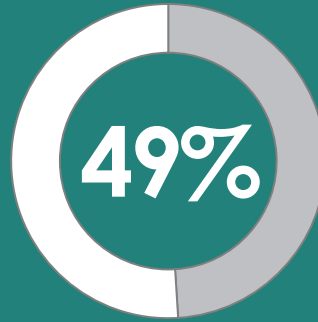


KITCHEN MEDICINE

We are seeing a global resurgence of the more traditional and holistic approach to health and wellness. Consumers are expressing a strong belief in the healing power of foods and many are actively using kitchen medicine, both for prevention and for specific medical purposes. HealthFocus International takes a deeper look at the topic of food as medicine and functional foods and beverages—globally, regionally, and across 22 individual countries.



Strongly believe in medicinal benefits from foods and beverages



Increased belief in food as medicine over the past two years

56%

of global consumers are extremely or very interested in functional foods and beverages – and 24% will pay a premium for them.

Top 5 Functional Benefits Consumers Want

Always/Usually choose foods/beverages...

