

FAST FACTS

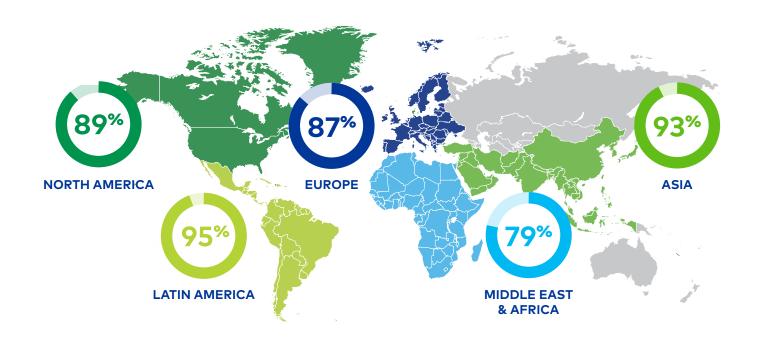
Naturally Functional



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



of consumers in Latin America and 71% in MEA consider **natural** products healthy1

of Chinese consumers agree 78% food therapy is a better way to improve health t way to improve health than taking health supplements²

of Indonesian consumers are motivated to use functional food for immunity boost²

of Thai consumers are 38% looking for functional foods to support and maintain healthy brain function²

Ways to tap into the Naturally Functional trend

Naturally Functional

Food as medicine

Consumers are using food ingredients as a holistic approach to address health needs

Naturally healthy

Consumers are focusing on the natural intrinsic benefits of ingredients to support their overall well-being

Digestive Wellness

Driven by consumers' need to "feel comfortable inside" – to be free from symptoms of digestive discomfort⁴

Anti-Inflammation

The idea that certain foods can cause or reduce inflammation – is gaining ground scientifically and with consumers⁴

Protein Mainstreaming

Driven by the growing consumer interest in healthier and more active lifestyles⁴

Fat is back

Consumers' starting to embrace dairy fat after decades of low-fat orthodoxy⁴









Globally

76%
of consumers find
food and drink
that are "Good for
digestion and gut
health" appealing³

In Latin America

46%
of consumers
are actively
purchasing products
that contain
anti-oxidants³

In the US

84%

of consumers consider
protein amongst the
top ingredients for
maintaining overall
health and wellness⁵

Almost

1 in 4

consumers in
Middle East & Africa
find animal fat
to have a positive
impact on health¹



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







