

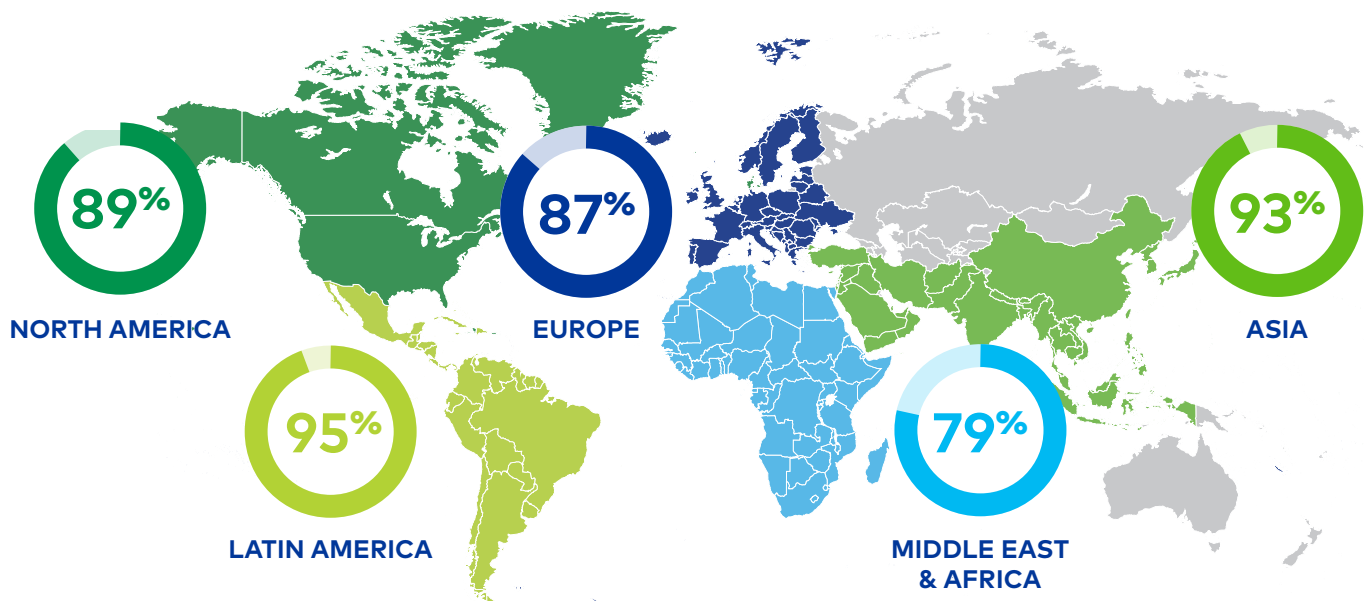
FAST FACTS

Naturally Functional

Consumer motivations for opting for natural foods lies on the role diet plays in health, and the food's nutritional value. It reflects that what consumers want more than anything else are foods and beverages with natural health-boosting ingredients that bring some intrinsic benefit giving products a health halo. Given the choice, consumers will choose a product they perceive as naturally functional over one with an added, science-based ingredient.

Functional foods rooted in nature are alluring to consumers globally

% of consumers that find products naturally high in nutrients appealing¹



80%

of consumers in Latin America and 71% in MEA consider **natural products healthy**¹

78%

of Chinese consumers agree **food therapy is a better way to improve health** than taking health supplements²

52%

of Indonesian consumers are motivated to use **functional food for immunity boost**²

38%

of Thai consumers are looking for **functional foods** to support and **maintain healthy brain function**²

Ways to tap into the Naturally Functional trend





Opportunities

Consumers' interest in products that are naturally high in nutrients will create opportunities to leverage the benefits of ingredients in food and drink products.

Whereas in the past, ingredients are relegated to the back of pack in fine print, today consumers are wanting to know more about the ingredients that go into their food and seeking ingredients that help them be healthy and stay healthy. Using 'health boost' hero ingredients such as probiotics and protein adds another layer to the health and wellness story that can be delivered by brands.

When it comes to innovation, convenience and taste are of course a must. The versatility of natural ingredients to go into various formulations, formats and categories, be it beverages or foods, meals or snacks means there is plenty of opportunity to tap into this trend.



Sources:

1. Global Data, Global data survey Q1 2017
2. Mintel, 'Exploring the power of food as medicine', 2017
3. Global Data, Global Data Survey, Q4 2016
4. New Nutrition Business, '10 Key Trends in Food, Nutrition & Health' 2018
5. NZMP-ABNI Protein Research 2016

