

Functional Food

ฝ่ายวิจัยและข้อมูล
สถาบันอาหาร กระทรวงอุตสาหกรรม



ผู้บริโภคมองหาอาหารที่ให้คุณค่าทางโภชนาการและการทำงาน



Europe

- Over 70% of French, German, Italian and Spanish consumers agree that the health benefits of natural foods are preferable to the added benefits of functional foods.



UK

- 23% of UK consumers have tried eating nutrient-dense foods (e.g. superfoods) as part of their healthy eating habit.



US

- 46% of US juice consumers find added health benefits (e.g. vitamins) appealing in juice products.



China

- 94% of Chinese parents aged 20-49 with children aged 4-12 are encouraged to feed their children food and drinks with functional claims, such as strengthen their body and support immunity.
- 78% Chinese consumers aged 20-59 agree food therapy is a better way to improve health than taking health supplement.
- 56% of Chinese consumers aged 20-49 agree they are spending more on healthy foods.



Thailand

- 81% of metro consumers have consumed functional food and drink products at least once a week or more

Share of sub-categories in global food, drink, and healthcare products with functional claims, by region, July 2012 – June 2017

Europe		Asia Pacific		North America		Latin America		Middle East & Africa	
Sub-category	%	Sub-category	%	Sub-category	%	Sub-category	%	Sub-category	%
Vitamins & Dietary Supplements	15	Vitamins & Dietary Supplements	10	Vitamins & Dietary Supplements	13	Vitamins & Dietary Supplements	6	Vitamins & Dietary Supplements	13
Tea	5	Tea	6	Meal replacement & Other Drinks	7	Cold Cereal	5	Tea	6
Cold Cereals	4	Meal replacement & Other Drinks	3	Snack/Cereal/EnergyBars	6	Beverage Mixes	4	Cold Cereal	6
Snack/Cereal/EnergyBars	3	Drinking Yogurt	3	Cold Cereal	4	Bread & Bread Products	3	Pain Relief	5
Juice	3	Cold Cereal	2	Spoonable Yogurt	4	Pain Relief	3	Decongestive, Cough, Cold & Flu Relief	4

Percentage change of global food, drink, and healthcare product launches, by select functional claims, July 2012 – June 2017

Awaking/energy boosting	% change: Jul 2012 - Jun 2013 - Jul 2016 - Jun 2017
Weight and Muscle Gain	183%
Immune System (Functional)	22%
Bone Health	10%
Brain and Nervous Sysyem (Functional)	8%
Cardiovascular (Functional)	6%
Other (Functional)	4%
Antioxidant	3%
Digestive (Functional)	-11%
Slimming	-17%
Beauty Benefits	-36%

