



# Evolution of Health Claims in Food & Beverages

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## INTRODUCTION

Scope

Key findings

Digitalisation is on the rise at the expense of conventional shopping formats

“Better for me” and demand for “functional” defines product labelling to a great extent

## FIVE HEALTH CLAIMS IN FOCUS

Selected five claims with high prevalence across industries

### FIVE HEALTH CLAIMS IN FOCUS: THE NO SUGAR PUSH

The pressure on sugar intensifies as public health becomes a concern

Tackling obesity is one of the main drivers behind the no sugar claim

No sugar becomes a priority for many leading brand owners in confectionery

Reformulation is one way to expand in no sugar

Soft drinks remains under scrutiny due to its sugar content

No sugar increases its prevalence in soft drinks with new launches

No sugar has both opportunities and challenges for the brand owners

### FIVE HEALTH CLAIMS IN FOCUS: PROTEIN GOES MAINSTREAM

Protein thrives as consumers become more aware of nutritional facts

Food giants expand their high protein offerings as it becomes more mainstream

The increasing presence of plant-based contributes to the rise of high protein offerings

Consumers seek out protein mostly from fresh food

### FIVE HEALTH CLAIMS IN FOCUS: IMMUNITY SUPPORT DRIVES VITAMIN CLAIMS

Vitamins maintain their popularity as immunity becomes a top concern

Vitamins gain traction in bottled water with launches from Coca-Cola and PepsiCo

Increasing healthy eating trends boost the use of vitamins in snacks

The future of vitamins in hot drinks looks promising

### FIVE HEALTH CLAIMS IN FOCUS: DIGESTIVE HEALTH PROPELS THE DEMAND FOR FIBRE

Digestive health becomes prominent in the use of high/source of fibre claim

The competition in using the claim, especially in breakfast cereals, intensifies

Fresh food benefits from the natural trend but the prevalence of fibre claims remains low

### FIVE HEALTH CLAIMS IN FOCUS: WHOLE GRAIN BENEFITS FROM “NATURALLY HEALTHY”

Whole grain is on the radar of health seekers

Whole grain is prioritised over high/source of fibre in packaged food

## MAPPING THE OPPORTUNITIES

Prospective areas of growth

Probiotic offers consumers almost the whole health package in one go

Emerging markets hold a high potential for probiotics

Consumers' holistic approach to health increases the expectations from food and beverages

The rising demand for natural solutions creates opportunities for “skin health”

Regulations promote no sugar and whole grain in Asia Pacific

UK's fight with high fat, salt and sugar (HFSS) products intensifies with new restrictions

## CONCLUSION

Key takeaways

Outlook for health claims in food and beverages

## APPENDIX

Product Claims and Positioning method

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