

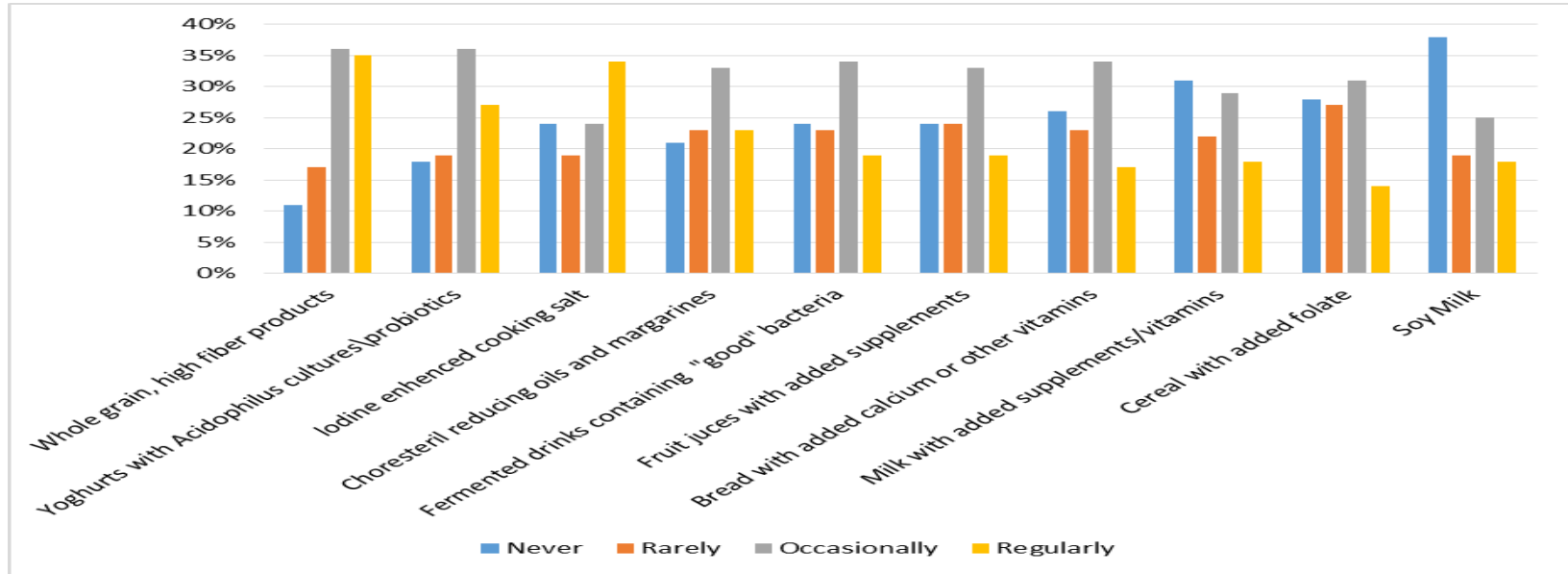
FUNCTIONAL FOODS MARKET IN INDIA & GLOBAL MARKET

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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"> ✓ meat products with added functional ingredients (vegetable proteins, dietary fibres, herbs, spices,), ✓ meat products modified during processing (production of bioactive peptides during fermentation or curing) ✓ reformulated meat product- fat reduction, cholesterol reduction, reduction of sodium and nitrite levels, improvement of fatty acid composition
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