



Functional Ingredients in Food and Drink - US - February 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and functional ingredients
- Consumer approach to diet
- Functional ingredient innovation in food and drink
- Consumer experience and interest in functional benefits and ingredients
- Consumer attitudes towards functional ingredients

Consumer views of health, wellness and nutrition are constantly evolving, certainly personal and often depend on age and life stage. The functionality of food and drink can be inherent, and also subject to interpretation by consumers of different generations and needs. Yet consumers of all ages are current users of functional foods or drinks in addition to expressing interest in exploring new benefits and ingredients that deliver them. The market is poised for further expansion of specialized products from brands of all types, whether it's through reaching into new categories, formulating for function or recognizing the inherent benefits in existing products. From energy to relaxation, heart health to immunity, the future of functionality will focus on total wellbeing initiatives that have been shaped and accelerated by the COVID-19 pandemic.



"Functionality in food and drink has found its place within consumer routines, and curiosity in how diets can further support both physical and mental health is high, particularly among younger consumers."

– Alyssa Hangartner, Flavor and Ingredient Trends Analyst

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