Korea area

© IntoTheMinds / Pierre-Nicolas Schwab

products in the top 10 (Armor Protéines and Savencia Brazil for Savencia; CS France's stick and noodles for Vičiūnai; Austria Juice for AGRANA; Ourhome for Hanwha; LIFILL for Nongshim; Bret's crêpe chips for the family holding company Alain Glon Holding).

- The 5 cooperatives offer an interesting counter-example: they innovate infrequently but with regional roots that make adoption easier, like Jeune Montagne's Pom'Aligot de l'Aubrac, winner of the foodservice category.

The interviews conducted at the show put a face to these statuses:

- Zeen Tech (Switzerland), the start-up behind the water-frying process: *"I had the crazy idea and I started basically first [it] was in my cellar. Yes, I bought pieces from the normal market [...] and basically tried it out and it worked"*, says Jozeph Zender. *"I started this two years ago. And within two months of doing it, I put patents on it."*
- Edonia (France), a food-tech company and winner with Cocoriton, which is scaling up after a 15 million euro funding round announced on 6 October 2026: *"Today, we have a pilot plant in Agen with a capacity of 50 tonnes. We are going to scale up to 2,000 tonnes of annual production"*, says Séverine Celle.
- Die Käsemacher (Austria), an independent cheese dairy with 150 employees founded in 1991: *"We're like Asterix and Obelix. We're the Gallic people conquering the world with brave ideas. But we need brave people who are open for that"*, sums up Diana Steiner.
- Mousline (France), which left the Nestlé group four years ago: *"We are a 100% French SME, based in Rosières-en-Santerre, in Hauts-de-France"*, stresses Anne Breuillé, brand manager.

Séverine Celle's and Anne Breuillé's remarks translated from French.



The stands in the SIAL Startup by Korea area · © IntoTheMinds / Pierre-Nicolas Schwab



Photo: The wall of products on the Savencia stand · © IntoTheMinds / Pierre-Nicolas Schwab

09

Small and large companies: two innovation strategies

Do small companies innovate differently from large ones, and with what result? We compared the 182 products from micro-enterprises and SMEs with the 82 products from mid-caps and large groups (7 products from companies of unknown size excluded).

INDICATOR	SMALL (MICRO AND SMES)	LARGE (MID-CAPS AND LARGE)	TEST
Products	182	82	-
Average disruptiveness (1 to 5)	2.38	2.11	Mann-Whitney, p = 0.005
Products with disruptiveness 4 or 5	7.1%	3.7%	-
Average success score (out of 100)	61.2	70.6	Mann-Whitney, p < 0.001
Benefit sub-score (1 to 5)	2.60	2.57	Mann-Whitney, p = 0.58
Differentiation sub-score (1 to 5)	2.96	2.88	Mann-Whitney, p = 0.48
Adoption sub-score (1 to 5)	3.28	3.62	Mann-Whitney, p < 0.001

Mann-Whitney tests with correction for ties. For the record, market proof: 3.51 for small companies, 3.46 for large ones; distribution capacity: 2.26 and 4.34.

Yes, small companies are more disruptive. The gap in average disruptiveness is modest (2.38 versus 2.11) but significant, and it doubles for highly disruptive products (7.1% versus 3.7%). The most striking process innovations in the competition (water frying, alginate pearls, pre-cooked sorghum, camelina shoyu, tomato vinegar) almost all come from micro-enterprises, SMEs and start-ups. And no, this boldness does not translate into chances of success, since 9.4 score points separate the two groups, in the other direction.

The most instructive point is the breakdown of this gap. The sub-scores for benefit (2.60 versus 2.57) and differentiation (2.96 versus 2.88) are identical. Small companies design products that are just as clear as, and more original than, those of large companies. The gap comes from adoption (3.28 versus 3.62), that is, from products that demand more effort from the consumer, and from distribution capacity, which our grid weights at 20%. It is largely mechanical: capacity, inferred from size, alone explains around 8 of the 9.4 points. It nevertheless reflects a reality that panel data confirm. Launches by brands with a low market share fail more often than others, for an equal product. The bottleneck for small companies is not creativity; it is commercial execution.

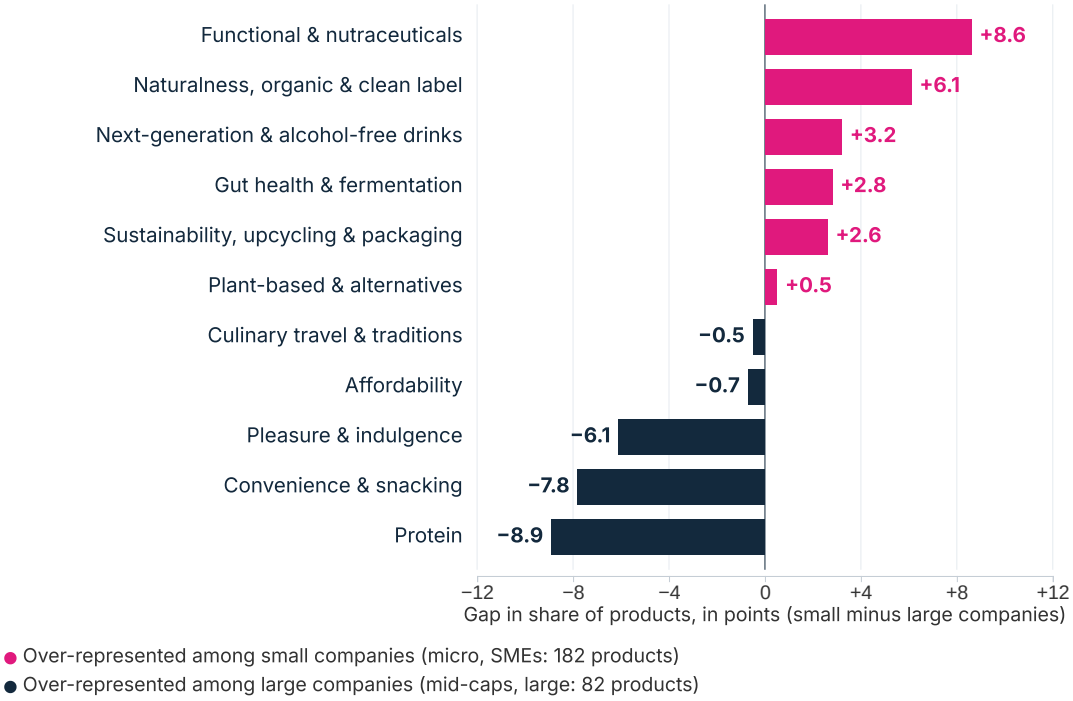
HEARD AT THE SHOW

“You do not have a guarantee that end consumers will finally buy your products.”

Diana Steiner Die Käsemacher

Small and large companies do not innovate in the same places

FIGURE 12 **Difference in the weight of each trend between small and large companies, in points.**



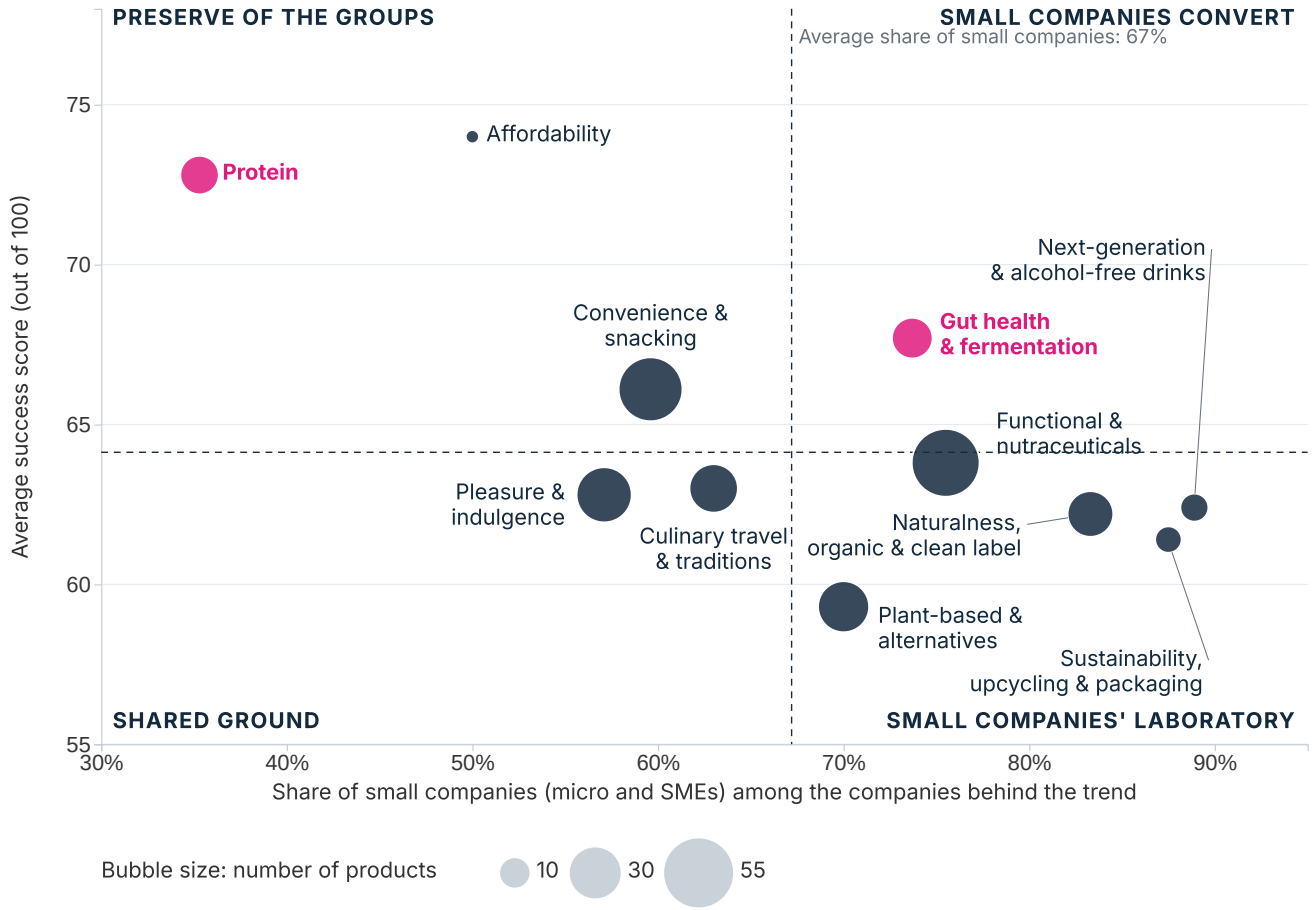
Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026). Significantly different distributions (simulated chi-squared test, p = 0.03).

Small companies invest in functional and nutraceuticals (22.0% of their products versus 13.4% for large companies), naturalness (11.0% versus 4.9%) and alcohol-free drinks, categories with low industrial barriers, where one can innovate with a contract manufacturer and a good story. Large companies lock down protein (12.2% versus 3.3%), snacking (23.2% versus 15.4%) and indulgence (17.1% versus 11.0%), games of volume, process and shelf space, where the entry ticket is a production line. The distributions are significantly different (simulated chi-squared test, p = 0.03). Plant-based and culinary travel are the two trends in which both groups invest equally (11.5% and 11.0% for plant-based, 9.3% and 9.8% for culinary travel).

This division of labour has an economic logic, but it comes at a cost for small companies. They concentrate precisely on the trends where differentiation is hardest (functional has 53 products that resemble one another) and where the regulatory framework for claims is the most restrictive. Large companies, for their part, occupy the trends where their industrial advantage is decisive. The result is visible in the top 10, which contains no product from a small company.

Who owns each trend?

FIGURE 13 **Share of small companies among the companies behind each trend and average success score.**



Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026).

Only one trend clearly combines a strong presence of small companies with an above-average score: gut health and fermentation (73.7% small companies, score of 67.7). This is the territory where small companies convert, because fermentation is know-how more than investment, and because the benefit (the microbiome) is now understood by consumers. Protein is the preserve of the groups (35.3% small companies, score of 72.8). Plant-based, naturalness, sustainability and alcohol-free drinks form the small companies' laboratory, with many ideas and little conversion; functional joins them, just below average (63.8). Convenience and pleasure are shared ground, where each plays its own part.

FOCUS

What this implies

- For a retailer or a manufacturer on the lookout, the small companies' shortlists are a pool of concepts to license or acquire: the ideas are there, the distribution is missing. The 17 most disruptive products and the trends in the "small companies' laboratory" are the first places to look.
- For an innovating SME, the score gap says that the concept is not enough: distribution has to be secured before launch, and adoption tested with consumers rather than assumed. This is the dimension on which small companies lose the most points, and it is the easiest to measure before investing.
- For mid-caps, the near absence of highly disruptive products in their ranks (1 in 60) is a signal: they have the distribution that small companies lack, and a caution that large groups no longer have. A partnership with a start-up carrying a breakthrough is their least risky route to level 4 or 5.



The Vieille Graine stand and its sorghum chips, SIAL Innovation selection · © IntoTheMinds / Pierre-Nicolas Schwab

LICENSING AS SEEN BY A MICRO-ENTERPRISE

"We are building a license platform. License platform is for producers who want to produce Nükt under our license. […] We will provide everything for them for production from zero […]: technology, recipes, seasoning […], brand, marketing, everything."

Viktoriia Fishych CEO, Nükt

SMALL COMPANIES, BIG AMBITIONS

Small companies design products that are just as clear as, and more original than, those of large companies

What they lack is the data that convinces retailers: measured adoption, in-store test, potential by channel. We produce it for you, at a cost suited to an SME, in your country or in an export market.

Dr. Pierre-Nicolas Schwab
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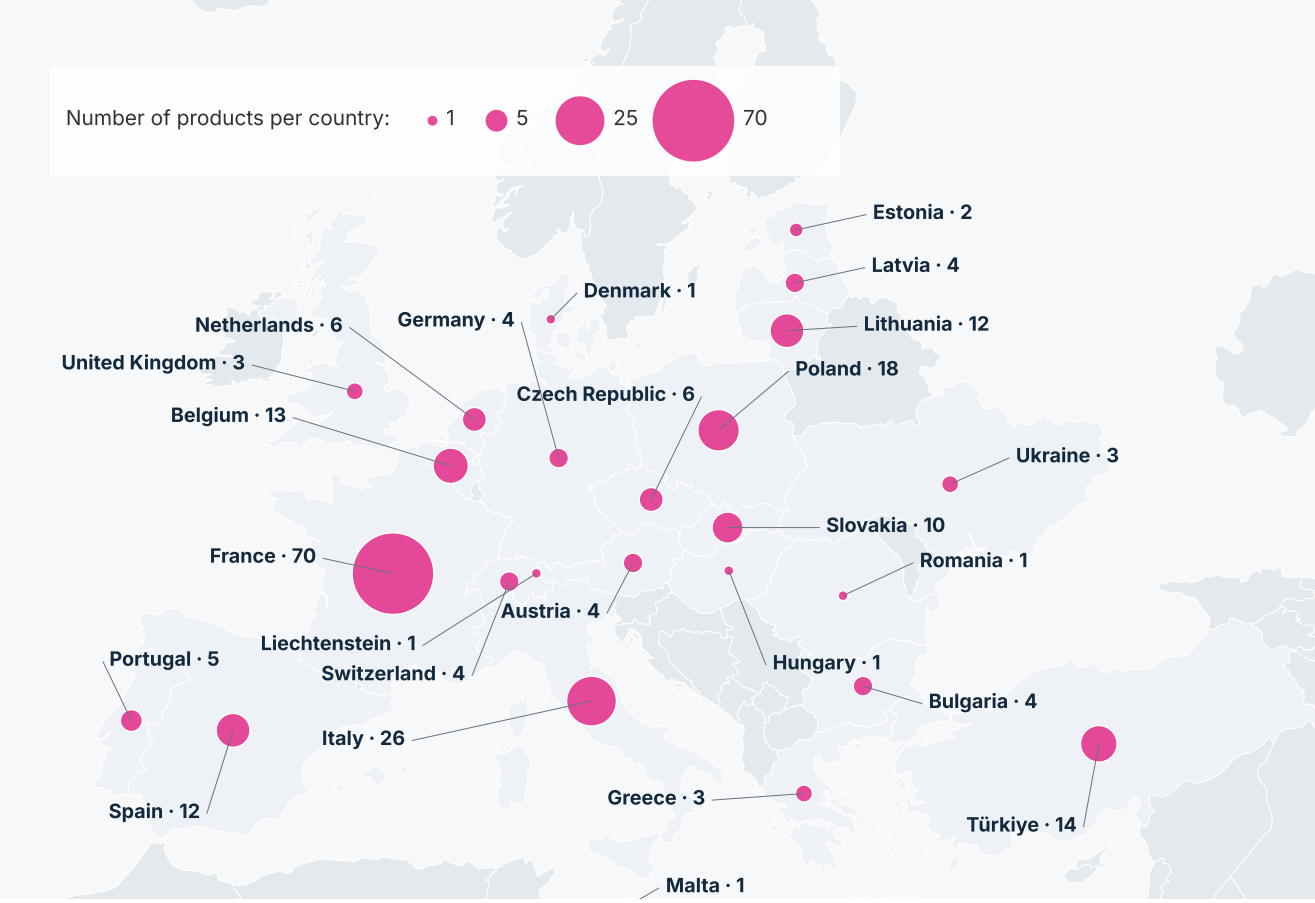
Photo: Lanterns on a stand of Asian brands · © IntoTheMinds / Pierre-Nicolas Schwab

10

The geography of innovation

Food innovation has a geography, and the competition reveals it at three scales: the world (section 4), Europe, which concentrates 84% of products when Türkiye is included, and France, the largest contingent with more than a quarter of the competition.

FIGURE 14 Number of competing products by exhibitor country, in Europe and Türkiye.



Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026). Base map: Natural Earth.

COUNTRY (5 PRODUCTS OR MORE)	PRODUCTS	SHARE	AVERAGE SCORE	DISRUPTIVENESS	% SMALL COS.	DOMINANT TRENDS
France	70	25.8%	65.6	2.24	60.0%	Plant-based & alternatives (14) · Convenience & snacking (14)
Italy	26	9.6%	64.6	2.35	84.6%	Convenience & snacking (7) · Pleasure & indulgence (6)
Poland	18	6.6%	63.1	2.22	83.3%	Functional & nutraceuticals (8) · Naturalness, organic & clean label and Sustainability, upcycling & packaging (3 each)
Türkiye	14	5.2%	65.8	2.36	35.7%	Pleasure & indulgence (4) · Protein (3)
Belgium	13	4.8%	63.8	2.15	92.3%	Functional & nutraceuticals, Gut health & fermentation and Convenience & snacking (3 each)
Spain	12	4.4%	62.7	2.33	58.3%	Convenience & snacking (5) · Plant-based & alternatives (3)
Lithuania	12	4.4%	65.1	2.50	50.0%	Protein (3) · Convenience & snacking, Pleasure & indulgence and Plant-based & alternatives (2 each)
South Korea	11	4.1%	67.1	2.64	36.4%	Functional & nutraceuticals, Plant-based & alternatives, Pleasure & indulgence and Culinary travel & traditions (2 each)
Slovakia	10	3.7%	58.4	2.30	100.0%	Functional & nutraceuticals (7) · 3 other trends (1 each)

COUNTRY (5 PRODUCTS OR MORE)	PRODUCTS	SHARE	AVERAGE SCORE	DISRUPTIVENESS	% SMALL COS.	DOMINANT TRENDS
Taiwan	8	3.0%	58.4	1.88	87.5%	Pleasure & indulgence (3) · Culinary travel & traditions (3)
Netherlands	6	2.2%	62.8	2.50	100.0%	Convenience & snacking (3) · Plant-based & alternatives (2)
Czech Republic	6	2.2%	66.4	2.17	100.0%	Functional & nutraceuticals (4) · Gut health & fermentation and Culinary travel & traditions (1 each)
Portugal	5	1.8%	64.5	2.40	60.0%	Naturalness, organic & clean label (2) · 3 other trends (1 each)

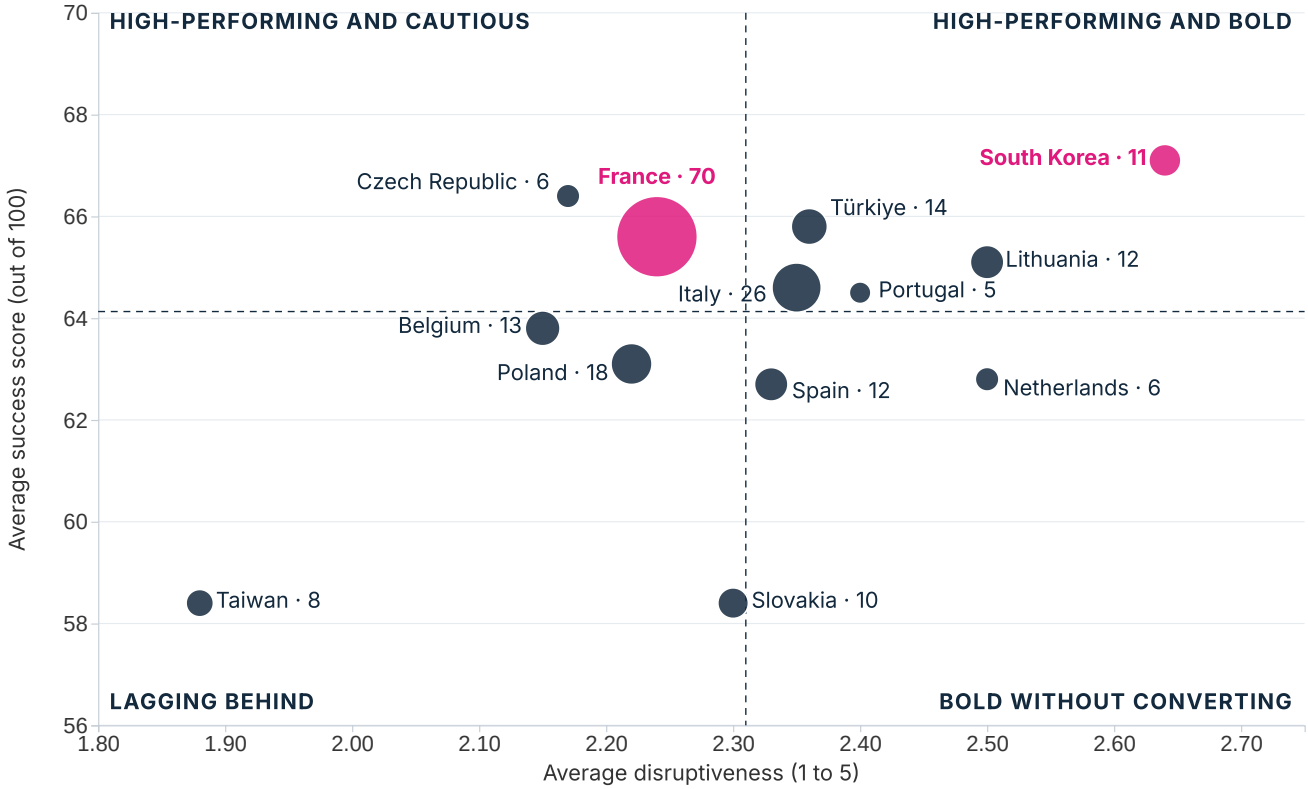
The Europe of the competition is not homogeneous. We distinguish three groups. Western Europe (153 products, 68% small companies) achieves an average score of 64.7, above Eastern Europe (63.0) but below Türkiye (65.8), and an average level of disruptiveness (2.31). This is the Europe of established manufacturers, where France, Italy, Belgium, Spain and the Netherlands field both large groups and a dense fabric of SMEs. Eastern Europe and the Baltic states (61 products, 82% small companies) form the workshop of functional, since 46% of their products fall under this trend, versus 11% in the West: shots, electrolytes, collagen, creatine bars. Poland, Slovakia and the Czech Republic export abundant nutraceuticals, but Eastern Europe posts a lower average score (63.0), for lack of brands and distribution beyond its borders. Among the countries with at least 5 products, two are exceptions: the Czech Republic (66.4) and Lithuania (65.1), driven by the VIČI products of the Vičiūnai group. Türkiye (14 products, 35.7% small companies) plays a part of its own, with mid-sized manufacturers, sweet snacking and formats, and two winners, Patislove bites (nutraceuticals) and the Aged Soy Flakes from Chef Seasons (savoury grocery), which also presents the Culinary Clouds condiment.



The Calabria Straordinaria pavilion · © IntoTheMinds / Pierre-Nicolas Schwab

South Korea dares, France carries weight

FIGURE 15 **13 countries with at least 5 products in competition: average disruptiveness and success score.**



13 countries with at least 5 products in competition. Bubble size: number of products.

Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026).

South Korea dominates the quadrant of high-performing and bold countries (disruptiveness 2.64, score 67.1), which also contains Lithuania (2.50; 65.1) and, closer to the averages, Türkiye, Italy and Portugal. The Korean contingent is the most oriented towards large groups in the competition (Nongshim, Ourhome, SPC Samlip), and this is what allows it to back bets such as Magic Soba or the clinical collagen LIFILL.

Korean cuisine also inspires products from other countries (Korean spicy stick in Denmark, kimchi muesli in the Czech Republic, highball in the Netherlands). Korea innovates twice, through its products and through its influence, even though Japan remains the leading source of Asian inspiration in the competition (matcha, mochi, yuzu, soba, that is 12 products outside Japan). France, by far the largest contingent, is high-performing but cautious (score 65.6, disruptiveness 2.24), like the Czech Republic. The Netherlands and Spain are bolder without converting, while Taiwan and Slovakia lag behind on both axes, as do Belgium and Poland, closer to the averages.

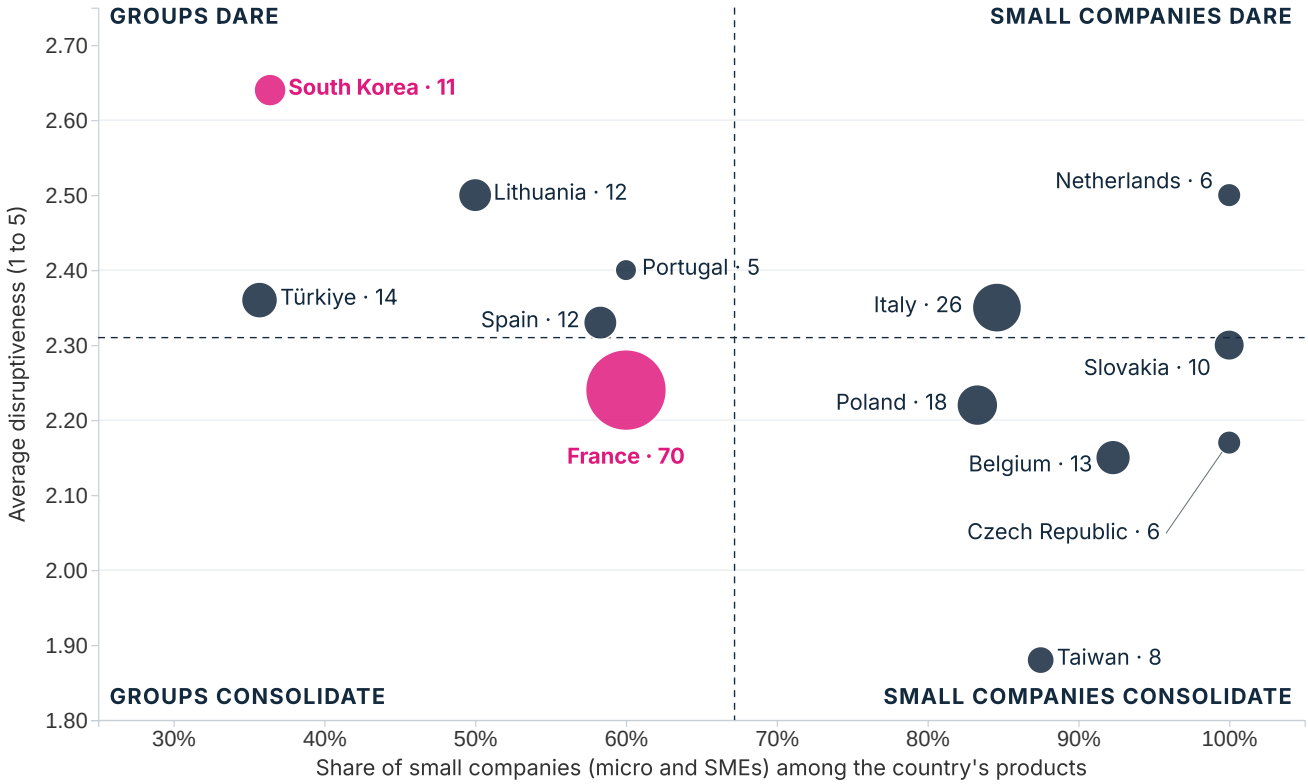


The Pepero stand (Lotte Wellfood), "No.1 in Korea"

© IntoTheMinds / Pierre-Nicolas Schwab

Who innovates through its small companies?

FIGURE 16 **Share of small companies among each country's products and average disruptiveness.**



13 countries with at least 5 products in competition. Bubble size: number of products.

Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026).

Countries fall clearly into groups according to the structure of their food industry. South Korea and Türkiye innovate through their large groups and mid-caps (36.4% and 35.7% small companies). The Netherlands, Slovakia and the Czech Republic innovate exclusively through their small companies (100%), Italy and Belgium almost (84.6% and 92.3%). France occupies an intermediate position (60.0%), which is a lesson in itself. The major French manufacturers are playing at home, and it shows in the ranking.

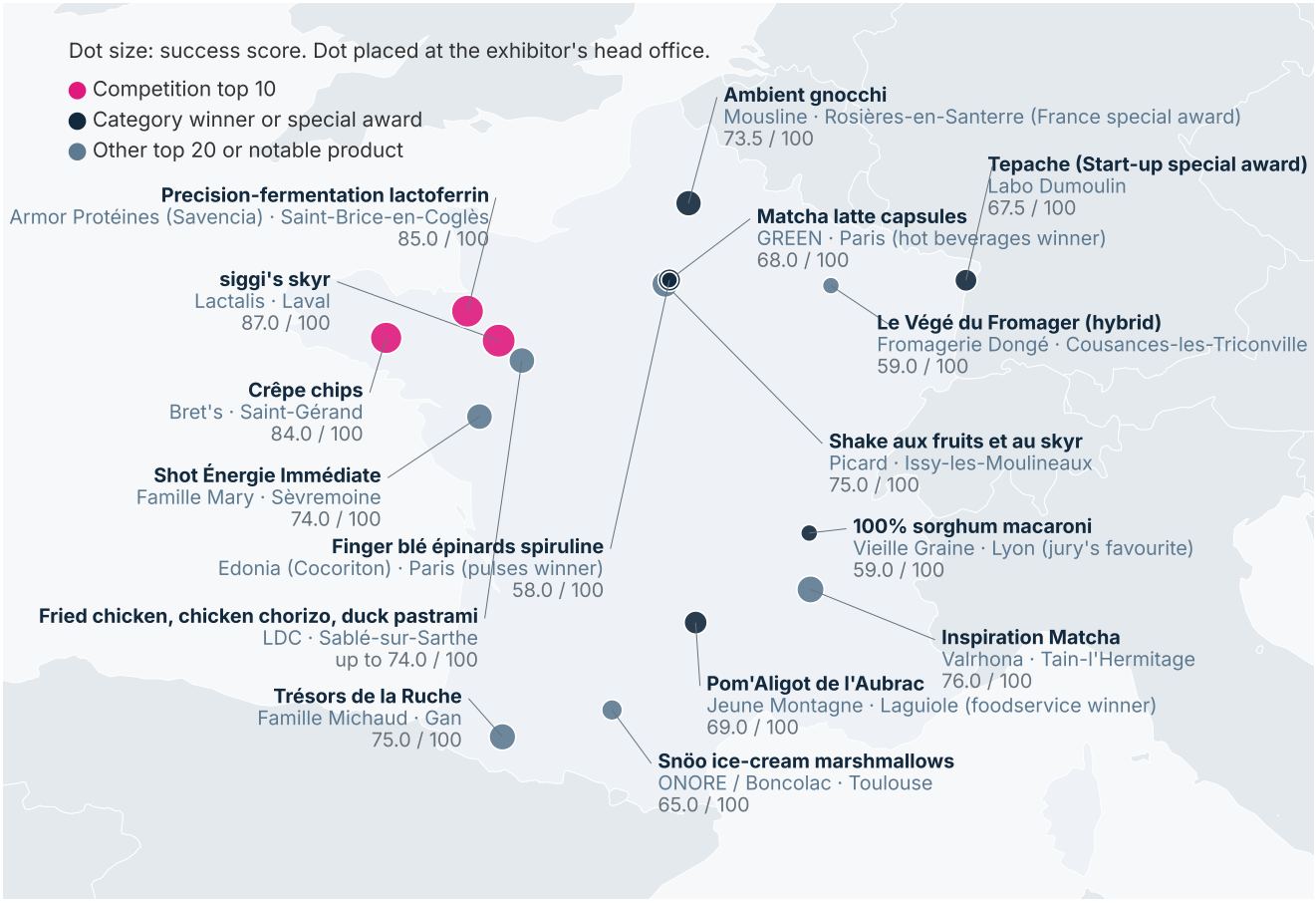
HEARD AT THE SHOW

"More and more people focus on Asian trends, good lifestyle and authentic taste. So not too sweet, not artificial, but honest."

Diana Steiner Die Käsemacher

France, the largest contingent

FIGURE 17 **The best-ranked French products and the winners, located at their company's head office.**



Source: IntoTheMinds analysis of the 17 official shortlists of the SIAL Innovation 2026 competition (271 unique products, 202 companies, October 2026). The 3 VIČI products, presented by CS France, the French office of the Lithuanian group Vičiūnai, are attributed to Lithuania and do not appear on this map. Base map: Natural Earth.

With 70 products (25.8% of the competition), France is by far the leading country in the competition. Its average score (65.6) exceeds the competition average (64.1), with average disruptiveness (2.24). The map shows a geography of innovation that mirrors that of the French food industry: the dairy and poultry heartland of western France (Lactalis in Laval, Armor Protéines in Saint-Brice-en-Coglès, Bret's in Saint-Gérand, LDC in Sablé-sur-Sarthe, Famille Mary in Sèvremoine), the regional traditions of the South (Jeune Montagne in Laguiole, Famille Michaud in Gan, ONORE in Toulouse), the Rhône valley (Valrhona in Tain-l'Hermitage, Vieille Graine in Lyon) and the East (Labo Dumoulin in Bischwiller, Fromagerie Dongé in the Meuse). Île-de-France features through Picard (Issy-les-Moulineaux) and two Parisian winners, GREEN (hot beverages) and Edonia with Cocoriton (pulses, cereals and fruit). The French contingent covers the whole spectrum:

- large groups: Lactalis, Savencia (Armor Protéines, Valrhona), LDC, Picard;



Curry, Spicy and Paprika Coquillettes (Lustucru), competing in the savoury grocery category
© IntoTheMinds / Pierre-Nicolas Schwab

- mid-caps: Altho (Bret's), Cofigeo (William Saurin), ONORE (Boncolac), Famille Michaud, Famille Mary (Léa Nature group);
- SMEs and cooperatives: Mousline, Jeune Montagne, Labo Dumoulin, Fromagerie Dongé;
- food-tech: Edonia with Cocoriton (winner), Panacea with MYÜ (founded in 2024), Groupe Innovi with SÜVY.

Only 60.0% of French products come from small companies, compared with 83 to 100% in most other European countries. The commitment of major French manufacturers to a competition held on their home soil is the first explanation for the country's good average score. The second is the diversity of its trends: France places products in 10 of the 11 trends, all except sustainability, more than any other country, and its two dominant trends are plant-based and convenience (14 products each).



The banner of the Occitanie Region
© IntoTheMinds / Pierre-Nicolas Schwab

The other countries

- Italy (26 products): indulgence and dairy revisited, 84.6% from small companies:
- Sei di Coccio, a cheese matured in its clay shell (L'Antica Cascina), Packaging special award;
- Bufala Cuore di Kefir (Ponte Reale) and La Daria Proteica mozzarella (Caseificio Andriese);
- probiotic pasta (Pastificio Liguori), press favourite award, best Italian score with 74.5;
- chilli burrata (Sanguedolce).
- Poland (18) and Eastern Europe: Welsom shots (Chias Brothers Europe), raspberry seed flour (Oleowita Oil, winner of the food ingredients category), Soplica Milkshake liqueur (Maspex), creatine bars (Divas, Slovakia), Protein Pocket (Mantinga, Lithuania) and the VIČI seafood products of the Lithuanian group Vičiūnai, presented by its French office CS France, including the noodles that won the seafood category. Slovakia places 7 of its 10 products in functional but peaks at a score of 58.4.
- Belgium (13 products, 92.3% small companies): fibre sodas (Yass, Sweet-Switch), frozen avocado tartare (Darta, 73.5), natural powdered ingredients from Origine (butterfly pea flower, ube), plant-based protein drink (Pulse Protein), alcohol-free relaxation beer with a botanical complex (Limitless NEIPA from Belgian Balance): an ingredients and drinks profile consistent with the country's food industry.
- Spain (12) and Portugal (5): the pourable cream cheese FluidTech (Quescrem, Central Lechera Asturiana group, 75.5), Agrosevilla's olive-based sauces, and in Portugal the sports nutrition of Prozis (Clear Whey + Collagen, 72).

- Asia excluding Korea: Taiwan (8 products, disruptiveness 1.88, the lowest) plays on pleasure and culinary travel with Chi Mei Frozen Food; the Philippines (4) bet on ube (Aniwa) and coconut sap (Lionheart Farms); Japan (2) on sweet tofu (Taishi Food).

Finally, the interviews we conducted at the show seem to converge on the idea that the competition is a sought-after gateway for taking products into export markets:

- Jeune Montagne (France): "*We have already met several prospects, interesting importers*", says Miki Kawamoto;
- L'Antica Cascina (Italy): a shipment of Sei di Coccio was on its way to Canada at the time of the show;
- Semix (Czech Republic): as a fresh product, Fermentík is first targeting neighbouring countries: Germany, Austria, Poland and Slovakia;
- Nükt (Switzerland): "*After we got this innovation award we received a lot of requests, and a lot of them say that it's the future of industry.*" The requests come from Asia, Europe and the United States;
- Edonia (France): already present in Japan and the United States, the company is expanding in Canada;
- Die Käsemacher (Austria) and Dardanel (Türkiye) already export to 30 and 41 countries respectively;
- Bret's (France): "*We have a lot of requests, particularly for export. Our priority is to satisfy the French market first.*"

Miki Kawamoto's and Olivier Sallé's remarks translated from French.



The Fritkot sign, Belgian Fries • © IntoTheMinds / Pierre-Nicolas Schwab

IN CONVERSATION

Exhibitors' voices

Twelve interviews recorded on the stands during SIAL Paris 2026. Excerpts.



© IntoTheMinds / Pierre-Nicolas Schwab

PACKAGING SPECIAL AWARD · ITALY

L'Antica Cascina

Clara Fortibuoni

Sei di Coccio, a cheese matured in its clay shell. 15,000 pieces sold in 2025, mostly during the festive season, the company confirms.

"The story of Sei di Coccio begins [...] in Romagna in 2023, [when] we were hit by the flood and so we had mud on the houses, everywhere. [...] We decided to take this negative thing and turn it into a very positive idea, namely Sei di Coccio: from the mud of the flood, a product that brings joy, light-heartedness, sharing, memories."

"With the hammer, but we have had lots of videos from our customers who used their imagination: with a fist, their head, a pneumatic drill..."

"You follow your instinct a lot. It is no coincidence that cheesemaking is called an art, because so often a truly worthwhile product comes out of experiments or mistakes."

Translated from Italian



FOODSERVICE WINNER · FRANCE

Jeune Montagne

Miki Kawamoto

Pom'Aligot de l'Aubrac PGI, aligot as a croquette.

"On the outside, it's very crunchy. And when you eat it, the inside is very stretchy and melts in the mouth."

"The secret of stretchy aligot is this cheese, fresh tome from Aubrac."

"With an air fryer at 200 degrees, we can prepare Pom'Aligot in 7 minutes."

Translated from French



DAIRY PRODUCTS WINNER · AUSTRIA

Die Käsemacher

Diana Steiner

Matcha-style and ube-style goat's cheese balls, with coconut.

"We're like Asterix and Obelix. We're the Gallic people conquering the world with brave ideas. But we need brave people who are open for that."

"Shelves are full. No space available. So you need good ideas to make buyers curious and to make them brave as well to say, okay, I will make space available for you."

IN CONVERSATION

Exhibitors' voices

More interviews conducted on the stands.



© IntoTheMinds / Pierre-Nicolas Schwab

FRANCE SPECIAL AWARD

Mousline

Anne Breuillé, brand manager

Pan-fry gnocchi, with a 12-month ambient shelf life.

"Few French people know it, but gnocchi are made from potatoes. So, quite naturally, our gnocchi were born from our expertise in potatoes."

"We really wanted to keep this DNA of the Mousline brand [...]: ease of use, convenience and a very affordable price."

"We know that innovation is also the future of a brand."

Translated from French



ORGANIC, WELLNESS WINNER · CZECH REPUBLIC

Semix

Petr Vavrečka, export director

Fermentík, fermented vegetables in a 150 g pot.

"It was not easy, it was quite challenging because the development of the product took one and a half year and we started with a pre-production in January this year."

"[Fermentík] is a representative of a new category of a fermented vegetable that we have in our production."

"If we take the price from the Czech market, we are close to one and a half euro as the end price for the customers."



PULSES, CEREALS AND FRUIT WINNER · FRANCE

Edonia

Séverine Celle

Wheat, spinach and spirulina finger, developed with Cocoriton.

"It avoids adding powders, isolates, ultra-processed things."

"Today, we have a pilot plant in Agen with a capacity of 50 tonnes. We are going to scale up to 2,000 tonnes of annual production."

"So far, we have served 50,000 meals to children."

Translated from French

IN CONVERSATION

Exhibitors' voices

Final interviews conducted on the stands.



© IntoTheMinds / Pierre-Nicolas Schwab

SIAL INNOVATION SELECTION · ITALY

Eurovo

Jessica Gualandi

Cremoso, an egg white-based dessert from the le Naturelle brand, born from making use of surplus egg white.

"And so the idea was born partly from that: what do we do with this excess, surplus egg white?"

"The Eurovo group's idea was not to go [...] only for that niche of people, but to open up to the family."

Translated from Italian



© IntoTheMinds / Pierre-Nicolas Schwab

SIAL INNOVATION SELECTION · FRANCE

Maître Prunille

Alizée Delsol, communications officer

PâtiMix, four baking mixes in 100 g sachets.

"Baking is a new playground for Maître Prunille."

"You add it [...] to a classic cake base and, straight away, you pimp the famous recipe for cookies or marble cake."

"These are 100-gram formats, so they are just right for a single use."

Translated from French



SEAFOOD · TÜRKIYE

Dardanel

Smoked tuna steak and tuna in a pouch with jalapeño.

"Main purpose of the pouch products is easy to eat. And you can move it everywhere, to your office [...], you can take it to the gym also. [...] Once you open [...] a can of tuna, you have to drain its oil, water, etc. But in pouch products, no need. Just open it and eat it."

METHOD

How these remarks were collected

Twelve interviews were recorded on the stands during SIAL Paris 2026, for a total of 72 minutes. The excerpts have been stripped of hesitations and repetitions; cuts are indicated by square brackets. Statements made in French and Italian were translated by us; those made in English are quoted in their original wording. The interviews with Nükt and Zeen Tech are presented in section 6, the one with Bret's in section 7.



Photo: Fennel seeds and golden raisins on a spice stand · © IntoTheMinds / Pierre-Nicolas Schwab

INTOTHEMINDS FOR THE FOOD INDUSTRY

MARKET RESEARCH IN MORE THAN 50 COUNTRIES

Turning an innovation into a commercial success

This report shows that novelty is not enough. The benefit must be understood, the price accepted, the brand known and distribution secured. IntoTheMinds supports food manufacturers, SMEs and retailers at each of these stages, in France, in Belgium and in more than 50 countries, with proven quantitative and qualitative methods.

Market research

Market size and dynamics, consumer segmentation, competitive analysis and development scenarios, in your country or for export.

Pricing

Psychological price, elasticity and willingness to pay (Van Westendorp, Gabor-Granger, conjoint analysis) to set the launch price and promotional tiers.

Appeal of a positioning

Evaluation of a claim (functional, naturalness, alcohol-free, origin...) with your target group, to decide before investing in a recipe or packaging.

Market proof for retailers

Building the listing file: consumer data, in-store test, panels and a data-backed sales pitch to convince buyers.

Concept and product tests

Clarity of benefit, perceived differentiation, purchase intent and repeat purchase, measured online, in a central location or at home before launch.

Brand awareness and image

Unaided and aided awareness, image, preference and conversion rate, by country and by segment, as a one-off measurement or a tracker.

Product-market fit by country and by segment

Fit of a product with an export market or a consumer segment: usage, acceptable price, local competition, channels and barriers to adoption.

Trend monitoring and analysis

Sector analyses like this one, innovation mapping, monitoring of weak signals and talks for your marketing and R&D teams.

Let's talk about your project

A first 30-minute conversation, with no obligation, to frame your question and propose a method.

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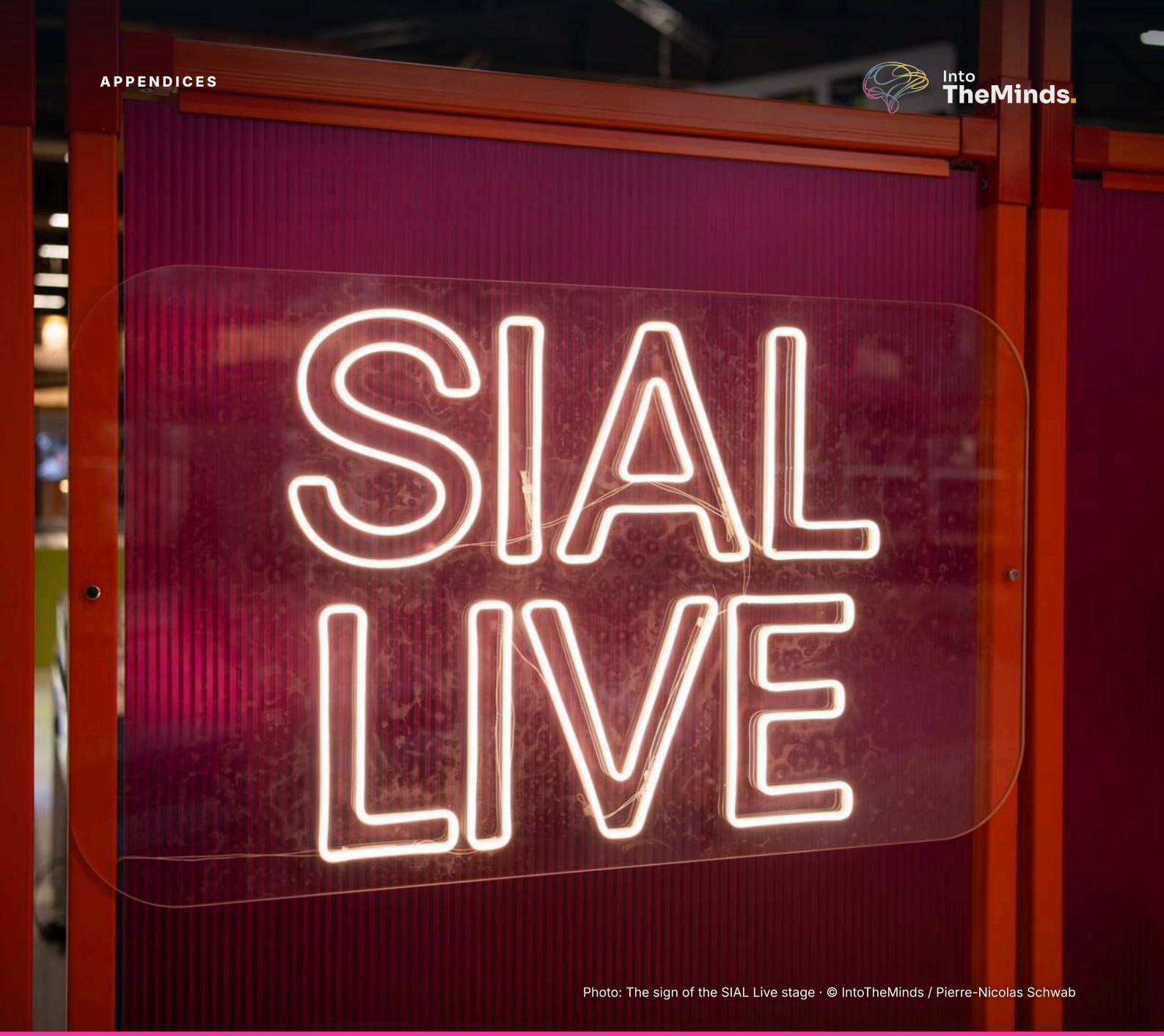

Photo: The sign of the SIAL Live stage · © IntoTheMinds / Pierre-Nicolas Schwab

Appendices

A. 2026 winners and special awards featured in the shortlists

B. Taxonomy of the 11 trends

C. Disruptiveness scale

D. Success score grid

E. Sources

A. 2026 winners and special awards featured in the shortlists

REF.	PRODUCT	EXHIBITOR	AWARD
30798	Plant Based Steak	PLANT MEAT MAKERS B.V (Rival Foods)	Category winner (alternative products)
32564	Fermentík	SEMIX PLUSO, SPOL. S.R.O.	Category winner (organic and wellness)
33051	GREEN - Capsules de matcha latte vegan compatibles Nespresso®	GREEN	Category winner (hot beverages)
33217	AMZ Amazonic Negroni	AMZ TROPICAL IND. COM. BEBIDAS LTDA	Category winner (beverages)
33352	Finger blé épinards spiruline	EDONIA (Cocoriton)	Category winner (pulses, cereals and fruit)
32823	Aged Soy Flakes	CHEFSEASONS	Category winner (savoury grocery)
31796	Chips de crêpes saveur caramel au beurre salé	Altho (Bret's)	Category winner (sweet grocery)
32094	Three-Biotic Yogurt Bites Collection	PATISLOVE (Patis Food Group)	Category winner (nutraceuticals and functional foods)
33930	Raspberry Flour	Oleowita Oil sp. z o. o.	Category winner (food ingredients)
32546	Ziegenkäsebällchen Matcha-Style / Ube-Style mit Kokos	Die Käsemacher	Category winner (dairy products)
31815	VIČI Protein Surimi Noodles	CS FRANCE VICIUNAI	Category winner (seafood)
32681	Salted potato chips	Nuekt AG	Category winner (snacking and deli)
32012	Magic Soba	OURHOME	Category winner (frozen foods)
33160	Italian Salami Chips	Bejerky Snack	Category winner (meat)
32793	Pom'Aligot de l'Aubrac	Jeune Montagne	Category winner (foodservice)
32117	Gnocchi à poêler ambiants	MOUSLINE	France special award
30576	Tepache	KEFIR LABO DUMOULIN	Start-up special award
29296	Sei di Coccio	L'ANTICA CASCINA SRL	Packaging special award
34005	Probiotica/pasta	PASTIFICIO LIGUORI	Press favourite award
32038	Macaroni 100% sorgho sans gluten	VIEILLE GRAINE	Jury's favourite award

Official list of winners published on sialparis.com (16 September 2026, updated on 7 October 2026); gold, silver and bronze Grand Prix awarded on 17 October 2026, not included. Winners outside the product shortlists: Zeen Tech (equipment and technologies); “30 years” special award, Sojasun; influencers' favourite award, Recipe Design (MEDI.SOLA, South Korea).

Profile of the 15 category winners: average disruptiveness of 3.27 (versus 2.25 for the other products), 27% of them at level 4 or 5 (versus 5%), differentiation of 4.07 out of 5 (versus 2.88), 10 micro-enterprises or SMEs, 3 mid-caps, 1 large group and 1 company of unknown size. Excluding the winner's bonus, their average success score is 67.4 versus 63.8. The jury rewards novelty far more than our grid, which also weighs distribution.

AT THE SHOW **Winners, special awards and products from the selection photographed during SIAL Paris 2026**



Magic Soba (Ourhome)
Category winner (frozen foods)
© IntoTheMinds / Pierre-Nicolas Schwab



GREEN matcha latte capsules
Category winner (hot beverages)
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AMZ Amazonic Negroni
Category winner (beverages)
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Aged Soy Flakes (Chefseasons)
Category winner (savoury grocery)
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Crêpe chips (Bret's)
Category winner (sweet grocery)
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Ambient pan-fry gnocchi (Mousline)
France special award
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Tepache (Kefir Labo Dumoulin)
Start-up special award
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Sei di Coccio (L'Antica Cascina)
Packaging special award
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Sorghum chips and macaroni (Vieille Graine)
Jury's favourite award
© IntoTheMinds / Pierre-Nicolas Schwab



Freeze-dried ice cream with Solein protein (Star Candies)
Shortlist, one of the competition's breakthroughs
© IntoTheMinds / Pierre-Nicolas Schwab



Cremoso (Eurovo, le Naturelle)
SIAL Innovation selection
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PâtiMix (Maître Prunille)
SIAL Innovation selection
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B. Taxonomy of the 11 trends

Functional and nutraceuticals: targeted health benefit: immunity, cognition, beauty, energy, sleep, electrolytes, supplements in food formats.

Protein: explicit protein enrichment as the central claim.

Gut health and fermentation: microbiome, prebiotic fibre, probiotics, kefir, lactose-free, A2 milk, fermented products.

Plant-based and alternatives: substitutes and hybrids (meat, fish, dairy, sugar, cocoa), new proteins.

Naturalness, organic and clean label: short ingredient lists, no additives, preservatives or nitrites, organic, minimal processing.

Pleasure and indulgence: indulgence, textures, colours, sensory experience, premium.

Culinary travel and traditions: world flavours, Korean cuisine, fusion, regional specialities and heritage recipes revisited.

Convenience and snacking: on-the-go formats, quick preparation, air fryer, ambient storage, foodservice uses.

Next-generation and alcohol-free drinks: alcohol-free drinks, sodas and reinvented drinking rituals.

Sustainability, upcycling and packaging: upcycled co-products, anti-waste, reduced-impact packaging.

Affordability: promise of a lower selling price: cheaper substitute ingredient, economy format.

C. Disruptiveness scale

LEVEL	DEFINITION	EXAMPLES
1 · Cosmetic	New flavour, new variant or minor format change of an existing product	Chilli burrata (Sanguedolce), Mozzarelline Affumicate (Nonno Nanni)
2 · Incremental	Improved recipe, added claim, adaptation of a market standard	siggi's fibre-enriched skyr (Lactalis), VIČI smoked herring
3 · Substantial	Novel combination of ingredients or categories, or an existing technology transposed	Crêpe chips (Bret's), mozzarella with a kefir centre (Ponte Reale)
4 · High	Process, format or packaging that creates a new use or a new experience	Magic Soba (Ourhome), A2 yoghurt pearls (Vomond), clay shell (L'Antica Cascina)
5 · Radical	Technological breakthrough or creation of a category	Precision-fermentation lactoferrin (Armor Protéines), water-fried chips (Nükt), Solein ice cream (Geld Baltic)

D. Success score grid

DIMENSION	WEIGHT	MEASURE
Clarity of the consumer benefit	20%	Rating from 1 to 5 per product, based on expert judgement using the official product description
Differentiation from the existing offer	15%	Rating from 1 to 5 per product, based on expert judgement using the official product description
Ease of adoption (taste, habits, perceived price)	20%	Rating from 1 to 5 per product, based on expert judgement using the official product description
The company's distribution capacity	20%	Micro-enterprise 1.5; SME 2.5; mid-cap 4; large group 5; company controlled by a group, a holding company or a fund: at least 4.5, and 5 if its group is a large group; unknown size 2.5. A subsidiary is classified according to the size of its group, unless its shareholder is an investment fund or a financial holding company.
Momentum of the trend	15%	5: functional, protein; 4.5: gut health, convenience, next-generation drinks; 4: naturalness, pleasure, culinary travel, affordability; 3.5: sustainability; 3: plant-based
Market proof	10%	Base 2.5; +1 if already launched; +1.5 if category winner; +0.5 for a special award in the competition or a documented external award; capped at 5

Winner's bonus. A SIAL Innovation award does not prove consumer demand; it improves the chances of being listed. Winners are exhibited in the SIAL Innovation area during the show, flagged by a badge on their

stand and included in the SIAL Innovation trail that guides trade visitors to them, and the organiser reports coverage by more than 850 French and international media outlets for the 2024 edition. The bonus measures this visibility and listing lever: +1.5 for a category award, +0.5 for a special award.

E. Sources

- Official SIAL Innovation 2026 shortlists (17 PDFs published on 5 October 2026); 2026 winners and special awards: official list of winners published on sialparis.com (16 September 2026, updated on 7 October 2026).
- Benefits granted to award-winning products (SIAL Innovation area, badge, trail, press coverage): sialparis.com, “Display your products at SIAL Innovation” page, accessed on 10 October 2026.
- Show figures for 2024 and 2026: organiser's press releases (December 2025 and March 2026); 2,750 applications and 775 products selected: organiser's announcement reported by the trade press on 1 October 2026.
- Inflation in September 2026: Insee, provisional estimate of 30 September 2026.
- Company data cited in the profiles and the text: Lactalis (2025 annual results, press release of 16 April 2026); Nongshim (2025 consolidated revenue, Korean business press, March 2026); Ourhome (headcount; acquisition by Hanwha in May 2025); Armor Protéines and All G (joint venture announcement, December 2025); Solar Foods (press release of 16 September 2025); Léa Nature and Famille Mary; Les Jardins de l'Orbrie and Joyart.
- Photo credits: the product photos reproduced in this report come from the SIAL Innovation 2026 application files and are used with the permission of SIAL Paris. Photos taken during SIAL Paris 2026 (chapter openers, interviews and views of the show): © IntoTheMinds / Pierre-Nicolas Schwab; they may only be reused if a dofollow link to www.intotheminds.com is included.
- SIAL Paris: dates, key figures for 2024 and 2026, competition rules, 2024 Grand Prix and winners' testimonials (sialparis.com); trade press for the 2024 podium.
- Companies: official websites, Recherche d'entreprises API (data.gouv.fr), Pappers, national registers (Slovakia, Poland, United Kingdom, Brazil), trade directories, press; accessed from 6 to 11 October 2026.
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- IntoTheMinds analyses cited in the text: developments in the food market, 2026 consumer trends, high-protein food market, appetite suppressants and the food market, fermented drinks, plant-based meat, replacing animal proteins, comfort food, "free-from" marketing, organic market, alcohol-free market, chocolate market, Nutri-Score, recipe for success of innovative products, 2024 innovation trends, market rationalisation, SIAL visitor's guide.

- Charts and maps: IntoTheMinds, Creative Commons Attribution-NonCommercial-NoDerivs 2.0 licence; base maps: Natural Earth.

Appendix F (full list of competing products) appears at the end of the document, in landscape format.



GREEN matcha latte capsules · © IntoTheMinds / Pierre-Nicolas Schwab

APPENDIX F

Full list of the 271 competing products

Products ranked by decreasing success score (tied rank for identical scores). Country: exhibitor's country. VIČI products are attributed to Lithuania (see 3.1). Category(ies): SIAL shortlist(s) in which the product appears. Disr.: disruptiveness from 1 to 5.

RANK	REF.	PRODUCT	COMPANY (BRAND)	COUNTRY	CATEGORY(IES)	MAIN TREND	DISR.	SCORE
1	31558	**siggi's Fruit & Fiber Nonfat Skyr**	LACTALIS (siggi's)	France	dairy products	Protein	2	87.0
2	31686	**Lactoferrine de Fermentation de Précision**	ARMOR PROTÉINES	France	food ingredients	Functional & nutraceuticals	5	85.0
3	31796	**Chips de crêpes saveur caramel au beurre salé**	Altho (Bret's)	France	sweet grocery	Pleasure & indulgence	3	84.0
4	32094	**Three-Biotic Yogurt Bites Collection**	PATISLOVE	Türkiye	nutraceuticals	Gut health & fermentation	3	83.5
5	32012	**Magic Soba**	OURHOME	South Korea	Frozen foods	Convenience & snacking	4	80.5
6	33919	**Reduced-sugar apple juice from concentrate**	AUSTRIA JUICE GmbH (AUSTRIA JUICE)	Austria	food ingredients	Naturalness, organic & clean label	3	80.0
7	32459	**LIFILL DERMA COLLAGEN SIGNATURE RN**	NONGSHIM (LIFILL)	South Korea	nutraceuticals	Functional & nutraceuticals	3	79.0
7	31811	**VIČI High-Protein Surimi Stick**	CS FRANCE VICIUNAI (VIČI)	Lithuania	seafood	Protein	2	79.0
9	31213	**Pop Cheese**	SAVENCIA BRAZIL (Quatá)	Brazil	dairy products	Convenience & snacking	2	77.5
10	31815	**VIČI Protein Surimi Noodles**	CS FRANCE VICIUNAI (VIČI)	Lithuania	seafood	Protein	3	77.0
11	30518	**doner-kebab with garlic sauce 400g**	Herbert Ospelt Anstalt (Zakee's Kebab@home)	Liechtenstein	Meat, packaging, snacking, deli	Convenience & snacking	3	76.5
11	32681	**Salted potato chips**	Nuekt AG (Nükt)	Switzerland	snacking, deli	Convenience & snacking	5	76.5
13	30991	**Inspiration Matcha**	VALRHONA SAS (Valrhona)	France	food ingredients	Culinary travel & traditions	2	76.0
14	30740	**FluidTech**	Quescrem - Grupo Central Lechera Asturiana (Quescrem)	Spain	food ingredients	Convenience & snacking	3	75.5
15	30056	**Gamme Trésors de la Ruche**	Famille Michaud Apiculteurs (Lune de Miel®)	France	nutraceuticals, sweet grocery	Functional & nutraceuticals	2	75.0
15	31360	**PROTEIN POCKET with Cottage Cheese and Bacon Filling**	MANTINGA	Lithuania	snacking, deli	Protein	2	75.0
15	32042	**Shake aux fruits et au skyr**	PICARD SURGELES (Picard Surgelés)	France	Frozen foods	Protein	2	75.0
18	34005	**Probiotica/pasta**	PASTIFICIO LIGUORI (LIGUORI)	Italy	organic, wellness	Gut health & fermentation	3	74.5
18	32602	**LAC yaourt à la grecque sur lit de framboises-grenade sans lactose 9%**	Schwarzwaldmilch GmbH Freiburg (LAC)	Germany	dairy products	Gut health & fermentation	1	74.5
20	30703	**SHOT ENERGIE IMMEDIATE**	FAMILLE MARY	France	nutraceuticals	Functional & nutraceuticals	1	74.0
20	33820	**Chunks de chocolat aérés**	ALTERVIA TRADING (Viakao)	France	food ingredients	Affordability	2	74.0
20	31824	**VIČI Smoked Herring Slices**	CS FRANCE VICIUNAI (VIČI)	Lithuania	seafood	Affordability	2	74.0
20	31533	**Poulet frit à la japonaise**	LDC INTERNATIONAL (Agis)	France	Meat	Culinary travel & traditions	2	74.0
20	30849	**Duck Steak Hachè**	TANDEM-POPOVO OOD (Meat (R)evolution)	Bulgaria	Meat	Pleasure & indulgence	2	74.0
25	30749	**Avocadotopping with chili and lime**	Darta (Darta Cuisin'easy)	Belgium	cereals, pulses, F&V	Convenience & snacking	2	73.5
25	31762	**TRIO GOURMAND**	Cofigeo (WILLIAM SAURIN)	France	packaging	Convenience & snacking	2	73.5
25	32117	**Gnocchi à poêler ambiants**	MOUSLINE	France	savoury grocery	Convenience & snacking	2	73.5
25	33887	**NIC**	Brazzale Cheese and Butter (Brazzale since 1784)	Italy	food ingredients	Convenience & snacking	3	73.5
29	31157	**Protein Stuffed Pasta**	EMILIA FOODS (Via Emilia)	Italy	cereals, pulses, F&V	Protein	2	73.0
29	29803	**Milino Protein Milk Snack**	TSC Food Products GmbH (Milino)	Austria	nutraceuticals, snacking, deli	Protein	2	73.0

RANK	REF.	PRODUCT	COMPANY (BRAND)	COUNTRY	CATEGORY(IES)	MAIN TREND	DISR.	SCORE
29	33842	**Thai Coco Crispy Chicken High Protein Snack with High Fiber**	THAI COCONUT PUBLIC CO., LTD. (Thai Coco)	Thailand	Meat	Protein	2	73.0
29	31816	**Allumettes de chorizo de poulet**	LDC INTERNATIONAL (Le Gaulois)	France	Meat	Naturalness, organic & clean label	2	73.0
33	31147	**Soplica Milkshake**	MASPEX GROUP LTD. (Soplica)	Poland	beverages	Pleasure & indulgence	2	72.0
33	32406	**MeloMochi Mango**	Amos Food (Group) Co., Ltd. (MeloMochi)	China	sweet grocery	Pleasure & indulgence	2	72.0
33	32147	**Clear Whey + Collagen 600g**	PROZIS	Portugal	nutraceuticals	Protein	2	72.0
33	32102	**Protein Nut Cream Collection**	PATISLOVE (Eath)	Türkiye	nutraceuticals	Protein	2	72.0
33	32092	**Protein Cereal**	PATISLOVE (Eath)	Türkiye	nutraceuticals	Protein	2	72.0
33	32090	**Protein Fiber Crunch Bar Collection**	PATISLOVE	Türkiye	nutraceuticals	Protein	2	72.0
33	32865	**Smart Food Yogurt**	TERRAFOOD LLC (Premialle)	Ukraine	dairy products	Functional & nutraceuticals	2	72.0
33	31505	**Pastrami de canard**	LDC INTERNATIONAL (Jean Routhiau)	France	Foodservice, meat	Culinary travel & traditions	2	72.0
33	31724	**Moelleux Ubé**	PICARD SURGELES (Picard Surgelés)	France	Frozen foods	Pleasure & indulgence	2	72.0
33	31003	**Galette cookie**	PICARD SURGELES (Picard Surgelés)	France	Frozen foods	Pleasure & indulgence	2	72.0
43	31791	**Cream Cheese Spread with Kefir**	PETRI-FEINKOST GMBH & CO KG (Primello)	Germany	dairy products	Gut health & fermentation	2	71.5
43	31692	**Gaufres Cheddar Paprika**	TIPIAK TRAITEUR PATISSIER (Tipiak)	France	Frozen foods	Convenience & snacking	2	71.5
43	30599	**Figues de France violettes - Roger Descours**	DESCOURS - CONCEPT FRUITS (ROGER DESCOURS)	France	Frozen foods	Convenience & snacking	2	71.5
43	30541	**Pastèque**	DESCOURS - CONCEPT FRUITS (Roger Descours)	France	Frozen foods	Convenience & snacking	2	71.5
47	31497	**For Her**	KRYNICA VITAMIN S.A. (Essence Expert)	Poland	nutraceuticals	Functional & nutraceuticals	2	71.0
47	33466	**STRIPES MIX**	BOB SNAIL	Poland	snacking, deli	Naturalness, organic & clean label	1	71.0
49	31853	**Purées de fruits low fodmap et sans gluten**	GIE EURASANTE (BellyCare)	France	organic, wellness	Gut health & fermentation	3	70.5
49	31101	**Tuna Pouch with Jalapeno**	DARDANEL	Türkiye	seafood	Convenience & snacking	1	70.5
49	30742	**3 dattes Medjool**	BROUSSE GROUPE (MaJool by Brousse & Fils)	France	snacking, deli	Convenience & snacking	1	70.5
49	29800	**Milino Kefir Creme Snack**	TSC Food Products GmbH (Milino)	Austria	snacking, deli	Gut health & fermentation	3	70.5
53	29309	**CAROUBE NOISETTE**	Perl'amande, l'Amandaie, Noiseraie, Bedouin, Yacon (NOISERAIE ATELIER)	France	sweet grocery	Plant-based & alternatives	3	70.0
53	32061	**AminoPrime® Electrolytes**	BOMBUS (EXTRIFIT)	Czech Republic	nutraceuticals	Functional & nutraceuticals	2	70.0
53	32059	**Hydration Drink**	BOMBUS (CHIMPANZEE)	Czech Republic	nutraceuticals	Functional & nutraceuticals	2	70.0
53	32009	**New Wave Protein Ball (Tufu-Surimi Hybrid)**	OURHOME	South Korea	Frozen foods	Plant-based & alternatives	3	70.0
57	32564	**Fermentík**	SEMIX PLUSO, SPOL. S.R.O. (Semix)	Czech Republic	organic, wellness	Gut health & fermentation	3	69.5
57	32017	**Countree Juice Burst Peach Pocket**	QINGDAO COUNTREE FOOD CO.,LTD. (Countree)	China	cereals, pulses, F&V	Convenience & snacking	2	69.5
57	33160	**Italian Salami Chips**	Bejerky Snack (Bejekry Snacks)	Italy	Meat, snacking, deli	Convenience & snacking	3	69.5
57	30699	**Frinsa SOLO SOLUTION MIX CHICKEN BREAST + RICE BASMATI & WILD**	FRINSA (Frinsa SOLO)	Spain	Meat	Convenience & snacking	2	69.5
61	34006	**Acti Lemon Lemon & Blueberry with Collagen**	POLENGHI FOOD SRL (Acti Lemon)	Italy	beverages	Functional & nutraceuticals	2	69.0
61	32725	**TRIPSY EUPHORIA**	LIVIKO AS (TRIPSY)	Estonia	beverages	Functional & nutraceuticals	2	69.0
61	32142	**Instant High-Protein plant-based Ready Meals in a cup**	LIODRY FOODS S.P.A (Chef Tellini)	Italy	cereals, pulses, F&V	Protein	2	69.0
61	31372	**SAUCE 01 Mediterranean Umami**	AGROSEVILLA (THE COOKING CREW)	Spain	Foodservice, savoury grocery	Plant-based & alternatives	4	69.0
61	30661	**Pulse Protein Clear Protein White Peach**	PULSE PROTEIN SRL (Pulse Protein)	Belgium	nutraceuticals, start-up	Protein	2	69.0

RANK	REF.	PRODUCT	COMPANY (BRAND)	COUNTRY	CATEGORY(IES)	MAIN TREND	DISR.	SCORE
61	31402	**Naturally Brilliant Blue - Discover the Butterfly Pea Extract Powder**	Origine SRL 100 (ORIGINE)	Belgium	food ingredients	Naturalness, organic & clean label	3	69.0
61	32793	**Pom'Aligot de l'Aubrac**	Jeune Montagne	France	Foodservice	Culinary travel & traditions	2	69.0
61	32116	**Les Petits Gourmands de poulet**	LDC INTERNATIONAL (Le Gaulois)	France	Meat	Plant-based & alternatives	2	69.0
61	31956	**Dinde entière**	LDC INTERNATIONAL (PRIM'S SO NATURE SO GOOD)	France	Meat	Naturalness, organic & clean label	1	69.0
70	31267	**HOT RAMEN SANDWICH with chicken, cheddar & gouda cheese, 265 g**	MANTINGA (Food on Foot)	Lithuania	Frozen foods, snacking, deli	Convenience & snacking	3	68.5
71	30867	**Green & Go**	Italian Food Excellence Group (Alba)	Italy	alternatives	Plant-based & alternatives	2	68.0
71	33051	**GREEN - CAPSULES DE MATCHA LATTE VEGAN COMPATIBLE NESPRESSO®**	GREEN	France	hot beverages	Culinary travel & traditions	3	68.0
71	30458	**Mixed Berry Fruit Spread with Protein Collagen**	CIMA 99 LTD (Tru Balance)	Bulgaria	nutraceuticals, sweet grocery	Functional & nutraceuticals	3	68.0
71	31494	**Beauty Collagen**	KRYNICA VITAMIN S.A. (Essence Expert)	Poland	nutraceuticals	Functional & nutraceuticals	2	68.0
71	31114	**Ageless + Complex 420g**	PROZIS	Portugal	nutraceuticals	Functional & nutraceuticals	2	68.0
71	31554	**Smoked Tuna Steak**	DARDANEL	Türkiye	seafood	Pleasure & indulgence	2	68.0
71	33895	**PROTEICA YOGURT GRECO E AGLIO ORSINO**	CASEIFICIO ANDRIESE S.R.L. 'LA DARIA' (LA DARIA PROTEICA)	Italy	dairy products	Protein	3	68.0
71	32322	**PUMPKIN TREASURES GNOCCHI**	Il Pastaio S.p.A. (Patarò)	Italy	dairy products	Pleasure & indulgence	2	68.0
71	32205	**Intensément Vanille**	La Compagnie Des Desserts	France	Foodservice	Pleasure & indulgence	2	68.0
71	32630	**KKODANMYEON (Noodle made with Chicken Breast)**	S FOODS (JCDM)	South Korea	Frozen foods, meat	Protein	3	68.0
71	31005	**Pink burger**	PICARD SURGELES (Picard Surgelés x La vie)	France	Frozen foods	Plant-based & alternatives	3	68.0
82	32250	**Planton MICROBIOME KEFFIR GUT NOVUMBIOTIC, NATURAL 200 g**	MAGDA PLANT-BASED SP. Z O.O. (Planton)	Poland	alternatives	Gut health & fermentation	3	67.5
82	32931	**SWEET-SWITCH® Pops - Functional drinks**	Belgium Premium Brands II (SWEET-SWITCH®)	Belgium	beverages	Gut health & fermentation	3	67.5
82	31349	**Les pétillants**	CŒUR DE POM / JOYART / SO JENNIE (JOYART)	France	beverages	Next-generation & alcohol-free drinks	3	67.5
82	31347	**Les Houblonnées**	CŒUR DE POM / JOYART / SO JENNIE (JOYART)	France	beverages	Next-generation & alcohol-free drinks	3	67.5
82	30576	**Tepache**	KEFIR LABO DUMOULIN (Labo Dumoulin)	France	beverages, start-up	Gut health & fermentation	3	67.5
82	32429	**Avocado sticks**	Salud Foodgroup Europe BV (Salud Foodgroup Europe)	Netherlands	cereals, pulses, F&V	Convenience & snacking	2	67.5
82	31702	**Muffin Shaker Cacao**	MOLINO ROSSETTO	Italy	packaging	Convenience & snacking	3	67.5
82	30279	**WANTY High Fiber Soda**	FOREVER YOUNG KOMBUCHA (WANTY)	Poland	nutraceuticals	Gut health & fermentation	3	67.5
82	31657	**Buffalo Milk Yogurt Lactose free**	San Salvatore (Latteria San Salvatore)	Italy	dairy products	Gut health & fermentation	2	67.5
91	31629	**Korean Mayo Dip**	SAMLIP	South Korea	alternatives	Plant-based & alternatives	2	67.0
91	32101	**Collagen Hazelnut Spread**	PATISLOVE	Türkiye	sweet grocery	Functional & nutraceuticals	2	67.0
91	30679	**MINI BANANA BREAD**	DINO CORSINI SRL (BONONIA DOLCI)	Italy	sweet grocery	Pleasure & indulgence	1	67.0
91	32095	**Functional Nut Spread Collection**	PATISLOVE (Eath)	Türkiye	nutraceuticals	Functional & nutraceuticals	2	67.0
91	31795	**CHAMPI'FAMILI**	CHAMPILAND	France	Frozen foods	Culinary travel & traditions	1	67.0
96	31798	**Coquillettes Curry, Spicy et Paprika**	PASTACORP / LUSTUCRU (LUSTUCRU)	France	savoury grocery	Convenience & snacking	1	66.5
96	31384	**SAUCE 45**	AGROSEVILLA (THE COOKING CREW)	Spain	savoury grocery	Convenience & snacking	2	66.5
96	29461	**Salmon Chips**	Unidex Holland B.V. (ZenZen)	Netherlands	snacking, deli, savoury grocery	Convenience & snacking	3	66.5

RANK	REF.	PRODUCT	COMPANY (BRAND)	COUNTRY	CATEGORY(IES)	MAIN TREND	DISR.	SCORE
96	32317	**Burger de Cabillaud MSC Panure Graines**	ESCAL SA (L'assiette Bleue)	France	seafood	Convenience & snacking	1	66.5
96	32247	**Fingers de Colin D'Alaska MSC avec sa sauce**	ESCAL SA (L'assiette Bleue)	France	seafood, snacking, deli	Convenience & snacking	1	66.5
101	31289	**SÜVY**	SÜVY - GROUPE INNOVI (SÜVY)	France	alternatives	Plant-based & alternatives	4	66.0
101	32533	**Sardines Bleu-Blanc-Cœur à l'huile de lin et de colza Bio**	Conserves Gonidec SA (MOUETTES D'ARVOR)	France	organic, wellness, seafood	Naturalness, organic & clean label	2	66.0
101	32749	**Ashwagandha Coffee**	VAHDAM Teas Private Limited (VAHDAM India)	India	hot beverages	Functional & nutraceuticals	2	66.0
101	31820	**Maharajah**	SALLES FRERES (Tarti)	France	cereals, pulses, F&V	Culinary travel & traditions	2	66.0
101	30666	**Korean Chicken Glaze Sauce**	WONIL FOOD CO., LTD (Spoon King)	South Korea	savoury grocery	Culinary travel & traditions	2	66.0
101	32572	**Collagen Oat Porridge**	SEMIX PLUSO, SPOL. S.R.O. (Semix)	Czech Republic	sweet grocery	Functional & nutraceuticals	2	66.0
101	32235	**FUNCTIONAL HYDRATION INSTANT DRINK**	HACHEM INDUSTRY AND TRADING GROUP (ARUBA)	Lebanon	nutraceuticals	Functional & nutraceuticals	2	66.0
101	32075	**Liver Detox Max**	BOMBUS (EXTRIFIT)	Czech Republic	nutraceuticals	Functional & nutraceuticals	1	66.0
101	32368	**Dried Unsweetened Blueberry Extrusion**	Meduri Farms, Inc.	United States	food ingredients	Naturalness, organic & clean label	3	66.0
110	31753	**CARBONATED COCONUT FLOWER NECTAR DRINK HOT LYCHEE**	LIONHEART FARMS (PHILIPPINES) CORPORAT (The Power of SLOW)	Philippines	beverages	Next-generation & alcohol-free drinks	2	65.5
111	31990	**STRAWBERRY CHEESECAKE NO SUGAR ADDED 420ml**	PLAN(E)T ICE CREAM (Plan(e)t Ice creams)	Greece	alternatives	Functional & nutraceuticals	2	65.0
111	30798	**Plant Based Steak**	PLANT MEAT MAKERS B.V (Rival Foods)	Netherlands	alternatives, start-up	Plant-based & alternatives	4	65.0
111	31788	**COCOA WITH LION'S MANE**	ALTERNATIVA 3	Spain	hot beverages	Functional & nutraceuticals	2	65.0
111	31909	**La French Pamplemousse Rose et sel de Guérande**	LSDH (La French SVP)	France	beverages	Culinary travel & traditions	1	65.0
111	32823	**AGED SOY FLAKES**	CHEFSEASONS (CHEF SEASONS)	Türkiye	savoury grocery	Culinary travel & traditions	4	65.0
111	32861	**Blue Elixir GLOW UP daily ritual**	MIPAMA (DIET FOOD)	Poland	nutraceuticals	Functional & nutraceuticals	3	65.0
111	32635	**Seaberry Immunity**	BALTIC SEABERRY (Seaberry)	Latvia	nutraceuticals	Functional & nutraceuticals	2	65.0
111	32613	**IN Beauty From the Inside / Performance from the Inside**	LYLLO Smell.Taste.Feel , new generation of drinks (IN)	Switzerland	nutraceuticals	Functional & nutraceuticals	3	65.0
111	32544	**MOZZARELLINE AFFUMICATE NONNO NANNI**	NONNO NANNI - LATTERIA MONTELLO SPA (NONNO NANNI)	Italy	dairy products	Pleasure & indulgence	1	65.0
111	31784	**Cream Cheese with Topping**	PETRI-FEINKOST GMBH & CO KG (Primello)	Germany	dairy products	Pleasure & indulgence	1	65.0
111	31564	**Snöo-mini ice mallows**	ONORE (SNÖO)	France	dairy products	Pleasure & indulgence	3	65.0
122	33998	**Sauce Shoyu Caméline**	OLIMÉGA (Signé Caméline)	Canada	alternatives	Sustainability, upcycling & packaging	4	64.5
122	33915	**Mielizia SportPocket Miel**	CONAPI SOC. COOP. AGRICOLA (MIELIZIA)	Italy	organic, wellness	Convenience & snacking	2	64.5
122	32007	**Gentle Meal (Mung Bean & Upcycled Rice)**	OURHOME	South Korea	cereals, pulses, F&V	Sustainability, upcycling & packaging	3	64.5
122	32824	**BOULOIL**	CHEFSEASONS (CHEF SEASONS)	Türkiye	savoury grocery	Convenience & snacking	3	64.5
122	30842	**Mélanges à poêler**	SABAROT	France	savoury grocery	Convenience & snacking	2	64.5
127	32262	**Rice porridge with milk**	Lat Eko Food Ltd. (Rudolfs)	Latvia	organic, wellness	Naturalness, organic & clean label	2	64.0
127	31802	**Coconut Aminos Crema Balsamico**	LIONHEART FARMS (PHILIPPINES) CORPORAT (Cócoes)	Philippines	organic, wellness	Naturalness, organic & clean label	2	64.0
127	33217	**AMZ AMAZONIC NEGRONI**	AMZ TROPICAL IND. COM. BEBIDAS LTDA (AMZ TROPICAL)	Brazil	beverages	Culinary travel & traditions	3	64.0
127	33666	**PROTEIN + FIBER BAR**	MRS TASTE	Brazil	nutraceuticals	Protein	2	64.0
127	31469	**Ube & Pandan - Take your formulation to the next level**	Origine SRL 100 (ORIGINE)	Belgium	food ingredients	Culinary travel & traditions	3	64.0

RANK	REF.	PRODUCT	COMPANY (BRAND)	COUNTRY	CATEGORY(IES)	MAIN TREND	DISR.	SCORE
127	32546	**Ziegenkäsebällchen Matcha-Style / Ube-Style mit Kokos**	Die Käsemacher	Austria	dairy products	Culinary travel & traditions	3	64.0
127	33200	**APPLE-STRAWBERRY FRUIT SNACK, 40g**	BOB SNAIL	Poland	snacking, deli	Naturalness, organic & clean label	1	64.0
127	32962	**WAOMOCHI**	HELADOS ESTIU (ICENACK)	Spain	Frozen foods	Culinary travel & traditions	2	64.0
127	31803	**Pineapple Gyoza**	Chi Mei Frozen Food Co., Ltd. (CHIMEI)	Taiwan	Frozen foods	Pleasure & indulgence	2	64.0
127	31277	**Savoury DONUT PIZZA with Garlic Cream Filling, 80 g**	MANTINGA	Lithuania	Frozen foods	Pleasure & indulgence	2	64.0
127	31105	**Gluten-Free Real Crops Breads**	DAEDOO FOODS CO., LTD. (DAEDOO FOODS)	South Korea	Frozen foods	Pleasure & indulgence	2	64.0
127	30671	**Strawberry Lemonade Bites**	DC FOODS (Island Way)	South Africa	Frozen foods	Pleasure & indulgence	2	64.0
139	31508	**Belzar Chill Spritz sans alcool**	BELZAR	France	beverages	Next-generation & alcohol-free drinks	3	63.5
139	31156	**Smashed Veggies**	EMILIA FOODS (Via Emilia)	Italy	cereals, pulses, F&V	Convenience & snacking	2	63.5
139	33789	**Upcycled Tomato Label**	Agromonte - RossoCiliegino Agricola S.r.l. (Agromonte)	Italy	packaging	Sustainability, upcycling & packaging	3	63.5
139	29296	**Sei di Coccio**	L'ANTICA CASCINA SRL	Italy	packaging	Sustainability, upcycling & packaging	4	63.5
139	31396	**Herbes aromatiques Les Saveurs**	SAINTE LUCIE (Sainte Lucie Excellence)	France	savoury grocery	Convenience & snacking	3	63.5
139	32637	**Seaberry Balance**	BALTIC SEABERRY (Seaberry)	Latvia	nutraceuticals	Gut health & fermentation	2	63.5
139	32818	**Herb Pops**	SEGEV FOOD BV (Cuca)	Netherlands	Foodservice, frozen foods	Convenience & snacking	2	63.5
139	30893	**Krousty Egg**	VITACUIRE	France	Foodservice	Convenience & snacking	2	63.5
139	30187	**Woodridge Brussel Sprouts**	ALO BY SPI WEST PORT (WOODRIDGE)	Taiwan	snacking, deli	Convenience & snacking	2	63.5
139	29945	**Chips de Shiitakés**	BORDE SAS (BORDE)	France	snacking, deli	Convenience & snacking	2	63.5
139	30519	**GUT POWER**	MINIMIIL	France	start-up	Gut health & fermentation	3	63.5
139	29330	**LASAGNETTA SPRITZ**	CGM S.p.A. (CGM SPA)	Italy	Frozen foods	Convenience & snacking	2	63.5
151	31955	**Functional Dessert Mousses**	bvba Herman Desserts (Good Fuel)	Belgium	organic, wellness	Functional & nutraceuticals	2	63.0
151	32039	**Natural ENERGY+ FOCUS**	BRITE	Lithuania	beverages	Functional & nutraceuticals	2	63.0
151	32128	**Lestello lentil bites with cranberry seeds 65g**	LESTELLO Sp. z o.o. (Lestello)	Poland	cereals, pulses, F&V	Naturalness, organic & clean label	2	63.0
151	29301	**HOLEO HUILE SAVEUR BEURRE**	HUILERIE DE LAPALISSE (HOLEO)	France	Foodservice	Plant-based & alternatives	2	63.0
151	33763	**Creatine Bar**	DIVAS drink INTERNATIONAL a.s. (CARE LAB)	Slovakia	snacking, deli	Functional & nutraceuticals	3	63.0
156	32436	**Limitless NEIPA**	Belgian Balance	Belgium	beverages	Next-generation & alcohol-free drinks	4	62.5
156	33930	**Raspberry Flour**	Oleowita Oil sp. z o. o. (Oleje Milo)	Poland	food ingredients	Sustainability, upcycling & packaging	3	62.5
156	30726	**Bufala Cuore di Kefir**	ALIMENTAY SRL (Ponte Reale)	Italy	dairy products	Gut health & fermentation	3	62.5
159	34022	**WRAP EMINCE VEGETAL**	MIX BUFFET (MONIQUE RANOU)	France	alternatives	Plant-based & alternatives	1	62.0
159	33294	**Mind Vitalize Tea**	Russel's Private Limited (Russel's)	Sri Lanka	hot beverages	Functional & nutraceuticals	2	62.0
159	33082	**Truffle Crumble**	Tartuflanghe	Italy	savoury grocery	Pleasure & indulgence	2	62.0
159	34063	**Biscuit sans gluten Mil, Moringa et Baobab**	SENEAFOOD	Senegal	sweet grocery	Culinary travel & traditions	3	62.0
159	32997	**Aniwa 100% Ube Powder**	PACIFIC SYNERGY FOOD AND BEVERAGE CORP (Aniwa)	Philippines	sweet grocery	Culinary travel & traditions	2	62.0
159	31589	**100% TIGER NUT CREAM UNSWEETENED**	TIGERNUT GROUP s. r. o. (TIGERNUT)	Slovakia	sweet grocery	Naturalness, organic & clean label	3	62.0
159	32065	**Boisson d'hydratation aux électrolytes**	BUDDY	Belgium	start-up	Functional & nutraceuticals	1	62.0
159	29378	**OLIVES SCAMORZA E PATATE**	CGM S.p.A. (CGM SPA)	Italy	Frozen foods	Pleasure & indulgence	2	62.0

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167	31676	**A2 Yogurt Pearls in Seaweed Shell**	VOMOND Private Enterprise (VOMOND)	Ukraine	Foodservice, dairy products	Gut health & fermentation	4	61.5
167	31528	**Concentrated fermented A2 milk product in seaweed casing**	VOMOND Private Enterprise (VOMOND)	Ukraine	dairy products	Gut health & fermentation	4	61.5
169	33781	**Mango Passion fruit Ice Cream with Curcumin + Vit C**	THAI COCONUT PUBLIC CO., LTD. (Thaicoco)	Thailand	alternatives	Plant-based & alternatives	2	61.0
169	30800	**Lattes Barista Gourmands : Matcha & Recettes Fonctionnelles**	FILEANE (SIPSTA)	France	organic, wellness, hot beverages	Functional & nutraceuticals	3	61.0
169	33389	**ENERGY DRINK**	TROPIMIX IND. E COM. DE BEBIDAS LTDA (CATUÁ ENERGY)	Brazil	beverages	Functional & nutraceuticals	2	61.0
169	32562	**Fruit.B fruit slice soda**	KEUMKANG B&F (Fruit. B)	South Korea	beverages	Pleasure & indulgence	3	61.0
169	32354	**Tomato Balsamic Cream**	Comtemp - Companhia dos Temperos, SA (CRISTAL)	Portugal	savoury grocery	Naturalness, organic & clean label	3	61.0
169	33877	**aliver Full Spectrum Electrolytes Iodine**	SPACElab s.r.o. (aliver)	Slovakia	nutraceuticals	Functional & nutraceuticals	2	61.0
169	33022	**Arterra**	Omnia Pro Deo SRL (PLANTELIADA)	Romania	nutraceuticals	Functional & nutraceuticals	3	61.0
169	32152	**Dream & Glow Night Collagen**	CARM Trading Ltd (Leap Nutrition)	Malta	nutraceuticals	Functional & nutraceuticals	3	61.0
169	31467	**micropousses lyophilisées**	GIE EURASANTE (Uncle Cress)	France	food ingredients	Naturalness, organic & clean label	3	61.0
169	32424	**Tomato Vinegar**	Comtemp - Companhia dos Temperos, SA (CRISTAL)	Portugal	Foodservice	Naturalness, organic & clean label	3	61.0
169	32020	**Sorgho précuit / Precooked sorghum**	VIEILLE GRAINE	France	Foodservice, start-up	Naturalness, organic & clean label	3	61.0
169	31203	**Fleurs d'Artichauts confites à l'huile d'olive extra vierge**	CYNARA "ARTICHOKE LOVERS" (CYNARA)	Spain	snacking, deli	Pleasure & indulgence	2	61.0
169	31025	**RYTMO - Mushroom Super Drink**	RYTMO GROUP SARL (RYTMO)	Switzerland	start-up	Functional & nutraceuticals	3	61.0
182	33371	**Yass Green Power**	NATURE INNOVATION INTERNATIONAL (Yass)	Belgium	beverages	Gut health & fermentation	2	60.5
182	32663	**Yass The Fiber Soda**	NATURE INNOVATION INTERNATIONAL (Yass)	Belgium	beverages	Gut health & fermentation	2	60.5
182	31914	**DoyPack - Vanilla extract & paste - Private Label**	Origine SRL 100 (ORIGINE)	Belgium	packaging	Convenience & snacking	1	60.5
182	33988	**MSC Grilled Yellowfin Tuna Steaks (2×90g)**	HOOK'D UP FOOD LTD (WILD'R)	United Kingdom	seafood	Convenience & snacking	1	60.5
182	30767	**SODDY Grenadine-Hibiscus**	SODDY Healthy Soda	Portugal	start-up	Next-generation & alcohol-free drinks	2	60.5
182	30126	**Oriental Stick - Edamame**	OrienBites	Belgium	Frozen foods	Convenience & snacking	1	60.5
182	32228	**Smash Burger Original**	EMBUTIDOS JABUGO, S.A. (HAMBURDEHESA)	Spain	Meat	Convenience & snacking	2	60.5
189	31110	**Assorted Baegi (Sweetened Beans)**	DAEDOO FOODS CO., LTD. (DAEDOO FOODS)	South Korea	cereals, pulses, F&V	Culinary travel & traditions	2	60.0
189	30741	**AroMind - Gamme d'Arômes Actifs Emotionnels (5 références)**	Phodé Human Care (AroMind)	France	food ingredients	Functional & nutraceuticals	4	60.0
191	30072	**ALO 100% Sugarcane Juice with Calamansi Juice**	ALO BY SPI WEST PORT (ALO)	Taiwan	beverages	Next-generation & alcohol-free drinks	2	59.5
191	29238	**Brewguru Highball**	Unidex Holland B.V. (Brewguru)	Netherlands	beverages	Next-generation & alcohol-free drinks	2	59.5
191	32036	**24h Freeze-Dried Food Ration**	Geld Baltic (S.T.A.R.M.Y)	Lithuania	savoury grocery	Convenience & snacking	2	59.5
191	33885	**Cold-Presssd, Raspberry seed oil**	Oleowita Oil sp. z o. o. (Oleje Milo)	Poland	food ingredients	Sustainability, upcycling & packaging	3	59.5
191	29265	**SUCKLING PIG "AT ONCE"**	TABLADILLO	Spain	Meat	Convenience & snacking	3	59.5
196	32199	**Cacahuètes à tartiner ail et fines herbes**	AGRO SPHERES (Fromidabe)	France	alternatives	Plant-based & alternatives	3	59.0
196	32038	**Macaroni 100% sorgho sans gluten**	VIEILLE GRAINE	France	cereals, pulses, F&V, start-up	Naturalness, organic & clean label	3	59.0
196	31631	**Purple Sweet Potato Churros(Yellow Sweet Potato Paste)**	K.K.ORCHARD CO., LTD. (K.K.ORCHARD)	Taiwan	cereals, pulses, F&V	Culinary travel & traditions	2	59.0
196	31434	**Duo Choco Fruits**	FRANCOIS DOUCET CONFISEUR	France	sweet grocery	Pleasure & indulgence	1	59.0

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196	33746	**Vanilla flavoured Creatine Monohydrate & Blueberry flavoured Creatine**	Nutridream / Be More Superfoods (NUTRIDREAM)	Estonia	nutraceuticals	Functional & nutraceuticals	1	59.0
196	32407	**Douceur laitière et végétale**	Fromagerie Dongé (Le Végé du Fromager)	France	dairy products	Plant-based & alternatives	3	59.0
196	32145	**BURRATA 30 GR X 2 PEPERONCINO**	SANGUEDOLCE SRL (SANGUEDOLCE)	Italy	dairy products	Pleasure & indulgence	1	59.0
196	33403	**Beauty bites**	CORTE DILETTO LTD (Arcobaleno)	Bulgaria	Frozen foods	Functional & nutraceuticals	3	59.0
196	31725	**Crushy Berry Boost**	FRESH SP. Z O.O. (Crushy)	Poland	Frozen foods	Functional & nutraceuticals	3	59.0
196	29694	**Chocolover Mini Framboise & chocolat blanc**	ALFAGEL (Pop Fruit)	France	Frozen foods	Pleasure & indulgence	1	59.0
206	33924	**Wild Alaska Salmon Chunks**	HOOK'D UP FOOD LTD (WILD'R)	United Kingdom	seafood	Convenience & snacking	1	58.5
207	32325	**Chips soufflées de sorgho**	VIEILLE GRAINE	France	organic, wellness, start-up	Naturalness, organic & clean label	3	58.0
207	31768	**Furikake with Atlantic Seaweed**	PORTO-MUIÑOS	Spain	organic, wellness	Culinary travel & traditions	2	58.0
207	31984	**UBE LATTE**	THES DE LA PAGODE	France	hot beverages	Culinary travel & traditions	2	58.0
207	33352	**Finger blé épinards spiruline**	EDONIA (COCORITON)	France	cereals, pulses, F&V	Plant-based & alternatives	3	58.0
207	32994	**Aniwa Ube Coconut with Protein Spread**	PACIFIC SYNERGY FOOD AND BEVERAGE CORP (Aniwa)	Philippines	sweet grocery	Culinary travel & traditions	2	58.0
207	31587	**freeze dried ice cream bites**	sardar and sons (uk) co ltd (CHILL BITES)	United Kingdom	sweet grocery	Pleasure & indulgence	3	58.0
207	29397	**Woodridge Mango Tropical Fruit Roll**	ALO BY SPI WEST PORT (WOODRIDGE)	Taiwan	sweet grocery	Culinary travel & traditions	2	58.0
207	33954	**aliver YODINA Drops**	SPACElab s.r.o. (aliver)	Slovakia	nutraceuticals	Functional & nutraceuticals	2	58.0
207	33870	**aliver Full Spectrum Electrolytes Calcium**	SPACElab s.r.o. (aliver)	Slovakia	nutraceuticals	Functional & nutraceuticals	2	58.0
207	33859	**aliver Full Spectrum Electrolytes Magnesium**	SPACElab s.r.o. (aliver)	Slovakia	nutraceuticals	Functional & nutraceuticals	2	58.0
207	33385	**IMU DRINK® Superfood soft drink Dragon Fruit - Passion Fruit**	Eko spotreba s.r.o. (IMU DRINK®)	Slovakia	nutraceuticals	Functional & nutraceuticals	2	58.0
207	33291	**WELLINUS Collagen Jelly**	WELLINUS	South Korea	nutraceuticals	Functional & nutraceuticals	2	58.0
207	33122	**Gams Electrolyte Protein Bar**	ANJ Nutrition Group (Gams)	Slovakia	nutraceuticals	Functional & nutraceuticals	2	58.0
207	32380	**Funady Brain Booster**	CHIAS BROTHERS EUROPE SP Z.O.O. (Funady)	Poland	nutraceuticals	Functional & nutraceuticals	2	58.0
207	32315	**Welsom Megnes+ Shot**	CHIAS BROTHERS EUROPE SP Z.O.O. (Welsom)	Poland	nutraceuticals	Functional & nutraceuticals	1	58.0
207	32313	**Welsom Collagen 10.000 mg Shot**	CHIAS BROTHERS EUROPE SP Z.O.O. (Welsom)	Poland	nutraceuticals	Functional & nutraceuticals	2	58.0
207	32306	**Welsom Vitamin+ Complex Shot**	CHIAS BROTHERS EUROPE SP Z.O.O. (Welsom)	Poland	nutraceuticals	Functional & nutraceuticals	2	58.0
207	33035	**Masło Malinowe 80 % tłuszczu**	KABAKO GRUPPE SP. Z O.O. (Mleczne Ogrody)	Poland	food ingredients	Pleasure & indulgence	2	58.0
207	32658	**Petra 0103 HP**	Petra Molino Quaglia (Petra)	Italy	food ingredients	Naturalness, organic & clean label	3	58.0
207	30327	**Woodridge Japanese Yuzu Zest Tempura Veggie Mix**	ALO BY SPI WEST PORT (WOODRIDGE)	Taiwan	snacking, deli	Culinary travel & traditions	2	58.0
227	32578	**LYLLO is built around the "Smell · Taste· Feel"**	LYLLO Smell.Taste.Feel , new generation of drinks (LYLLO)	Switzerland	beverages	Pleasure & indulgence	4	57.0
227	32568	**Mini Muesli Sticks With Kimchi Flavour**	SEMIX PLUSO, SPOL. S.R.O. (Semix)	Czech Republic	cereals, pulses, F&V	Culinary travel & traditions	3	57.0
227	32030	**Freeze-Dried Ice Cream Snack with Solein and Vanilla**	Geld Baltic (STAR CANDIES)	Lithuania	sweet grocery	Plant-based & alternatives	5	57.0
227	33646	**AMAZON SUPERFOOD BLEND**	AMAZONIA SELECTION (MAHTA)	France	nutraceuticals	Functional & nutraceuticals	2	57.0
227	33795	**MotTOFU Tofu Sweets Bar**	Taishi Food Inc. (MotTOFU)	Japan	Frozen foods, snacking, deli	Plant-based & alternatives	3	57.0
227	33382	**Zohi Collagen Mini Cups**	NATURE INNOVATION INTERNATIONAL (Zohi)	Belgium	snacking, deli	Functional & nutraceuticals	2	57.0
233	31610	**Sunflow Drink**	Virgin Oil Press Kft. (Grapoila)	Hungary	alternatives	Sustainability, upcycling & packaging	3	56.5

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233	33922	**Forest fruit vinegar**	Oleowita Oil sp. z o. o. (Oleje Milo)	Poland	food ingredients	Sustainability, upcycling & packaging	3	56.5
233	31339	**Broccoli puffs ranch flavor**	SIERRAORGANICS S.A (Sierra Organics)	Ecuador	snacking, deli	Convenience & snacking	2	56.5
236	32650	**Emincés cuisinés de champignons façon barbecue**	GELPASS (La Belle Musette)	France	alternatives	Plant-based & alternatives	2	56.0
236	29948	**Chili sin Carne**	BORDE SAS (BORDE)	France	alternatives	Plant-based & alternatives	2	56.0
236	32616	**DulciLight Monk Fruit Sweetener**	DULCILIGHT	Spain	organic, wellness	Plant-based & alternatives	2	56.0
236	33251	**TURKISH COFFEE WITH OLIVE**	KOKLU OLIVE OIL COMPANY (KOKLU)	Türkiye	hot beverages	Culinary travel & traditions	2	56.0
236	32829	**CULINARY CLOUDS**	CHEFSEASONS (CHEF SEASONS)	Türkiye	Foodservice, packaging, savoury grocery	Pleasure & indulgence	4	56.0
236	33117	**Functional mushroom drinks - PM Blend**	HARVESTA LTD (ELV:8)	Bulgaria	nutraceuticals	Functional & nutraceuticals	2	56.0
236	33768	**Perles de saveur pour inclusion en Boulangerie & Pâtisserie - Pêche**	SPHER'INNOV (Spher'Innov)	France	food ingredients	Pleasure & indulgence	3	56.0
236	31658	**Cheese specialty with extra virgin olive oil**	KREMEL (Oliviano)	Greece	dairy products	Culinary travel & traditions	2	56.0
244	32453	**SUN365 Sparkling Tea**	AJIZ Group (SUN365)	Lithuania	beverages	Next-generation & alcohol-free drinks	2	55.5
245	32514	**annmary's icecream**	AnnMary's Icecream	Netherlands	alternatives	Plant-based & alternatives	2	55.0
245	32225	**Courtoisies de lentilles, de châtaignes et d'armagnac**	AGRO SPHERES (Courtoisies)	France	alternatives	Plant-based & alternatives	2	55.0
245	32034	**Space Snacks with Innovative Protein**	Geld Baltic (SUPER GARDEN)	Lithuania	snacking, deli	Plant-based & alternatives	3	55.0
245	31837	**Pop Comedy**	RE.SNACK (Pop Comedy)	France	start-up	Naturalness, organic & clean label	2	55.0
245	31424	**KelpEat snacks**	KELPEAT	Italy	start-up	Plant-based & alternatives	3	55.0
245	30955	**Bouchées végétales**	MOYAM (Moÿam)	France	start-up	Plant-based & alternatives	3	55.0
251	33354	**Duo Sel & Poivre**	EPICES KING LA MARGARITA (EPICES KING)	France	packaging	Convenience & snacking	1	54.5
251	30917	**FIL GOOD!**	Acetaia Terra del Tuono (Terra del Tuono)	Italy	Foodservice, savoury grocery	Convenience & snacking	4	54.5
253	33064	**THIS IS SALAD Kale Granola**	Tokyobal.Inc (KAWAIINE)	Japan	organic, wellness	Naturalness, organic & clean label	2	54.0
253	31925	**Soy Sauce Bursting Caviars**	Popping Bubble Tea (THE BOBA CO.)	Türkiye	savoury grocery	Pleasure & indulgence	2	54.0
253	31808	**Potato chips with Coffee**	Gusania (CHAZZ CHIPS)	Lithuania	start-up, savoury grocery	Pleasure & indulgence	2	54.0
253	31593	**Strawberry Chili Sauce with Popping Pearls**	TACHIZ ENTERPRISE CO., LTD. (LUZIE)	Taiwan	savoury grocery	Pleasure & indulgence	2	54.0
253	32127	**Ube Black Currant**	SWEET POP, S.R.O. (Sweet Pop)	Slovakia	snacking, deli, sweet grocery	Culinary travel & traditions	2	54.0
253	31922	**Edible Gold Glitter Mango&Pineapple Flavored Cotton Candy**	Popping Bubble Tea (GLOWEE)	Türkiye	sweet grocery	Pleasure & indulgence	2	54.0
253	30775	**Mango, Berries, Cherrie Mix**	Machado GmbH (FRAPES)	Germany	Frozen foods	Pleasure & indulgence	2	54.0
260	33977	**KeyGoes Keychain**	Spice IT s.r.o. (Burning Angel Chili)	Slovakia	packaging	Convenience & snacking	3	53.5
261	33248	**La Grainasse Spicy**	La Fleur des Chanvres	France	organic, wellness, snacking, deli	Naturalness, organic & clean label	2	52.0
261	33665	**MYÜ Originals**	PANACEA (MYÜ)	France	nutraceuticals	Functional & nutraceuticals	2	52.0
263	33721	**Chia Caviar**	Abhaja Ltd. (NATA)	Latvia	alternatives	Plant-based & alternatives	3	51.0
263	31723	**Spicy Korean Stick**	Tempty Foods (TEMPTY)	Denmark	alternatives	Plant-based & alternatives	3	51.0
263	31738	**veggie remix**	PALSE	Greece	organic, wellness	Naturalness, organic & clean label	2	51.0
263	31299	**Apple Popping Boba**	RED SAKURA FOOD CO., LTD. (RED SAKURA FOOD)	Taiwan	beverages	Pleasure & indulgence	1	51.0
263	32486	**BANANA BARS**	Pacobanana (PACU)	Ecuador	snacking, deli	Naturalness, organic & clean label	1	51.0
268	32435	**SOLO**	KOKIRIKI	France	alternatives	Plant-based & alternatives	2	50.0

RANK	REF.	PRODUCT	COMPANY (BRAND)	COUNTRY	CATEGORY(IES)	MAIN TREND	DISR.	SCORE
269	32594	**Plant-based Carbonara Sauce**	MartinoRossi (Beamy)	Italy	alternatives	Plant-based & alternatives	1	49.0
270	30572	**POPCORN BALL**	SOHOSNACKS (PLANET POPCORN)	Morocco	snacking, deli	Convenience & snacking	1	48.5
271	31764	**Galician 'zorza-style' soybeans**	Grupo Viube Servicios y Eventos SL (Vanetta)	Spain	alternatives	Plant-based & alternatives	2	48.0

Analysis carried out from 6 to 11 October 2026, before the opening of the show (17 to 21 October 2026, Paris-Nord Villepinte), on the basis of the product descriptions of the 271 shortlisted products, received through the show's press agency. The interviews and photos were produced during the show.

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Analysis of the 271 shortlisted innovations. Market research, product tests, pricing and brand awareness in more than 50 countries.

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