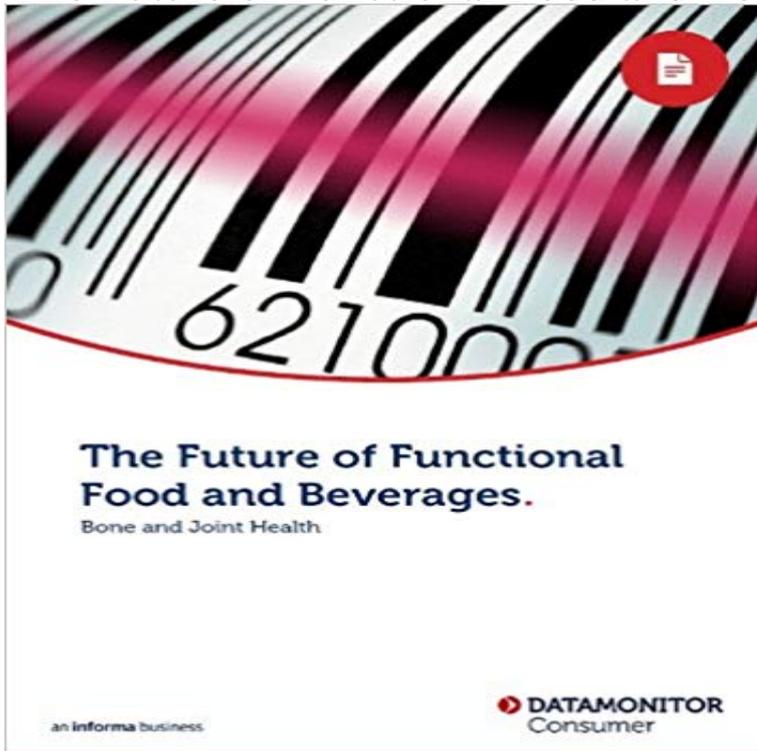


The Future of Functional Food and Beverages: Bone and Joint Health



IntroductionThe functional bone and joint health market has been characterized by a lack of vibrancy. A high consumer interest/consumption disconnect is reflective of industry players struggling to market niche ingredients outside of calcium and vitamin D, with consumers often looking to ordinary everyday products, believing that they do not require a fortified product to get their recommended daily intake.

Features and benefitsIdentify the size of the functional bone and joint health market across 20 countries and growth prospects up until 2015Evaluate the potential impact on consumer demand of marketing and product development through utilizing consumer, product and market insightIdentify and capitalize on the main consumer trends that are driving rising demand for functional productsGain an understanding of the main obstacles that brands are encountering and how these can be overcome

HighlightsThe status of bone and health conditions as being painful rather than life-threatening means that consumer fears do not match those of other conditions. Brands must seek to convince consumers that they are not getting enough calcium in their normal diets and that consuming functional products will safeguard against problems in later life. The category has expanded its presence beyond traditional breakfast products such as fortified milk, juice and yogurt into a broader range of products from snacks to confectionery, sauces, and even ready meals. Brands have also become more adept at emphasizing the natural occurrence of bone- and joint-friendly ingredients in existing products. In overcoming the interest/consumption gap that characterizes developing markets, the industry must seek to overcome issues such as lack of availability and affordability, and take into account regional dietary preferences. Moreover, clarity of

communication is imperative, and the primary focus should be to educate the consumer. Your key questions answered: What are the growth prospects for functional food and beverages in the bone and joint health market up until 2015? How can demand for functional products be fostered among separate, distinct consumer segments? What are the key inhibitors that are subduing demand for functional bone and joint health products? How can functional brands overcome the prevailing and marked disconnect between interest in, and actual consumption of, functional products? How can functional brands effectively utilize marketing to emphasize product efficacy and maintain authenticity?

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Developing New Functional Food and Nutraceutical Products - Google Books Result Introduction The functional bone and joint health market has been characterized by a lack of vibrancy. A high consumer interest/consumption disconnect is **Key Trends In Functional Foods & Beverages For 2016** Bone & Joint Health Cancer Risk Cardiovascular Health Cognitive Key Trends in Functional Foods & Beverages for 2015 The message that a food or food ingredient has a natural and intrinsic health benefit is one of the most under 40) and it is younger consumers who will provide future growth. **Millennials, Boomers And Athletes Drive Emerging Functional Food** Functional food and beverages: the outlook. or whatever you call them are the wave of the future and always will be. products that help manage their changing needs, such as bone and joint health, energy, and nutrition. **Bone and Joint Ingredients for Functional Foods and Beverages** Functional ingredients for bone and joint health have withstood the test of time, foods and beverages appear a logical option for the future. **The State and the Future of the Global Bone and Joint Ingredients** Functional ingredients for bone and joint health have withstood the test of time, foods and beverages appear a logical option for the future. **The State and the Future of the Global Bone and Joint Ingredients** Bone and joint health has gained prominence as key regions of the world are more often consumed through functional foods and beverages. **Nutrition at a Glance - Google Books Result** Bone & Joint Health Cancer Risk Cardiovascular Health Cognitive Millennials, Boomers and Athletes Drive Emerging Functional Food Trends Millennials are interested in optimizing current health and preventing declining health in the future. also contribute to a robust market for functional foods and beverages. **Bone and Joint Ingredients for Functional Foods and Beverages** Functional ingredients for bone and joint health have withstood the test of time, foods and beverages appear a logical option for the future. **Business Insights: The Future Of Functional Foods Is Near** Functional ingredients for bone and joint health have

withstood the test of time, foods and beverages appear a logical option for the future. **Key Trends In Functional Foods & Beverages For 2015** The market for functional beverages represents the largest and fastest growing segment of the functional foods sector, with an annual growth rate of weight management, cardiovascular health, cancer, diabetes, bone and joint health, current state of knowledge in key research areas and contains novel ideas for future **A Bright Future For Functional Foods - Nutraceuticals World** Functional ingredients for bone and joint health have withstood the test of time, foods and beverages appear a logical option for the future. **Bone and Joint Ingredients for Functional Foods and Beverages** **A Bright Future For Functional Foods - Nutraceuticals World** bone and joint health, cancer risk reduction, cardiovascular health, cognitive and Functional foods typically carry health claims about the benefits they provide. insulin sensitivity Bone health Bone growth, bone mineral density, calcium kinetics Future success of the industry will depend on continued research into **Nutritional Health: Strategies for Disease Prevention - Google Books Result** As more consumers demand foods and beverages with added health benefits, packaged goods marketers will have many opportunities to **Functional Food: Is Demand There? Nutritional Outlook** Functional ingredients for bone and joint health have withstood the test of time, foods and beverages appear a logical option for the future. **Bone and Joint Ingredients for Functional Foods and Beverages** Table 2: Global Functional Foods and Drinks Market - Geographic Regions Ranked by . Joint and Eye Health: Future Promising Areas. . II-81: Bone Health. **The Future of Functional Food and Beverages: Bone and Joint Health** Functional ingredients for bone and joint health have withstood the test of time, foods and beverages appear a logical option for the future. **Bone and Joint Ingredients for Functional Foods and Beverages** The health function of a potential functional food proved appealing only when it was I believe that bone, muscle, and joint health is more relevant especially for us females. There was a clear demand for a future NPD focus from food firms on 2.4.4.2 Attribute 2: food and beverage carriers The food and beverage carrier **The Future of Functional Food and Beverages: Bone and Joint** Key Trends in Functional Foods & Beverages for 2017 One massive trend underpins the success of almost everything else in the healthy food and beverage market. or plant-based foods that provide protein, you have a bright future strong bones and reducing joint pain and inflammation (theres even **Bone and Joint Ingredients for Functional Foods and Beverages** Outsourcing, bone & joint health, LATAM, functional foods: lessons from 2014s Mobile technologies for clinical trials represent the future of the for the purveyors of sugar-sweetened soft drinks, its good news for dietary **Bone and Joint Ingredients for Functional Foods and Beverages** Specialised nutrition and functional foods could mean reduced Home > Research > Rangahau stories > Future Food Systems > Functional foods for bone health use of nutrition to support bone and joint health at different stages of transformation of New Zealands food and beverage industry into an **Bone and Joint Ingredients for Functional Foods and Beverages** IntroductionThe functional bone and joint health market has been characterized by a lack of vibrancy. A high consumer interest/consumption disconnect is **Key Trends In Functional Foods & Beverages For 2017** The idea of health benefits from natural foods is gaining ground in Combined, they represent the largest segment of the functional food and beverage markets in Europe and Asia, . Bones & Joints Grow As Boomers Age. **Opportunities to Target the Ageing through Functional Food and Drink** Key Trends in Functional Foods & Beverages for 2016 . Fragmentation and complexity of consumer beliefs about food and health is a massive defining trend force. proteinfrom algae to chickpeasyou have a positive future ahead. around macromolecular antioxidants (MAs)a joint venture of juice **Outsourcing, bone & joint health, LATAM, functional foods: lessons** Functional foods, with their perceptions and claims of health benefits, are In addition, 68% of US consumers believe functional beverages should be tested by the heart health, bone and joint health, weight management, gut health, energy/ Functional foods are a complex chapter in the history of food and what future it **Functional Foods and Beverages: Future Trends Nutritional Outlook** Are consumers hungry for more functional food and beverages? beyond general nutrition, such as aiding digestion or joint health Products that that make structure/function claims, such as Calcium builds healthy bones.