Functional Foods: Key Trends by Product Categories and Benefits

Description:
Consumers turn to functional foods and beverages for a wide range of reasons, but what's propelling growth in this dynamic market today are three benefits people hope to derive from these products: weight management and satiety, sports nutrition and energy. As a result, important shifts in brand positioning, benefits and product claims are taking place.

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Weight management is a good case study on how functional foods are being repositioned. Although one-third of adults say they are watching their diet to lose weight, consumers don't like “weight loss” brands and foods. Instead, they're turning to products promoted as being healthy to help in dieting. This has traditional weight loss brands repositioning as they deemphasize weight loss and dieting and address wellness more generally, with impacts across several product categories.

Sports nutritional products are also being reinvented. Sports beverage brands are attempting to find their right footing in the market without being associated with soft drinks and the negative health associations of excess sugar consumption, including obesity and diabetes. They are also avoiding being grouped with energy beverages, which are under intense scrutiny for posing a health threat from high levels of caffeine. Nutrition bars used by athletes and sports enthusiasts are rapidly evolving from dessert-like sweet foods with added nutrients to more inherently nutritious products, including savory flavor combinations.

To satisfy consumer needs for energy, single minded focus on highly caffeinated drinks is giving way to a wider selection of products that are positioned to offer long lasting energy. Targeting breakfast and snacking, products touting lasting energy benefits span categories including cereal, bars, meat snacks and nuts.

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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