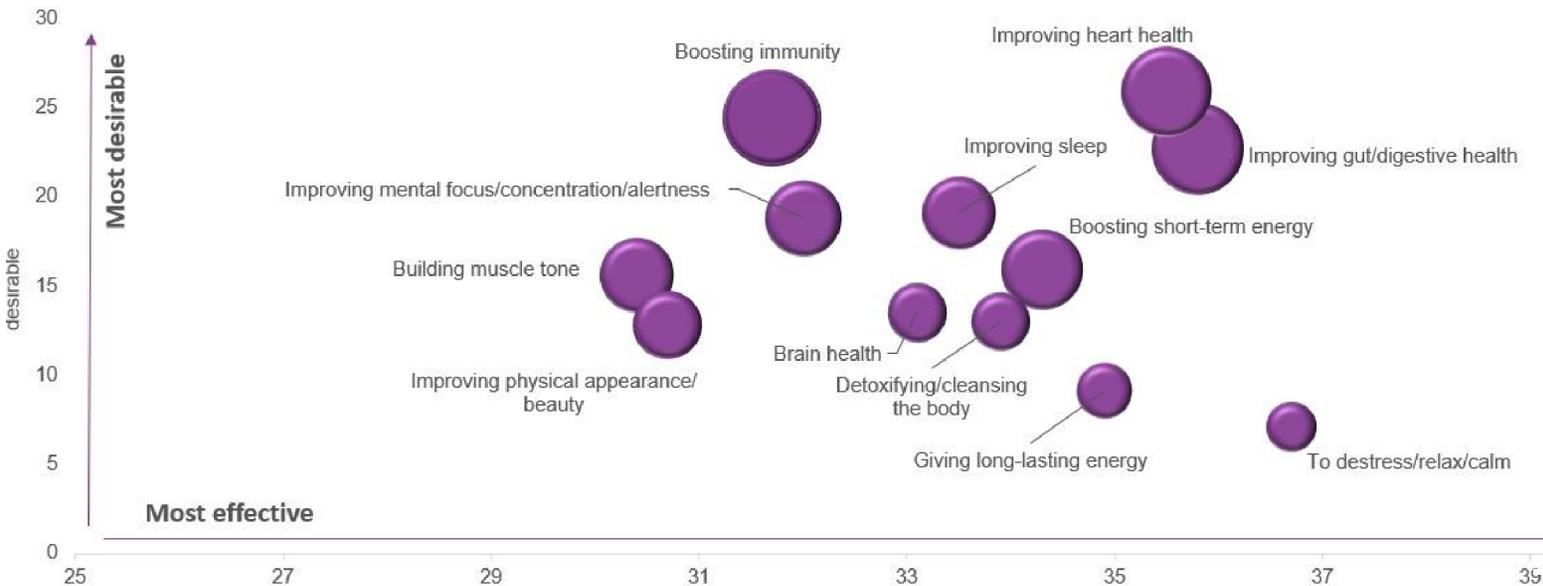


Functional Ingredients

Immune, heart and gut health benefits are the most desirable health functions associated with food and drink.

US: Have you purchased food and drink for any of the following functions?
Which functions are most desirable to you and how effective do you think they are? (2022)



% of respondents who believe food and drinks can be "very effective" or "extremely effective" for these functions.
Source: Innova Health & Nutrition Survey 2022

Consumers were asked

"Which of the following functions that a food or beverage might offer are most desirable to you?"



Consumer Insights



1 in 4 choose positive nutrition as a primary route to health.

Consumers in the US tackle healthy eating by choosing positive nutrition, i.e., including positively healthy foods.



1 in 5 will pay more for healthy functionality.

Although freshness is considered to have the highest value among consumers in the US., healthy functionality is still an added-value concept for many and 1 in 5 are prepared to pay more for products containing functional ingredients to address physical health.



1 in 5 choose foods to help mood targeting mental and physical health.

Mental health is becoming more and more important to many consumers, and they increasingly look to address mental wellbeing through diet.