

A Global Look at Functional Food Attitudes: 2016 Report Outline

➤ Background:

Shoppers around the world are seeking out healthier foods and beverages and want products that can provide functional benefits. In this report, HealthFocus International explores the topic of functional foods and beverages on a global scale, across 16-key countries, in order to better understand shopper beliefs regarding functional foods and help guide companies in their communications and product development.

➤ Objectives:

- Gain a better understanding of shopper's overall belief in functional foods. Do shoppers believe foods can be as effective as drugs and other medical therapy? Are medical needs driving food and beverage choices?
- Determine which health issues shoppers feel can be treated with foods and beverages, and see how diet compares to vitamins/minerals/supplements in terms of believability.
- Uncover which functional benefits shoppers are seeking and which are most believable.
- Look at awareness and interest in functional ingredients like fiber, whole grains, protein, green tea, calcium, probiotics, active cultures in yogurt, antioxidants, etc.
- Explore the topic of fortification vs. naturally functional.
- Profile key targets for functional foods and beverages, including Millennials and Parents.
- Provide further analysis on key functional benefits like energy, stress/mood/relaxation, anti-aging, and weight and satiety.

➤ Countries Covered:

- AMERICAS: USA, Canada, Brazil, Mexico
- EUROPE: France, Germany, Italy, Russia, Spain, UK
- ASIA/PACIFIC: Australia, China, Japan, India, Indonesia, Philippines

➤ Report Overview:

- Summary and Opportunities
- Overview on Food and Beverage Health Benefits
- Functional Ingredients
- Key Functional Benefits Explored Further
 - Energy Benefits
 - Stress, Mood & Relaxation Benefits
 - Weight & Satiety Benefits

- Anti-Aging Benefits
- Understanding the Target Shoppers
 - Millennials vs. Boomers
 - Parents vs. Other Shoppers

➤ Topics Covered:

- Overview on Food and Beverage Health Benefits
 - Overall belief in functional food
 - Do shoppers believe that some foods contain active components that help with current health, such as improving digestion?
 - Do they believe some foods contain active components that reduce risk of diseases and improve long-term health?
 - How many shoppers believe foods can be used to reduce their use of some drugs and other medical therapy?
 - Are medical needs driving choice? Do shoppers choose foods/beverages for specific medical purposes?
 - Prescription foods: Do shoppers believe certain foods exist that are prescribed by a doctor that can be as effective as prescription medication at effectively managing serious illnesses (e.g., Alzheimer's, asthma)?
 - When can food be used as medicine?
 - Which health issues do shoppers feel can be treated or prevented with functional foods and beverages (e.g., Overweight/obesity, digestive problems, tiredness, lack of energy, lack of mental sharpness or focus, frequent colds/flu, stress, etc.?)
 - When does food/beverage win out over supplements?
 - Specific Functional Benefits
 - Which food and beverage benefits are shoppers most interested in and which do they find believable (e.g., Helps to manage weight, Keeps me feeling full longer so I don't get hungry, Improving digestion, Improved physical energy, Improved sporting performance/recovery, Long-lasting mental energy, Improved alertness/concentration, Relaxation, Reduced feelings of stress, Boosting the immune system, Retaining mental sharpness with aging, Maintaining a youthful appearance, etc.?)
- Functional Ingredients
 - Awareness & Interest
 - Awareness/Interest in ingredients like fiber, whole grains, protein, green tea, calcium, probiotics, active cultures in yogurt, antioxidants, etc.
 - Natural vs. Fortified
 - Is fortification a key driver? How many shoppers say fortification is a strong brand influence?

- Changes -- In the past 2 years have shoppers increased or decreased their use of foods containing added vitamins or minerals?
 - To what degree does adding ingredients like vitamins and minerals make foods and beverages seem healthier? How does this compare to using natural ingredients?
 - The importance of eating foods that are naturally rich sources of key vitamins and minerals vs. eating foods that are fortified or enriched with added vitamins or minerals
- Key Functional Benefits Explored Further
- Energy Benefits
 - Is energy a key driver? Are shoppers choosing foods/beverages to improve/increase their energy level?
 - What kind of energy is being sought by most shoppers? (e.g., physical energy, long-lasting mental energy, alertness/concentration, athletic performance, etc.)
 - Are they purchasing specific energy products or depending on diet for energy?
 - Stress, Mood & Relaxation Benefits
 - Do shoppers specifically choose foods/beverages to improve mood?
 - How many shoppers are eating to reward themselves or alleviate stress?
 - What is the relationship between food and stress in the minds of shoppers?
 - Weight & Satiety Benefits
 - Are shoppers specifically choosing foods to manage their weight?
 - How many shoppers are confused about the food choices they have to make to lose weight?
 - Anti-Aging Benefits
 - Do shoppers specifically choose foods/beverages to help them age more healthfully?
 - Do shoppers believe foods/beverages can provide anti-aging benefits?
 - What are the anti-aging benefits they are most interested in gaining from foods/beverages?