

Food for Body and Mind

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Abstracts

Consumers increasingly seek functional benefits beyond the nutritional component of food. This report focuses on opportunities in the mental wellbeing space, a topic of growing importance in a world beyond the pandemic. It analyses consumer health concerns and habits and explores functional ingredients and their health benefits. The briefing features latest product innovations and takes a deeper dive into brain/memory health, cognitive performance, and mood food/stress management.

Euromonitor International's Food for Body and Mind 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 Prime Positioning, Health and Wellness by Type.

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.

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Functional Ingredients and Health Benefits
Supporting Brain/Memory Health
Targeting Cognitive Performance
Mood Food and Stress Management
Outlook

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