

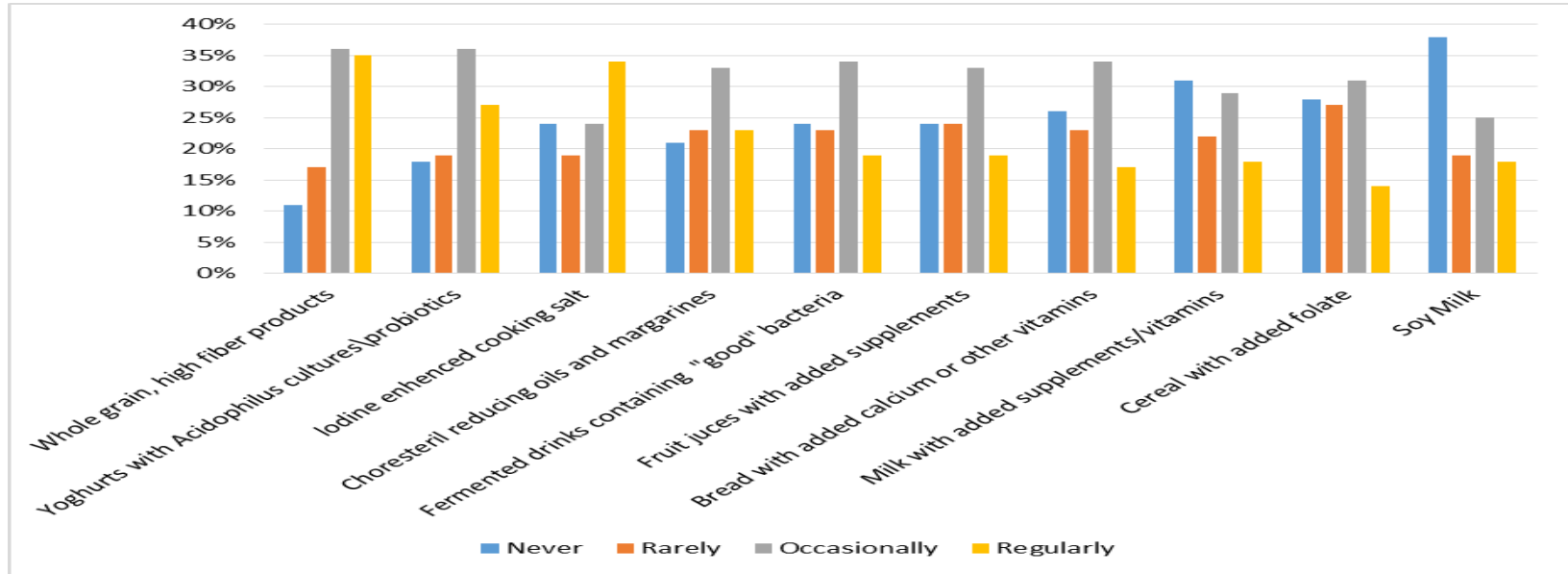
# FUNCTIONAL FOODS MARKET IN INDIA & GLOBAL MARKET

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## Consumers and Functional Foods

- Consumer interest in health maintenance and awareness of the role of functional food in this are key factors generating demand. In most markets, functional foods are mainly seen as a food products and the factors influencing food selection are:
- **Socio-cultural factors** like local cuisine, ideology, religion, rituals, economic situation and group values.

# Consumer Attitudes Towards Functional Foods



How frequently consumers purchase foods that promote specific health benefits (Nielsen, 2011)

# FUNCTIONAL FOOD ON THE GLOBAL MARKET

Functional food products	
Probiotics	<i>Lactobacillus spp.</i> , <i>Bifidobacteria spp.</i>
Prebiotics	Inulin/fructo-oligosaccharides, galacto-oligosaccharides, soya-oligosaccharides, xylo-oligosaccharides, isomalto-oligosaccharides, pyrodextrins
Functional drinks	weight control/nutrition beverages, energy drinks, sports beverages, ready-to-drink coffee/tea
Functional cereals	oat based products, barley based products- beta glucans
Functional meat	<ul style="list-style-type: none"> <li>✓ meat products with added functional ingredients (vegetable proteins, dietary fibres, herbs, spices, ),</li> <li>✓ meat products modified during processing (production of bioactive peptides during fermentation or curing)</li> <li>✓ reformulated meat product- fat reduction, cholesterol reduction, reduction of sodium and nitrite levels, improvement of fatty acid composition</li> </ul>
Enriched eggs	Eggs enrichment through supplementation of animal diets with functional ingredients such as <i>n-3 LC</i> , PUFAs, vitamin E, selenium, CLA, lutein



# Key Market Drivers

The functional foods/nutraceuticals product market in Europe is driven on the basis of **health claims**.

## *Most Desirable claims*

### Germany

1. Boosts Immune System
2. Promotes Healthy Bones
3. Promotes Healthy Teeth
4. Gives Energy
5. Promotes Health Gut

### United Kingdom

1. Gives Energy
2. Promotes Healthy Bones
3. Promotes Healthy Teeth
4. Reduced Risk of Health Cancer
5. Lowers Cholesterol

### France

1. Gives Energy
2. Lowers Cholesterol
3. Increases Disease Resistance
4. Boosts Immune System
5. Prevents Constipation

# International Market for Functional Foods

- ❖ Internationally, the functional food market has experienced remarkable growth
- ❖ This is one of the most dynamic sectors in the food industry in terms of product development and international expansion
- ❖ While large food companies can aggressively harness larger market shares, Small & Medium Enterprise (SME) are also successfully identifying untapped opportunities and building up a market niche