

Healthy Ageing: Opportunities In Cardiovascular and Bone Health Positioned Foods and Beverages

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Abstracts

Life expectancy is dramatically rising around the globe and therefore, there is an increasing need to tackle the ageing generation. However, key ageing-related positionings, such as cardiovascular health and bone and joint health, need reinvigorating, as they are the largest segments but both showing disappointing performance. This report delves into the opportunities and challenges to revive these categories, with a focus on the naturally functional trend as well as education as a key tool to e...

Euromonitor International's Healthy Ageing: Opportunities In Cardiovascular and Bone Health Positioned Foods and 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 Prime Positioning and Focus Categories by Key Functional Ingredients, 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
Targeting the Ageing Consumer
Cardiovascular Health
Bone and Joint Health
Key Recommendations
Appendix

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