

# Functional Ingredients in Food & Drink - US - 2023

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## This report looks at the following areas:

- Attitudes and behaviors toward functional benefit claims
- Current consumption of functional ingredients in food and drink
- Current use of functional benefits in food and drink
- Frequency of functional ingredient use
- Interest in functional ingredients by food/drink type
- Shifts in functional food and drink purchases

The majority (68%) of adults currently eat or drink products that claim to have a functional benefit. Yet only 7.3% of food and drink innovations featured functional claims in 2022 pointing to market opportunities.

It's predictable that younger adults, who came of age in as functional claims and ingredients grew, are more engaged with a broader mix of benefits and will drive the path forward. However, older consumers represent another logical area of focus for marketers: perfect matches for many already popular functionalities like energy, heart health, antioxidants, electrolytes and digestive support that meet the needs of healthy aging. A specialized approach featuring nuanced, needs-based messaging can help.

Beyond the heavy hitters like caffeine, multi-daily consumption is limited to about a quarter of consumers or fewer, yet overall daily consumption is impressive. This is an indicator that positioned correctly, with efficacy, ingredients, not just benefits, can become part of consumers' wellbeing routines with trial.



A changing definition of health will become increasingly more inclusive of functionality, yet will not provide hall passes for products, ingredients or claims that don't set realistic expectations. The correlation between scientific integrity, personally tangible results (long- or short-term) and value are important to continue growing functionality's value in health among the most critical and

perhaps invested functional product user.

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