Euromonitor International

Functional Food and Drinks: Winning Claims and Formats

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EXECUTIVE SUMMARY

Why read this report?
Key findings

INTRODUCTION

The functionalisation of diets in numbers
Beyond claim overload: The shift to simplified, all-in-one nutrition
Functionalisation of diets expands its meaning; healthspan a key long-term aspiration
Digestive support, energy and brain health set the pace in functional food and drinks
In low-volume era, functional health propositions provide new and needed added value
Holistic health in action: The interplay of digestion, energy and mind

DIGESTIVE HEALTH: BRIDGING TASTE AND METABOLIC PURPOSE

Digestive health moves to the centre of holistic nutrition, spearheaded by “biotics”
Tightening regulation will not impede growth for gut health positioning
Tangible risks of gut health “fatigue” and trust issues call for claim credibility
Navigating gut health in Europe – Arla Cultura’s strategic launch
Digestive health to fuse with indulgence through new dairy and snacks propositions
Single-serve and portable formats led the way for digestive health
In the US, Danone takes digestive health to weight and muscle management realms
Nomadic reimagines gut-friendly food: From spoonable yogurt to portable chilled bars
Asia Pacific drives global gut health growth, led by China and Indonesia

ENERGY ON DEMAND: PRECISION FORMATS FOR EVERY OCCASION

Energy’s next chapter: Cleaner, broader and purpose-driven
From pick-me-up to smart, specific and sustained energy provision
Adopt occasion-led strategies and precision dosing to capture energy demand
Gatorade hydration booster: Portable stick sachets target fatigue relief in the UK
Beyond energy: Yeo’s Super Sprouts’ complete functional support for children

BRAIN HEALTH: RELAXATION DRINKS AND MOOD SNACKS

Brain health: Cognition worth pursuing, but higher stakes around emotional balance
India and Indonesia lead brain health growth, driven by ayurveda and adaptogens
Untapped potential for sweet snacks to anchor products in emotional wellness
Smaller packs and hybrid confectionery formats drive growth for brain health
Acqua Catalyse elevates relaxation through scientific credibility and luxury appeal
Singaporean brand Hue taps into growing appetite for mood sweets in Southeast Asia

CONCLUSION

Metabolic, skin and immune health among most dynamic areas going forward
From guilty pleasure to smart snacking: The next leap for snacks
Opportunities for growth
Evolution of the functionalisation of diets
Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/functional-food-and-drinks-winning-claims-and-formats/report.