

Functional Food and Growing Importance of Labelling

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Abstracts

Consumers increasingly demand functionality from their food. The concept of food as medicine is also gaining ground not only in light of coronavirus, but also as a tool to manage chronic disease. With such growing interest comes a greater role for regulation, and front-of-pack nutrition labels are increasingly moving into the spotlight. This report provides an overview of recent trends and innovations within functional food.

Euromonitor International's Functional Food and Growing Importance of Labelling global briefing offers an insight into 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.

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

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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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