

# Food Faith or Food Fact? The Emergence of Regulation on Processed Food

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Date: December 2019

Pages: 46

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

ID: F8CAF5709DF7EN

## Abstracts

Recent studies suggest a link between the consumption of ultra-processed food and non-communicable diseases. While media coverage is increasing consumer awareness, the topic remains highly controversial and raises criticism from the food industry. This report draws a picture of how energy purchase by NOVA classification differs across countries and regions, and provides an outlook on the potential challenges for the industry if NOVA becomes a bigger talking point among consumers.

Euromonitor International's Food Faith or Food Fact? The Emergence of Regulation on Processed Food 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.

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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.

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The Regulatory Landscape in Food

Food Faith vs Facts in a Regional Comparison

Prophecies on Processed Food

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