

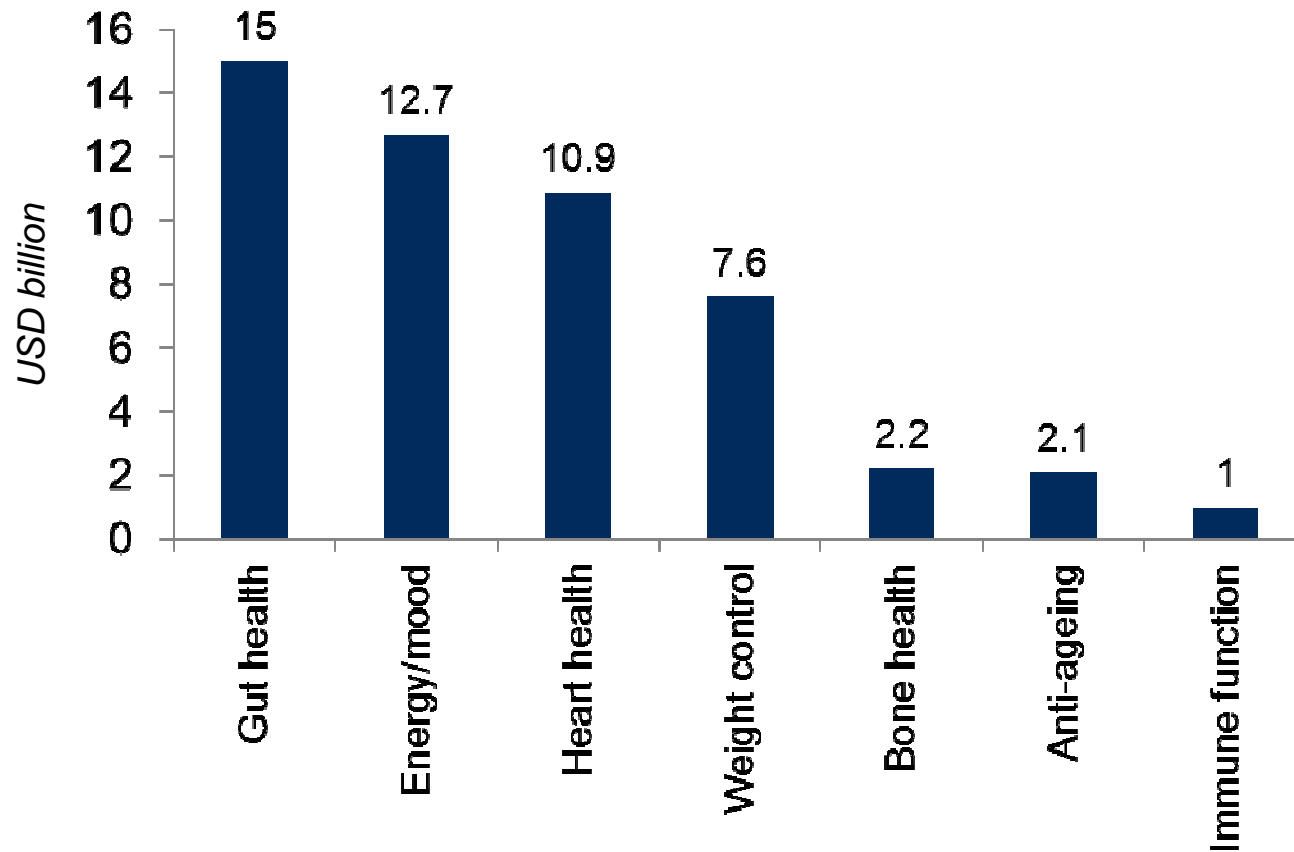
“Innovative Health-Promoting Food”
Gastro-Intestinal Performance (Pro/Pre-biotics)

Prof Martin Wickham

International Event on Functional Food

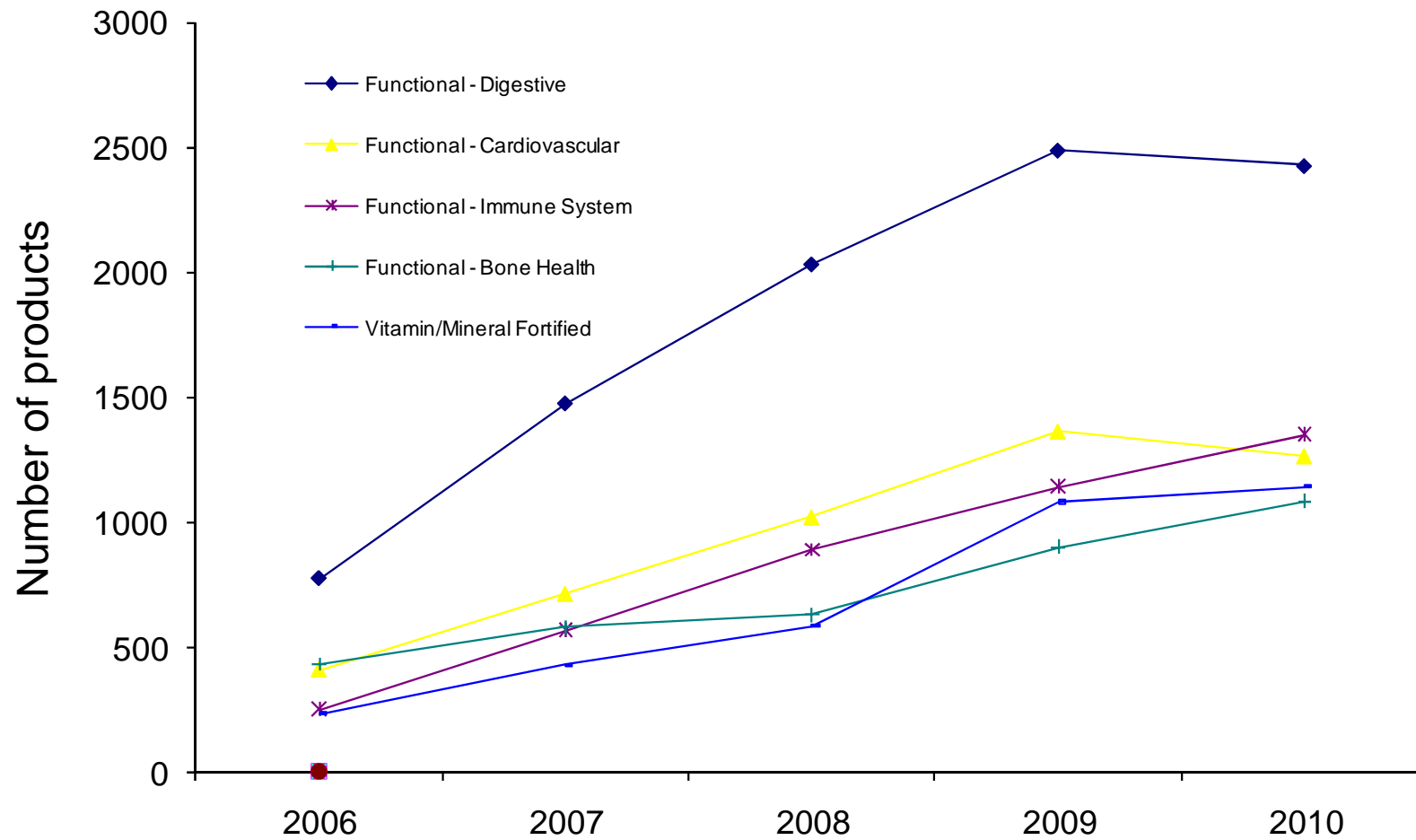
29-30th September 2011 at the French Embassy, Pariser Platz 5, 10117 Berlin

Functional Food Market by Health Outcome



Source: Leatherhead Food Research 2010 MI

Functional digestive products plateau

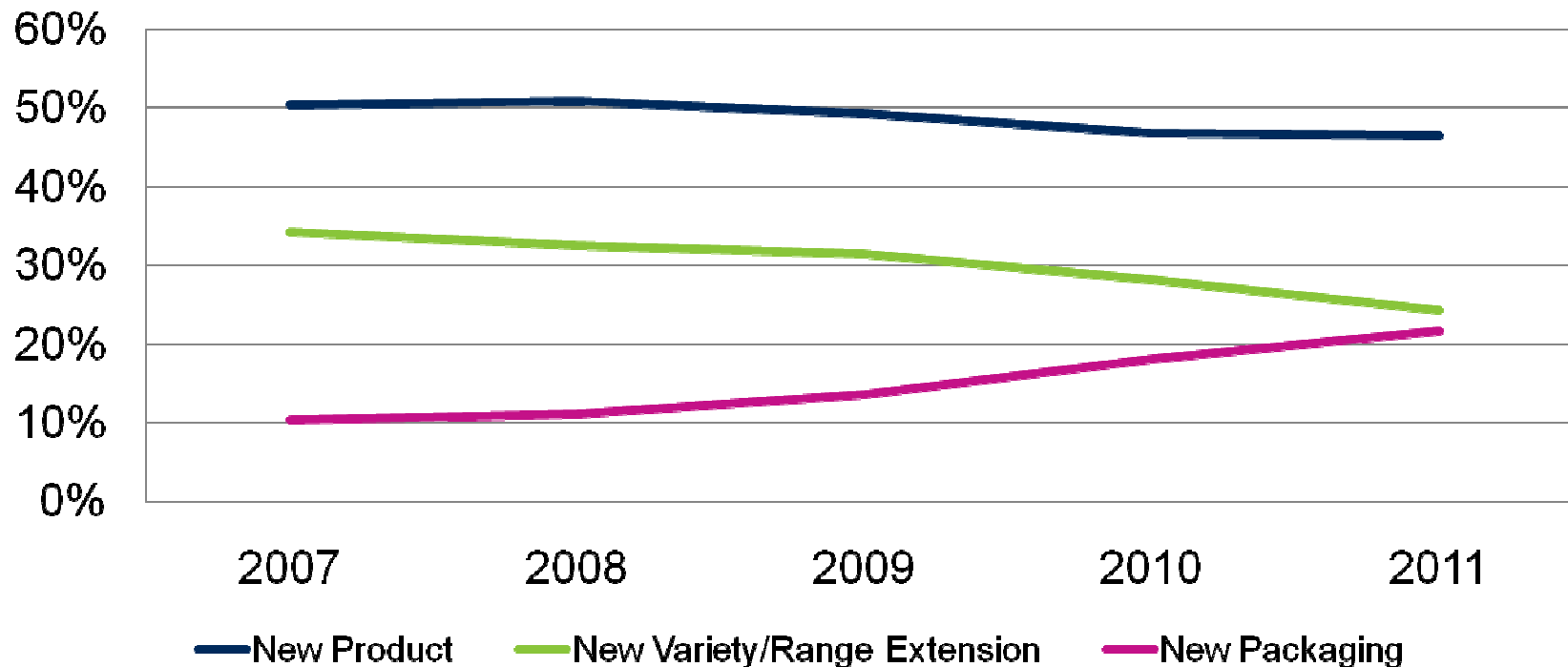


Source: Mintel 2011

Fewer new products, more new packaging

New packaging increases as truly new products decrease

Functional food & beverages NPD by launch type, global, 2007-YTD 2011



Source: Mintel GNPD

Probiotics NPD activity

Flavour extensions, re-packaging, re-formulations



New applications for probiotics



Functional Foods: Dead or Alive?

18 weeks on the market, sales of \$6.8m across 4 varieties



‘low fat yogurt with granola, contains Bifidus Regularis that help regulate the digestive system, and added vitamin D’

- There are still no EFSA approved health claims for many functional products.
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- But does all this really matter?
- Functional Foods **not dead** but products need to be carefully positioned to ensure future success.
- Most consumers do not really believe they are particularly effective and **want claims substantiated by scientific proof**(1).

•(1) – Based on a SenseReach survey (May 2011) of 1,500 UK consumers attitudes towards Functional Foods.

Key Considerations

'Gut Health' foods delivering a functional benefit is an important Market delivering important health benefits

However trends suggest that future market expansion is dependant on new product development and new applications

However to deliver success in the Gut health Market, Industry and Consumers demand innovation

How can science deliver this innovation?

**LISTEN TO
YOUR GUT**

