

Reinventing Ancient Grains: From Traditional Staple Food to Modern Superfoods

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Abstracts

Ancient grains speak to tradition and cultural heritage, but it is unquestionable that an increasing number of health-conscious consumers seek these ingredients. This briefing analyses the nutritional value of ancient grains, and delves into their availability and growth opportunities in key markets. It also assesses recent innovation and categories to watch out for future developments with these ingredients.

Euromonitor International's Reinventing Ancient Grains: From Traditional Staple Food to Modern Superfoods 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.

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