

Innovations in Mood and Mind Health Food and Drinks: Growth Opportunities, Effective Product Strategies and Evolution in NPD

This report analyzes significant trends in the mood and mind health food and drinks sector, as increasingly more consumers show interest in purchasing products to suit or improve their mood, sharpen their mental abilities, and target their specific concerns. The strategies required to introduce existing products to potential target audiences, as well as retail and distribution opportunities are explored.

Scope

- Analysis of sales values and volumes for the functional food and drink market in Europe, the US and Asia Pacific.
- Evaluation of the drivers behind the changing functional food and drink market with a focus on moods/emotions and mental health.
- Coverage of 18 categories under the mood food/mental health heading, including soft drinks, baby food, ready meals, snacks and dairy.
- Country analysis showing the opportunities for companies prepared to invest in new product development in this embryonic new sector.
- Five case studies highlighting exciting and influential brands in the mood and mental health food and drink market.

Research and analysis highlights

Seaweed, algae and other naturally green ingredients are expected to feature more prominently in superfoods targeting emotional health. Currently, 'green superfood' ingredients are most commonly used (although they remain a niche area) in the drinks sector.

Consumers are likely to grow increasingly bored of the standard energy drink flavors. An emerging ingredient, the schisandra berry, has not yet made a major appearance in this sector, but this is expected to change in the next 12 to 18 months as more new products are developed in line with growing market opportunities.

Justifying a premium price in hard financial times is essential to long-term success, and brands that have credible support for the bold health claims they make in relation to improvements of mental health or mood should be able to attain validity in the eyes of their target audience.

Key reasons to purchase this research

- Understand each regional market in terms of absolute size as well as the future potential of each type of product.
- Assess the potential of sub-categories by comparing new product launches and the maturity of markets within the global food and drink sector.
- Understand consumer perceptions of the relationship between food and mental health/moods.
- Evaluate the future opportunities within the functional food and drink market.

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