

# FMCG Taxonomy Example

## Food & drink



### Claim

Bone health  
Eye health  
Food with cosmetic claims  
Gut health

- General gut health
- Prebiotics

Heart health  
Infant Formula  
Non-Infant Brain Health  
Stress management  
Weight control



### Ingredients

Cinnamaldehyde  
Colours  
Emulsions  
Flavourings  
Lactic acid production  
Oral microbiome  
Preservatives  
Savoury Flavour Enhancers  
Starches  
Sugar Reduction

- Erythritol
- High fructose corn syrup (HFCS)
- Rare Sugars
- Stevia



### Technology

3D Food Printing  
Carbonisation devices and technologies  
Coatings  
Cold coee  
Confectionery  
DNA-based diets  
Dairy substitutes  
Decaeination  
Freeze-drying and spray-drying  
Gluten-free  
Low/reduced alcohol beverages  
Machine for beverage capsules  
Meat Substitutes  
Packaging

- Bio-based polymers
- Bio-degradable polymers
- Compostable packaging
- Edible film
- FDCA synthesis
- Gas barrier packaging