

Functional Food and Growing Importance of Labelling

July 2020

Table of Contents

INTRODUCTION

Scope

Fortified/functional snacking products show fastest growth

Outline of strategic theme: functional food and the regulatory environment

Key findings

FOOD AS MEDICINE

Mental wellbeing and getting enough sleep shape health perception

Mental and emotional wellbeing now outweigh weight management

Nutrients from food compete with nutrients from supplements

Mind your gut: the rise of gut health

Health claims on the basis of ingredients restricted in EU

FOOD AS MEDICINE

Shift to immunity support expected in light of COVID-19

Addressing consumer segments with special nutrition needs

Nutritional enrichment differs between developed and emerging markets

Growing interest in target groups of pregnant and ageing consumers

Frozen food maker Luvo leads by example in fight against chronic disease

Vital Cuisine addresses nutrition needs of cancer patients

FOOD WITH FUNCTIONAL CLAIMS

Stress and anxiety, mental health and memory issues are key concerns

Functional food allows consumers to address certain need states

Edible coffee: the possible emergence of a new category

Stress affects sleeping patterns

Sleep-friendly products push into night-time snacking occasions

Interest in mood food rises with stress and mental health issues

CBD food: a fast-growing market despite regulatory hurdles

Products positioned to improve cognitive function have growth potential

Nootropics: an emerging trend with growth pockets in snacks

Edible beauty increasingly sparks interest

Different consumer motivations drive in-between snacking

Occasion-based snacks to support need states throughout the day

Consumer beliefs drive success of functional claims: price limits growth

FUNCTIONAL NUTRIENTS

Fibre becomes fashionable, but continues to be a deficiency

High fibre and high protein claims still have a low category penetration

Protein remains an on-demand nutrient despite overconsumption

Protein demand increasingly takes a qualitative angle

Product innovation on the horizon

LABELLING AND REGULATIONS

Regulatory measures in fight against rising obesity rates

Making healthier choices: front-of-pack labels inform (or deter) consumers

Encouraging companies to develop healthier portfolios

FUTURE OF FUNCTIONAL FOOD

Food as medicine expected to thrive in the future

Preventative health with food as medicine arouses interest of insurers

Outlook for functional food and the regulatory environment

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