Food and Ingredient Trends Addressing Specific Diseases and Other Health Conditions

Description: The public has picked up on how some functional foods differentiate themselves from conventional foods by targeting specific health benefits, and by offering to protect and improve the body's defenses against disease and illness. Food and Ingredient Trends Addressing Specific Diseases and Other Health Conditions looks at the ability of certain functional foods and/or their components to offer consumers opportunities to establish a defense against disease and other health-related conditions. While these foods cannot be used to cure a condition or illness, or guarantee that one will not experience a disease or health condition, they can be consumed to help fortify the body's defenses against any number of maladies.

Consumers are more aware of food and dietary issues and are monitoring and adjusting what they eat and drink as they have become more proactive in improving their health. On a global scale, consumers are actively looking to improve their health through diets. Food and diet have come to occupy a focal position in the prevention and treatment of many chronic diseases.

The vast attention paid to healthiness and its antithesis, unhealthiness, reveals a change in society's attitude to food in an age of plenty. Health and fitness have become increasingly commercialized and commodified into foods.

Packaged Facts looks at the following factors and health conditions and explores which foods or food components can reduce the risk of the condition beyond their usual nutritional benefits:

- Obesity
- Heart concerns
- Cancer
- High cholesterol
- Memory loss
- Lack of energy
- Bone health
- Gastrointestinal disorders

Then the report explores the following key foods that target these specific diseases and other health conditions:

- Whole grains - targeting cardiovascular disease, cancer and high cholesterol.
- Berries - targeting infection.
- Leafy vegetables - targeting different cancers.
- Probiotics and prebiotics - targeting gut health.
- Fish and omega-3 fatty acids - targeting heart disease and the central nervous system.
- Soy - targeting bone health and osteoporosis.
- Plant sterols and stanols - targeting high cholesterol.
- Fruit - giving that energy boost.
- Green tea and antioxidants - targeting heart disease and cancer.
- Red wine, in moderate consumption - with its resveratrol - targeting heart disease.

Report Methodology

Data for the report was gathered from company product literature, annual reports, and other corporate brochures and documents, as well as information found in the scientific and trade press. In addition, interviews were conducted with company executives and researchers. This report reviews the nature and direction of research, and reports on future trends. In analyzing the trends and conclusions set forth in this report, Packaged Facts harnesses data from scientific studies, government-approved product health claims, and develops trends information based on data from Datamonitor's Productscan Online's new product introduction database, from Simmons Market Research Bureau's Spring 2004-Spring 2007 and Winter 2008 surveys, and from Information Resources, Inc.'s InfoScan Review.
Heart-Related Health Claims
Whole Grains
Cancer
Plant-Based Diet
Cholesterol
The Central Nervous System
Alzheimer's Disease
Cholesterol Focus and Alzheimer's
Parkinson's Disease
Boosting Energy
Moving from Energy Drinks to Foods
Complex Carbs Keep Blood Sugar Balanced
Boosting Memory
Folate
DHA

Chapter 4: Highlights
Chapter 4: Issues Facing Manufacturers
Opportunities with Baby Boomers
Trans fat Labeling
Profit Opportunities
Commercializing Food Products with Health Benefits
Improving Nutrient Value
Healthier Grain Based Foods
Challenges
Technical Issues
Achieving Desired Texture and Taste
Consumer Education
Clarifying FDA-Approved Health Claims
Significant Scientific Agreement Claims
Table 4-1: Approved FDA-Health Claims that Meet Significant Scientific Agreement
Qualified Health Claims
Structure-Function Claims
Market Challenges
The Obesity Image
Help Promote Healthy Eating
Table 4-2: Strategies for Growing Healthy Brands

Chapter 5: Highlights
Chapter 5: Key Foods Targeting Illness
Cancer
Tomatoes and Lycopene
Tea and Catechins
Soy and Animal Protein Substitutes
Flaxseed and Dietary Lignan and ALA
Whole Grains and Fiber
Leafy Vegetables and Carotenoids
Heart Disease
Wine and Grapes and Resveratrol
Fish and Omega-3 Fatty Acids
Soy and Meat Substitutes
Whole Grains and Fiber and Dietary Phytoestrogens
Blood Vessel Health and Diabetes
Cocoa Flavanols
Diabetes
Whole Grains and Low-Glycemic Index Foods
Cactus Pear
Cholesterol
Whole Grains and Fiber
Plant Sterols and Stanols, Phytosterols
Bone Health
Soy and Calcium
Gastrointestinal Disorders
Prebiotics
Probiotics
Central Nervous System Diseases Including Alzheimer's and Parkinson's
Antioxidants
Green Tea Antioxidant
Energy Boosting
Beans as a Tonic Food
Fruit
Freshly Squeezed Juices
Seaweed
Urinary Tract Infection
Cranberry

Chapter 6: Selected Corporate Profiles

General Mills Inc.
Key Good-For-You Products
Groupe Danone
Key Products
Kashi Co.
Key Products
Kellogg Co.
Key Products
Mars Inc.
Key Products
Nestlé SA
Key Products
PepsiCo International
Key Products
Raisio plc
Key Product
Cargill Inc.
Forbes Medi-Tech Inc.
FutureCeuticals
Martek Biosciences Corp.
Unilever NV
Ganeden Biotech Inc.
Kraft Foods Inc.
Stolle Wellness Inc.

Ordering:

Order Online - http://www.researchandmarkets.com/reports/2860466/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Food and Ingredient Trends Addressing Specific Diseases and Other Health Conditions
Web Address: http://www.researchandmarkets.com/reports/2860466/
Office Code: SCD2LP7P

Product Formats
Please select the product formats and quantity you require:

- **Electronic (PDF) - Single User:** [ ] USD 2200
- **Hard Copy:** [ ] USD 3150 + USD 57 Shipping/Handling
- **Electronic (PDF) - Enterprisewide:** [ ] USD 5500

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td>__________________________</td>
<td>Last Name:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World