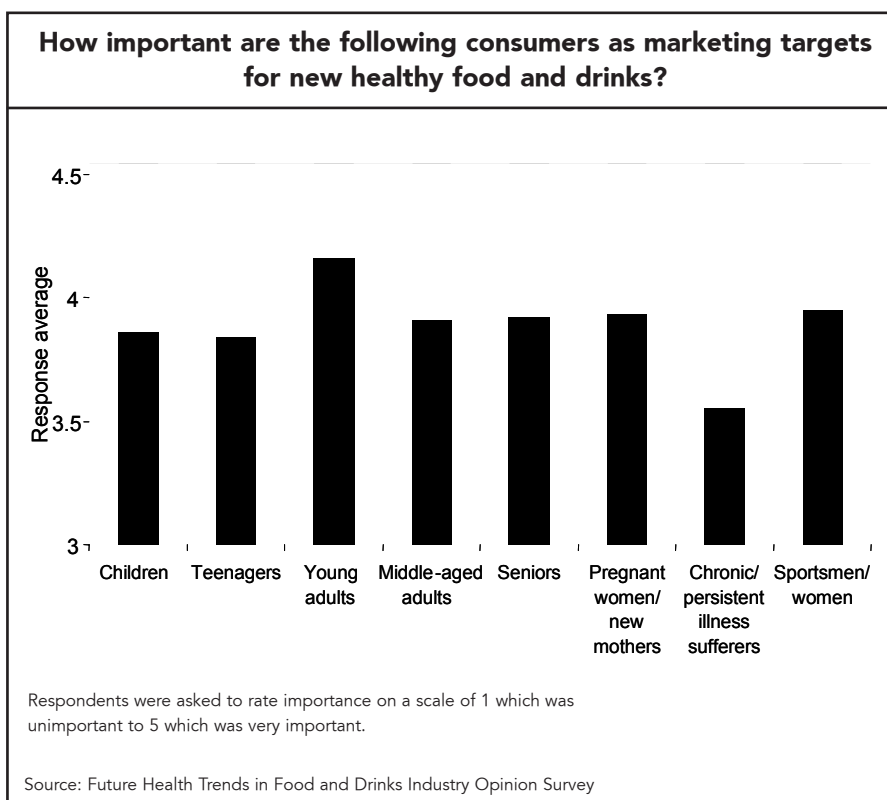


BUSINESS INSIGHTS

Future Health Trends in Food and Drinks

Growth opportunities in daily dosing, GI, heart health, right fats and phood



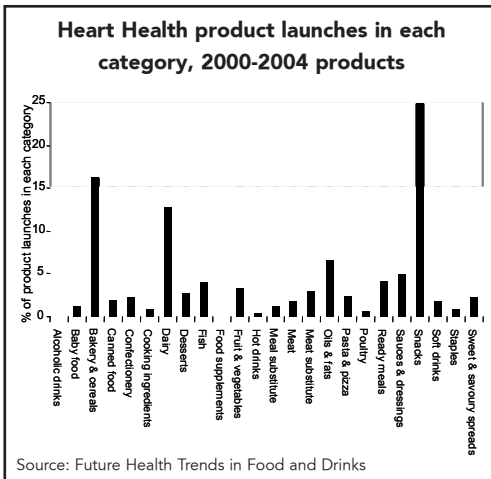
"16% of all daily dose products launched between January 2000 and January 2005 were innovative..."

"Of the phood products launched between 2000 and 2005, 12.4% were innovative. Innovation in phood products takes place in the formulation of phood products..."

"Of the six health trends, snacks were a top category, in terms of new product launches within a trend, for the GI, heart health, wellbeing, daily dosing and right fats trends..."

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“Snacks, bakery and cereals and dairy are the top categories for heart healthy products because many dairy products such as margarine and cheese are soy based or contain plant sterols, which are both heart healthy...”

Source: Future Health Trends in Food and Drinks

The Atkins phenomenon showed the high value of products that meet defined consumer requirements, but also underlined the potential short lifespan of major health trends. **Food and drink manufacturers now need clear insight not only into the potential of a future trend, but also into its lifecycle.**

Future Health Trends in Food and Drinks: Growth opportunities in daily dosing, GI, heart health, right fats and phood is a new report by Business Insights providing you with the definitive analysis of future health trends in food and drink. The report identifies the fast growth categories and reveals which of the GI, heart health, wellbeing, daily dosing, right fats and phood (PHarmaceutical FOOD) trends will be the most successful over the next 5 years.

Discover the key countries and categories where manufacturers are pioneering in innovation in health. Also assess potential markets by understanding the consumer factors driving the leading health trends through this report’s proprietary epidemiological data and detailed analysis.

This new report will provide you with...

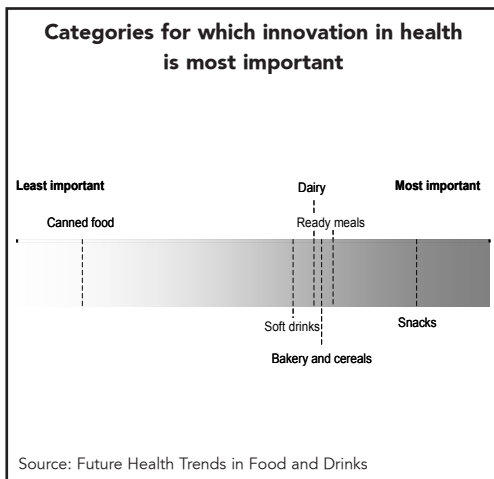


“The lactic acid bacteria drink contains Lactobacillus acidophilus L-92 which is effective against pollen allergies. Clinical trials during the pollen season have demonstrated its effect in people consuming it daily for 6 weeks. This drink also helps to moderate the intestines and lower cholesterol and is zero-fat...”

Source: Future Health Trends in Food and Drinks

- **The growth drivers of each of the six healthy food and drink trends** - Discover the consumer, manufacturer and regulatory drivers that are changing the food and drinks market.
- **The leading categories and countries for each of the six healthy food and drink trends** - Examine the most profitable food and drink categories and identify whether Europe, Canada, US, Japan, Australia or South Africa is the most popular country for each healthy food and drink trend.
- **An exclusive industry opinion survey sent to over 30,000 senior level decision makers in the food and drinks industry** - Discover the views of fellow executives on important issues such as how strongly low cholesterol, low salt, low sugar, low fats and fatty acids should feature for innovation in each of the six health trends.

Key questions answered in the report...

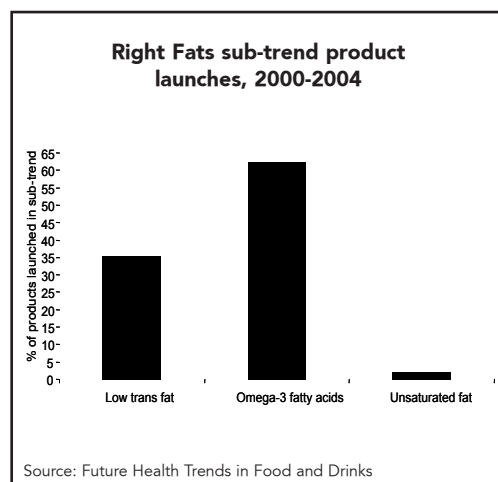


"Out of the six health trends discussed in this report, snacks were a top category, in terms of new product launches within a trend, for the GI, heart health, wellbeing, daily dosing and right fats trends..."

Source: Future Health Trends in Food and Drinks

- What is the leading trend in the healthy food and drinks market now and what will it be in 5 years time?
- How successful will each health trend be over the next 5 years?
- Which manufacturers are driving the health trends in food and drink and what are their strategies for innovation?
- Which health trends do industry executives believe will be the most popular in the next 5 years?
- Where is the most growth potential for food and drink categories in each health trend and how can you capitalise from them?
- Which countries have the most market potential for each trend?

Key findings from the report...



"Of all the right fats products launched between January 1st 2000 and January 1st 2005, 62.3% were marketed as a source of omega-3 products. Low trans fats is also a leading trend, with 35.5% of the products launched marketed as low or free from trans fats..."

Source: Future Health Trends in Food and Drinks

- **Prevalence rates of heart disease are increasing globally.** The US has the highest prevalence of cardiovascular diseases. In Europe, Germany and Italy have the highest prevalence rates. Japan has the lowest prevalence of heart disease.
- **The US has the highest prevalence rate of cardiovascular diseases.** In Europe, Germany and the UK have the highest prevalence. Spain has the lowest prevalence rate of heart disease.
- **The GI diet is unlikely to be a popular long term trend.** The diet relies heavily on the labelling of a product, it is a fairly complex method of dieting for consumers to understand and very few retailers, mainly Tesco in the UK, back the diet.
- **Daily dosing is the most innovative trend** - 16% of all daily dosing products launched were innovative. The least innovative trend is heart health where only 5.1% of all products launched were innovative.

Sample information from the report

Chapter 6: Phood

What is Phood?

The word nutraceutical is an industry term that was derived from the combination of nutrition and pharmaceutical. This report is defining 'phood' as a development of nutraceuticals, as it is food enhanced with nutritional supplements that claim a specific health benefit. Additionally, in the US, the term nutraceutical also referred to supplements, but 'phood' refers only to food and drinks. The two key features of phood products are:

- Products enhanced with ingredients to give a benefit, e.g., adding glucosamine which helps with joint problems
- Products with specific health benefits intrinsic to the product, e.g. cranberries help with urinary tract infections.

As consumers can now expect more from their food products, the nutraceuticals market begins to move into the pharmaceutical sectors, such as OTC (over the counter) and even prescription medicines. Products that sit in the medical section are those that provide specific health benefits for consumers, such as urinary tract health and anti-inflammatory benefits. Previously, consumers primarily looked to OTC or prescription drugs to prevent and maintain such problems. However, with food and drinks providing health benefits and considered a more natural and easy delivery system, consumers may turn more towards this method of maintaining health.

Consumer drivers

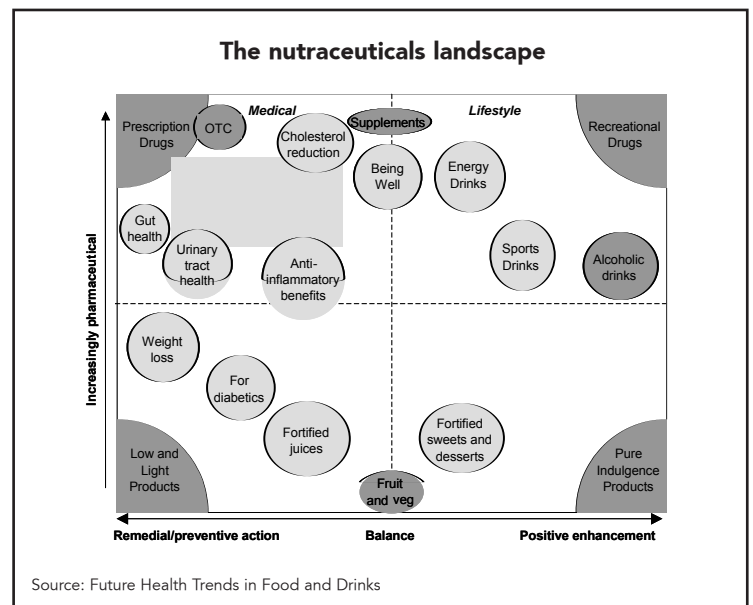
The phood diet is being driven by:

- The rapid increase in cancer and consumers understanding they can have an impact on the risk
- High prevalence levels of allergies and consumers search for unconventional methods to help with the symptoms
- High prevalence of osteoporosis
- Women looking for alternative, more natural methods to soothe the symptoms of menopause, rather than hormone replacement
- Increasing healthcare costs.

Manufacturer drivers

Manufacturers are driving the phood trend by:

- Adding ingredients to existing products, that provide specific health benefits for consumers
- Marketing ingredients intrinsic to products that are known to provide specific health benefits
- Working with pharmaceutical companies, which will have a significant impact on innovation in healthy food and drinks over the next 5 years.



Future Health Trends in Food and Drinks

Growth opportunities in daily dosing, GI, heart health, right fats and phood

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Future Health Trends in Food and Drinks

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