



## GLOBAL MARKET TRENDS 2023: HEALTH FOOD

## Market Overview



# Global Natural & Organic Food Market

## Market Summary

2029 **\$615,071.67 million**

2022 **\$247,320.24 million**



**CAGR:  
13.9%**

1

The organic food industry is divided into organic **meat, poultry, and dairy** products, organic **fruits and vegetables**, organic **bread and bakery**, organic **beverages**, organic **processed food**, and other organic products.

- ✓ The surge in **chemical poisoning cases** worldwide is fueling concerns about health, leading to a rise in demand for organic food.
- ✓ Consumers are becoming more **health-conscious** due to the harmful effects of chemical pesticides in food items.

2



# Global Functional Food Market



The increasing demand for **nutritional** and **fortified** food additives is anticipated to drive market growth.

## Market Summary

**CAGR: 2.71%** over the next 5 years

\$ **USD 180,843.73 million**

Fastest & Largest Growing Market: **Asia-Pacific**



Functional foods provide specific health benefits that go beyond the normal daily intake of nutrients, such as **improved bone** health, **cholesterol** management, improved **heart** health, and other **eye** health and vision benefits.



Food manufacturers are fortifying their products with nutritional additives such as **omega-3 fatty acids**, **fiber**, **vitamins**, and **minerals**.

The aim of adding these mentioned additives to the food industry is to **increase the nutritional value** of food products.

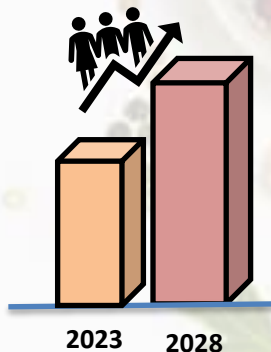




Increasing consumer preference for labelling and ingredient claims such as "**lactose-free**" and "**gluten-free**" is driving the market for these food products.

# Global Intolerance Food Market

## Market Summary



**CAGR: 9.1%** in the forecast period (2020-2025).

Fastest Growing Market: **Asia-Pacific**

Largest Market: **North America**

More people adopting **vegan diets**, more individuals experiencing lactose intolerance, and an increase in coeliac disease cases are causing a higher demand for food intolerance products.

The market for food intolerance products is thriving because of **medical advancements** that have provided a better understanding of how the immune system responds to different foods. This knowledge enables consumers to make informed choices when buying food products.

## Key Trends





# Key Trends for **Health Food** in 2023

1

Plant-Based Eating

2

Cognitive Health

3

Microbiome: Beyond Digestive Health

4

Women's Health

## Key Trend 1: Plant-based Eating

**“Plant-Based Diets Reduce  
Heart Disease Risk by  
40%”**

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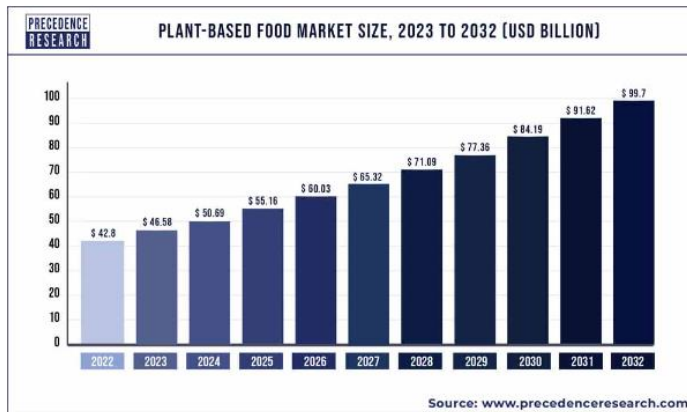


### References

Plant-Based BePhysicians Committee for Responsible Medicine. (2018, May 31). New Review Highlights Benefits of Plant-Based Diets for Heart Health. <https://www.pcrm.org/news/news-releases/new-review-highlights-benefits-plant-based-diets-heart-health>verages Market 2023 – 2028. IMARC.



# Key Trend 1: Plant-based Eating



The worldwide plant-based food market was valued at USD 42.8 billion in 2022, and it is expected to grow by around **USD 99.7 billion** by **2032**, expanding at an **8.82% CAGR** from **2023 to 2032**<sup>1</sup>.

The regions covered in the plant-based meat market are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East and Africa<sup>1</sup>

**Vegan diets result in 76% less land use and 50% less greenhouse gas emissions**<sup>3</sup>

## Is a Plant-based diet considered Healthy Food?

Yes! A plant-based diet is considered to be nutrient-dense and packed with fiber, healthy fats, protein, vitamins, and minerals. It is a very healthy way of eating and can meet all your nutrient needs<sup>3</sup>

**27%** said personal health was one of their reasons for going for vegan diet<sup>9</sup>

## Growth Factors:

- The rise in vegan population
- The rise in lactose intolerant population<sup>1</sup>



- Plant-based meat and dairy substitutes are constantly being improved as **authentic flavour** and **texture** are created. Flavor masking is becoming more specific to various plant proteins and plays an important role in creating a wonderful flavour experience<sup>2</sup>

### References

<sup>1</sup>Plant-based Food Market Size 2023 To 2032. (n.d.). Precedenceresearch.

<sup>2</sup>Ten Key Health and Nutrition Trends for 2023 – KHNI

<sup>3</sup>What is a plant-based diet, and is it healthy?

# Key Trend 1: Plant-based Eating



## Fry's Chicken-style Nuggets 380g

- The original plant-based chicken nuggets, still made with the same unique recipe, have delighted Fry's fans around the globe!
- Frozen product
- Product of Malaysia
- **Ingredients:** Crumb; [\\*Wheat Flour](#), [\\*Yeast](#), Improving Agent (Vitamin C), [\\*Sunflower Oil](#). Nugget: [\\*Vegetable Protein](#) (11%) (Soy, Wheat), [\\*Wheat Flour](#), [\\*Flavourings](#), Maize Starch, [\\*Yeast Extract](#), Plant Fibre, Thickener (Methyl Cellulose), Salt, [\\*Rosemary](#), [\\*Marjoram](#), [\\*Sage](#), Mustard Seeds, Anti-caking Agent (E551), [\\*Garlic](#).

## Key Trend 1: Plant-based Eating



### Emborg Plant-based Meat-free Burger

- These ready-to-use plant-based burger patties are full of great taste and nutrients, when craving juicy burgers.
- Emborg Plant-based burger patties are both high-quality and completely meat-free, without compromising on taste and texture.
- Frozen product
- Product of Danish
- **Ingredients:** Water, Pea Protein (20%), Rapeseed Oil, \*Coconut Oil, Mushroom, Onion, Garlic, Salt, \*Pepper, \*Spices, Beetroot Concentrate, Fermented Dextrose, Stabilizer (methylcellulose), \*malt extract (BARLEY,WHEAT), natural flavouring, \*acidity regulator (citric acid).



## Key Trend 1: Plant-based Eating



### Kelava Salted Gula Melaka non-dairy ice-cream

- Salted Gula Melaka non-dairy ice-cream with coconut as the main ingredient brings smooth indulgence to the mindful ice cream lovers.
- Frozen product
- Product of Malaysia

**Ingredients:** \*Coconut Milk, Soy Cream, Coconut Palm Sugar, \*Corn Starch, Sea Salt.

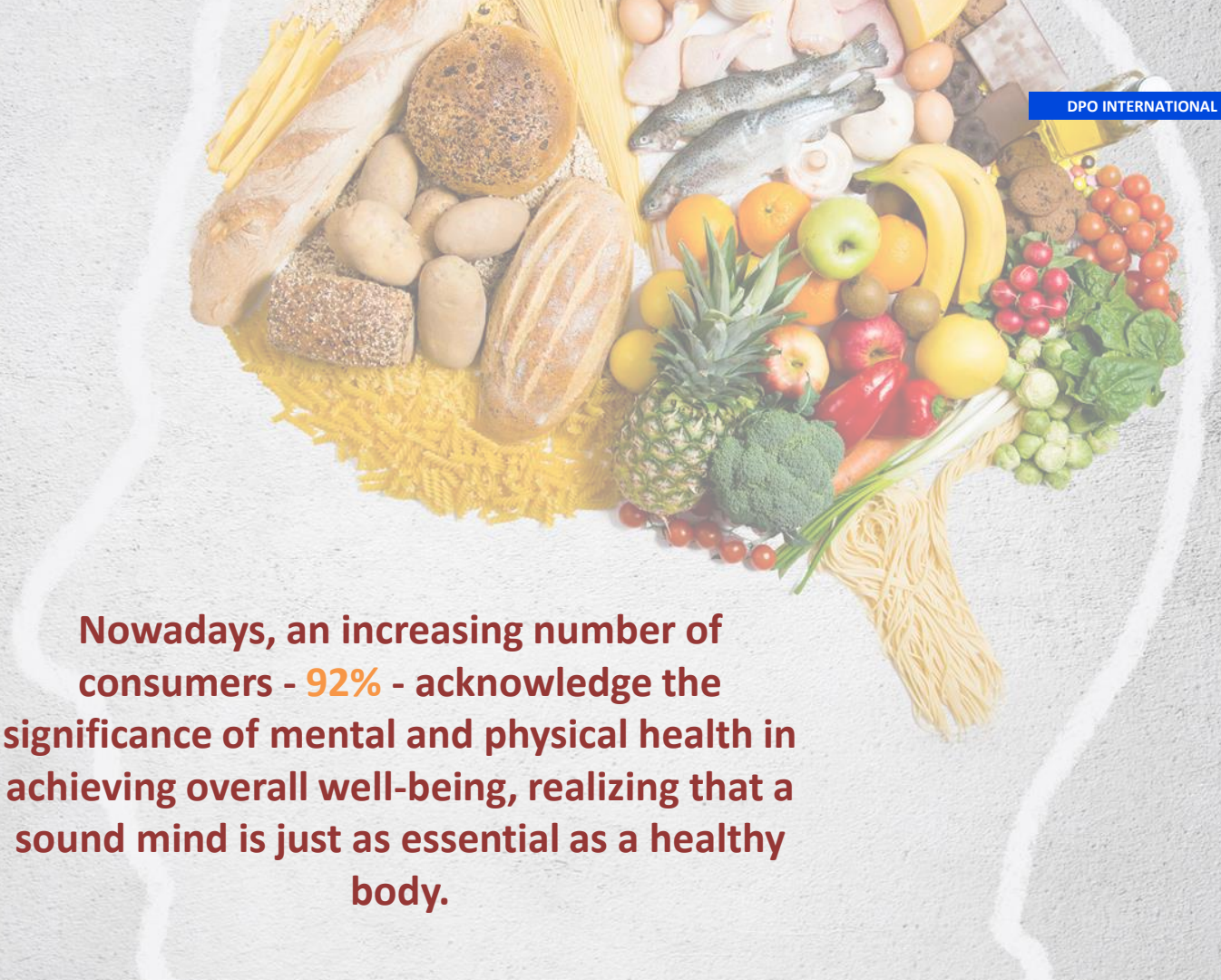
# Key Trend 1: Plant-based Eating



## Mission Quinoa Wraps

- Quinoa Wraps are a source of Fibre & Protein and contain the “mother of all grains”– quinoa, which contains Iron, Lysine, Vitamin B2 and Manganese.
- Wellness Badges:
  - ✓ Source of Fibre and Protein
  - ✓ Suitable for Vegans
  - ✓ Halal Certified
- Product of Malaysia
- **Ingredients:** Unbleached Wheat Flour, Water, Vegetable Shortening (Palm Oil, E306), \*Quinoa, Salt, Sugar, Contains Permitted Leavening Agent (E500, E450), Compound Emulsifier and Enzyme Additive (E471, Alpha-Amylase, Xylanase, Glucoamylase, \*Corn Starch, \*Wheat Flour), Acidity Regulator(E297), and Preservative(E282).

## Key Trend 2: Cognitive Health



**Nowadays, an increasing number of consumers - 92% - acknowledge the significance of mental and physical health in achieving overall well-being, realizing that a sound mind is just as essential as a healthy body.**



## Key Trend 2: Cognitive Health



Cognitive health = Focus, mental task completion, healthy memory, and mood management.



The past few years have emphasized mental well-being due to drastic changes in daily living.



When combined with growing science on ingredients such as adaptogens and nootropics in brain health, cognitive health is rapidly gaining a strong foothold in the food and beverage space, and is expected to grow more and more

"While many people have historically relied on daytime stimulants and evening depressants (e.g., caffeine, alcohol), I am seeing a lot of innovation with "coffee and alcohol alternatives" and "clean energy drinks" based on **adaptogenic/nootropic** botanicals (like ashwagandha and mushrooms, nutrients to support energy metabolism and neurotransmission, and natural sources of caffeine and related compounds. Furthermore, these nutritional products are often targeting specific times of day or life stages depending on functionality. It appears such products are being well received by consumers, so I think these trends will be here to stay as people view cognitive health much more holistically and within the context of overall health and wellbeing"

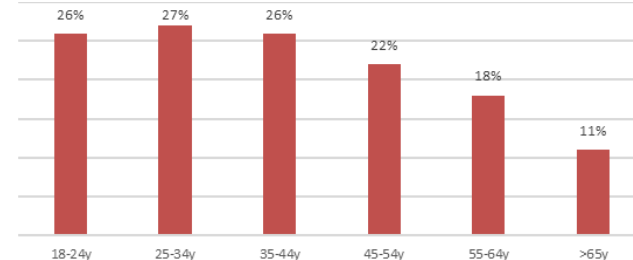
-Anthony Thomas, PhD, Director of Scientific Affairs, Kerry

42%

of consumers in Asia Pacific, the Middle East and Africa feeling unable to break away from daily pressures, there is growing demand for food and beverage products that support mental wellbeing<sup>3</sup>



**% of consumers who claim to be eating foods that boost their mood and mental wellbeing, per age segment**



## Key Trend 2: Cognitive Health



### Good Source Foods Protein Clusters

- Protein Clusters: Variety is the spice of life and our Good Source Foods Sustained Energy Clusters are filled with spices and superfood ingredients to sustain your energy throughout the day or calm you down when you need it.
- A nutritious balanced snack or meal replacement that provides antioxidants, anti-inflammatory benefits and boosts metabolism.
- Plant-based, low sugar and gluten free
- Product of United States
- **Ingredients:** \*dark chocolate, \*blueberries, pomegranate, \*ginger, \*green tea, \*almonds, plant protein.

## Key Trend 2: Cognitive Health

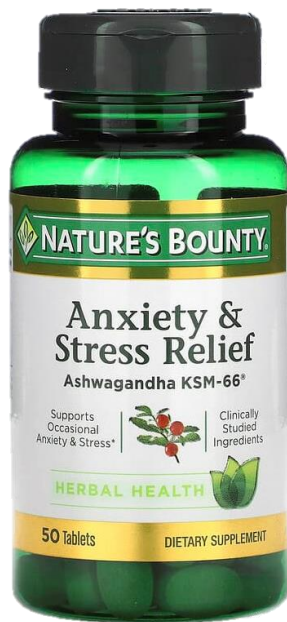


### The Mood Food Company Strawberry Wellbeing Bars

- Strawberry Wellbeing Bars: Made with a unique blend of fruits, seeds and beans + naturally occurring amino acids (like Tryptophan & Tyrosine), prebiotic fibre and Omega 3-DHA.... perfect for hungry little minds.
- Tyrosine is a natural amino acid that helps produce dopamine. It's been shown to impact mood and motivation.
- Product of Australia
- **Ingredients:** \*Chicory Inulin, Apple Paste, \*Sultanas, Faba bean protein, \*Pumpkin seeds, Natural flavour, DHA (contains Omega 3), Natural colour (red beet), \*Strawberry powder (0.8%), \*Citric acid



## Key Trend 2: Cognitive Health



### Nature's Bounty Anxiety & Stress Relief

- Anxiety & Stress Relief, Ashwagandha : Supports Occasional Anxiety & Stress, Clinically Studied Ingredients, Herbal Health, Dietary Supplement, 200 mg of L-Theanine Per Serving, Supports a Calm, Relaxed Mood, Guaranteed Quality, Laboratory Tested, Suitable for Vegetarians, Non-GMO, Tyrosine is a natural amino acid that helps produce dopamine. It's been shown to impact mood and motivation.
- Product of United States
- **Ingredients:** Vegetable cellulose, croscopovidone, silica, vegetable stearic acid, vegetable magnesium stearate, vegetable glycerin.


## Key Trend 2: Cognitive Health



### Natural Stacks Serotonin Brain Food

- Serotonin Brain Food: designed to support the body's natural production of serotonin, a neurotransmitter essential to mental well-being.
- Product of United States
- Ingredients naturally free of: Gluten, dairy, soy.
- **Ingredients:** Vegetable capsule (cellulose, water), Vegetable capsule , silica

## Key Trend 3: Microbiome: Beyond Digestive Health



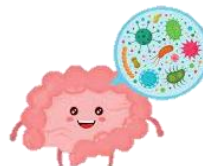
The gut microbiome is **ESSENTIAL** in maintaining overall health by regulating digestion and supporting the immune system, among other functions. An imbalance between unhealthy and healthy microbes in the intestines can worsen conditions such as weight gain, high blood sugar, high cholesterol, and other diseases.

### References

<sup>1</sup>Zhang, Y, Li, (2015). Impacts of Gut Bacteria on Human Health and Disease

## Key Trend 3: Microbiome: Beyond Digestive Health

Probiotics are living microorganisms, also known as "good bacteria," that exist naturally in the body<sup>1</sup>.



A raising number of packaged food and beverage companies are using fibre ingredients, such as corn and oat fiber, to meet fibre goals. Rice fibre has also found a solid market segment in gluten-free products<sup>1</sup>.



- Probiotic-fortified food demand is rising as a result of health benefits, increased consumer awareness of probiotics, and a greater emphasis on preventive healthcare<sup>2</sup>.
- Foods that target microbiome health and personalised remedies have a lot of room for innovation. However, technical, commercial, and regulatory challenges persist, and product developers must keep these in mind as they navigate the hype<sup>2</sup>.

**CAGR 7.6%**



Market Value Projection 2030

**USD 72,953 Million**

**Dominating Region**

**NORTH AMERICA**

**Fastest Growing Region**

**ASIA PACIFIC**

**32%** said they actively try to consume probiotics, **60%** try to consume probiotics at least once a day and **24%** try to consume them multiple times a day<sup>2</sup>.

## Key Trend 3: Microbiome: Beyond Digestive Health



### Yakult

- With 30 Billion live Shirota strain in each Yakult bottle, Yakult is the right choice for those looking for high quality probiotics in Malaysia for good health.
- Yakult cultured milk drink is free of fat, cholesterol, colourings, preservatives, conditioners and stabilizers.
- Product of Malaysia
- Ingredients naturally free of: Gluten, dairy, soy.
- **Ingredients:** Malitol, Sugar, \*Polydextrose, \*Skim milk powder, \*Glucose, \*Stevia, Cultured bacteria, *Lactobacillus Shirota Strain*, Permitted flavour



## Key Trend 3: Microbiome: Beyond Digestive Health



### Bibigo Kimchi

- Made with a good ingredient that respects the taste of nature and reproduces delicious and healthy kimchi.
- Product of Korea
- **Ingredients:** Salted Napa Cabbage 62.5% (Napa Cabbage, Salt), Radish, **\*Fish Sauce** (Anchovy Sauce (Anchovy, Salt), Sweetener (Sorbitols), Water, Shrimp Extract, **\*Flavour Enhancer (Monosodium Glutamate)**, **\*Fructose**, Kelp Extract, **\*Thickener (Xanthan Gum)**, **Yeast Extract**), Sea Salt, **\*Red Pepper Powder**, Onion, Green Onion, Garlic, Leek, Sea Salt, Starter Culture (Soy Peptone), Ginger, Contains Permitted Thickeners, Flavour Enhancer and Sweetener, Green Onion, Leek, Starter Culture (Soy Peptone), Contains Permitted Thickeners, Flavour Enhancer and Sweetener

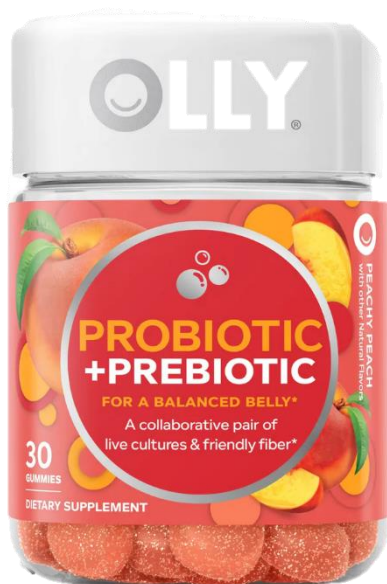
## Key Trend 3: Microbiome: Beyond Digestive Health



### Gutsii Prebiotic Chocolate

- Gutsii chocolate is packed with prebiotics and is an excellent source of dietary fiber for a healthy gut.
- Vegan, Prebiotics for a healthy gut, no added or low sugar, low carbs, Keto-friendly, non-GMO, no artificial ingredients, cruelty-free
- Product of U.S.A
- **Ingredients:** \*Cocoa mass, \*inulin, \*ocoa butter, \*dried raspberries, \*vanilla beans.

## Key Trend 3: Microbiome: Beyond Digestive Health



### OLLY PRO & PREBIOTIC

- This gummy doubles down with a boost of the good guy bacteria plus a healthy dose of prebiotic fiber to help keep things balanced and moving in the right direction.
- A blend of active probiotics with prebiotic fiber
- Product of Columbia
- **Ingredients:** Fructooligosaccharides, \*Xylitol, \*Inulin, Water, \*Cane Sugar, \*Gelatin, \*Lactic Acid, \*Citric Acid, Natural Flavor, Tartaric Acid, Coloring from anthocyanins.

## Key Trend 4: Women's Health

**It is crucial to broaden the knowledge of the physiological differences between sexes and determine how nutrition can benefit women's health, quality of life, sleep, and exercise performance<sup>1</sup>.**

### References

<sup>1</sup>Carroll, H. A., & Lustyk, M. K. B. (2014b). Gender Differences in Exercise Habits and Quality of Life Reports: Assessing the Moderating Effects of Reasons for Exercise

## Key Trend 4: Women's Health

# 75%

women state that they are increasingly proactive about their health, adopting a long-term approach to health maintenance<sup>1</sup>.

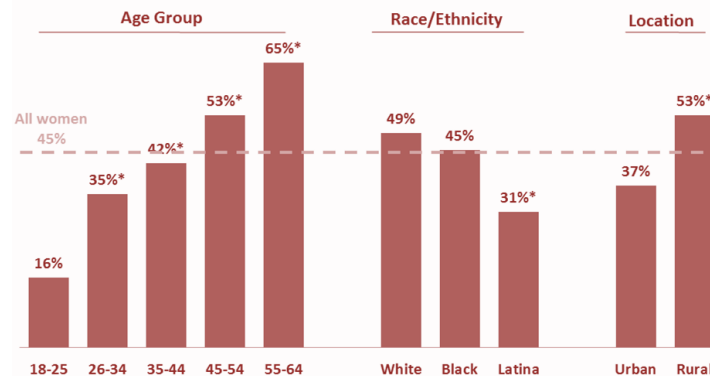
In response to research, women's top health worries include both women-specific issues such as menopause and more universal issues such as heart health<sup>1</sup>.

Women's health issues are increasingly being addressed through nutrition, with expanding clinical research and innovative supplement launches to support women's digestive, heart, cognitive, bone, joint, and immune health, as well as female specific need states such as fertility, breastfeeding, and menopause.<sup>2</sup>



**Women make up roughly 50% of the world's population, but many do not believe their specific health requirements are being met<sup>1</sup>.**

**Almost half of women report they have a health condition that needs ongoing monitoring, care or medication**



### References:

<sup>1</sup>Kaiser Women Health Survey

<sup>2</sup>Kerry Group. (n.d.-b). Women's Health Needs and the Ingredients that Support



## Key Trend 4: Women's Health



### Nutty Gritties Women's Health Trail Mix

- **WOMEN'S HEALTH:** Nuts and seeds are great for women's health. They help in relieving menstrual cramp pains, menopause symptoms, are PCOS-friendly and boost the immune system.
- **RICH IN IRON:** Iron reduces tiredness and fatigue. Healthy Iron is essential for all women, especially of reproductive age and during pregnancy
- **RICH IN OMEGA-3:** This boosts the brain power and keeps the heart healthy; it helps to reduce menstrual pain. Omega-3 cannot be made by the body and must be provided via food only.
- Product of New Delhi, India
- **Ingredients:** \*Almonds, \*Cashew Nuts, \*Black Raisin, \*Walnut, \*Pistachios, Pumpkin Seeds, \*Flax seeds, Watermelon seeds

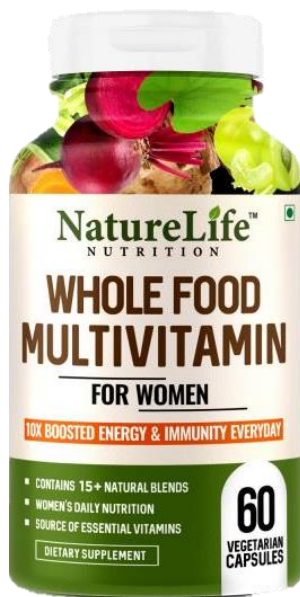
## Key Trend 4: Women's Health



### Phytoral Menopause Support

- Menopause supplement - Female hormone balance for women is vital especially during the golden years which is why our formula includes herbs for mood support women's hormone balance and hot flashes
- RICH IN IRON: Iron reduces tiredness and fatigue. Healthy Iron is essential for all women, especially of reproductive age and during pregnancy
- Combined natural and pure ingredients to provide you with one simple and easy to take women's health vitamin.
- Product of U.S.A
- **Ingredients:** Vitamin D3 (Cholecalciferol), \*Vitamin B2 (Riboflavin), Vitamin B6, Magnesium, Dong Quai Root, \*Lemon Balm Extract, Red Clover, Chasteberry Fruit, Soy Bean Extract, Hypromellose, \*Silicon Dioxide, Microcrystalline, Cellulose

## Key Trend 4: Women's Health



### NatureLife Nutrition Whole Food Multivitamin

- **FULFILLS DAILY VITAMIN DEFICIENCIES:** Multivitamins help fill nutritional gaps and help provide with the overall maintenance of health and well-being. These capsules 20+ vital Vitamins & Minerals & 30+ superfoods that perfectly fulfill your daily vitamin D
- The multivitamin supplements help compensate for poor eating habits and even reduce your risk of infections & diseases.
- Product of New Delhi, India
- **Ingredients:** Proprietary blend of Shatavari Root, Ashwagandha Root, \*Wheatgrass, Fenugreek Seeds, Barley Grass, Dandelion Root, Ginger, \*Spirulina, Dragon Fruit, Nettle Leaves, Moringa Leaves, \*Spinach Leaves, \*Green Tea Leaves, \*Thyme Leaves, Beetroot, Prickly Pear Cactus Fruit, \*Turmeric, Triphala, Brahmi Leaves, \*Mint Leaves, Licorice Root, Lemon Peel, Tamarind, Maca Root, Giloy, Alfalfa Leaves, Flax Seeds, Pink Salt & \*Black Pepper.



To know more about the featured ingredients in this market trends report as well as how you can create better food products for your consumers, contact our Food & Beverage Intelligence (FBI) team.

**Email:** [info@dpointernational.com](mailto:info@dpointernational.com)

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THANK YOU