Functional Foods: Key Trends by Product Categories and Benefits

Description:

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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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