Functional Foods: Key Trends by Product Categories and Benefits

Description:

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Report Methodology

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Store visits were made to numerous retailers in Minnesota, New York and Texas in conjunction with this report.

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Who Will Benefit From This Report

- Food and Beverage Manufacturers
- Food and Beverage Retailers
- Ingredient Companies
- Private Label Marketing Firms
- Advertising Agencies
- Investment Banks

Benefits of This Report Include

- Consumer research findings related to health and wellness and the role of functional foods
- Coverage of multiple functional food markets:
  - Weight management and satiety
  - Sports nutrition
  - Energy
- Discussion of major trends related to:
  - Categories
  - Positioning
  - Benefits
  - Claims
- Numerous tables and figures providing product composition information and comparisons
- Identification of opportunities for food and beverage manufacturers
- Prediction of future trends

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