Functional Ingredients in Food & Drink - US - 2023

Report Price: £3695 | $4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

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 erhaps invested functional roduct user.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Functional Ingredients in Food & Drink - US - 2023

Report Price: £3695 | $4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

- **Financial strains taking a toll**
  Figure 22: Impact of inflation on food/drink choice – NET, 2022

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **"Clean" energy goes beyond**
- **Brands remind us heart health is for the masses, everyday**
- **Layering benefits encompasses holistic health needs with value**
- **Evolving health trends influence functional claim innovation**
  Figure 24: Percent change in functional claims within food and drink innovation, 2018 to 2022

THE FUNCTIONAL FOOD AND DRINK CONSUMER: FAST FACTS

- **Functional ingredient consumption is widespread**
- **Consumers desire a range of functional benefits**
- **Paying more, buying more – consumers think it's worth it**

ATTITUDES AND BEHAVIORS TOWARD FUNCTIONAL CLAIMS

Figure 25: Attitudes and behaviors toward functional claims, 2022

- **Consumers of all ages see eye to eye on trust**
  Figure 26: Attitudes and behaviors toward functional claims, by age, 2022
- **Food choice motivators impact value perception**
  Figure 27: Attitudes and behaviors toward functional claims, by approach to eating, 2022

CURRENT CONSUMPTION OF FUNCTIONAL BENEFITS

- **Fragmented benefits used points to pairing opportunities**
  Figure 28: Functional benefits in food and drink, 2022
- **18-34s more likely to seek out immediate results**
  Figure 29: Functional benefits in food and drink, by age, 2022
- **Specialty dieters looking for more than weight management**
  Figure 30: Functional benefits in food and drink, by approach to eating, 2022

CURRENT CONSUMPTION OF FUNCTIONAL INGREDIENTS

- **Functionality is not always fully intentional**
  Figure 31: Consumption of functional ingredients in food and drink, 2022
- **Connect the disconnect between benefits and ingredients**
  Figure 32: Consumption of functional ingredients in food and drink, by age, 2022

CONSUMPTION FREQUENCY OF FUNCTIONAL INGREDIENTS

- **Daily, multi-weekly ingredient use points to habits that can be cultivated**
  Figure 33: Frequency of functional ingredient consumption, 2022
- **Convenience seekers least likely to consume, most likely to need functional ingredients**
  Figure 34: Functional ingredient consumption – NET, by approach to eating, 2022

INTEREST IN FUNCTIONAL INGREDIENTS BY FOOD/DRINK TYPE

- **Beverages natural go to for function, don't sleep on meals**
  Figure 35: Interest in functional innovation by food/drink type – NET, any interest, 2022
  Figure 36: Interest in functional ingredients, by meal occasion, 2022
- **OG function favorites juices/smoothies top interest**
  Figure 37: Interest in functional innovation, by food/drink type, 2022
- **Under 55s open to function on any food/drink "aisle"**
  Figure 38: Functional ingredient innovation, by age, 2022
- **Even budget seekers are interested in functional foods/drinks**
  Figure 39: Functional ingredient innovation, by approach to eating, 2022

SHIFTS IN FUNCTIONAL FOOD AND DRINK PURCHASES

- **Increased prices have limited impact on purchase (for now)**
  Figure 40: Shifts in functional food and drink purchases, 2022
- **Younger adults more likely to be buying up than down**
  Figure 41: Shifts in functional food and drink purchases, by age, 2022

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

About Mintel

Mintel is the **expert in what consumers want and why.** As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **mintel.com.**