

# Evolution of Health Claims in Food & Beverages

<https://marketpublishers.com/r/E29E30AAFF5EN.html>

Date: July 2022

Pages: 43

Price: US\$ 1,325.00 (Single User License)

ID: E29E30AAFF5EN

## Abstracts

Consumers are increasingly shifting to online shopping, and they are very interested in nutritional information. As a result, it has become vital for brand owners to position their products in the most effective way on digital platforms. In this regard, health claims have come into prominence, in line with the increasing health focus propelled by the pandemic. This report provides insights into some of the most used health claims in food and beverages, and discusses areas of opportunities.

Euromonitor International's Evolution of Health Claims in Food & Beverages global briefing offers an insight into to the size and shape of the health and wellness marketplace, highlights buzz topics, emerging trends, categories and geographies as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing wellbeing market - be they new product developments, packaging and ingredients innovations, introduction of new regulatory schemes, economic/lifestyle influences, distribution or retail pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Health and Wellness market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Introduction  
Five Health Claims in Focus  
Mapping the opportunities  
Conclusion  
Appendix

## I would like to order

Product name: Evolution of Health Claims in Food & Beverages

Product link: <https://marketpublishers.com/r/E29E30AAFF5EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E29E30AAFF5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970