



REDEFINING WELLNESS

Opportunities In Today's Market

Today, many wellness-focused consumers are seeking out food and beverages that feature flavors that are both healthful and delicious. Products and flavors that feature antioxidants, vitamins and minerals that provide health benefits and delicious tastes are performing well in the food and beverage space. And as consumers are pushing towards holistic health across all aspects of life – emotional, mental, and physical included – it's time for product developers to maximize health and wellness in their product introductions. But wellness claims aren't the only motivator – delicious and refreshing tastes that satisfy consumer cravings are key. Let's take a look at how your brand might be able to make your mark in this space.

Why it's Interesting - Functional + Flavor

From optimizing gut health, to balancing immunity and hormonal changes, product offerings that can deliver both flavorful and functional benefits continue to be top of mind for consumers.

The Food and Drug Administration is seeking to redefine the term “healthy” on food packaging. The proposed rule will require food products featuring the term “healthy” on packaging to contain a meaningful amount of food from one of the food groups—fruits, vegetables, dairy, grains, protein, and oils. Such products will also be required to adhere to specific limits for certain nutrients like saturated fat, sodium, and added sugars.

- FOOD BUSINESS NEWS

“We’re seeing consumers proactively seek food and beverage brands that promote health and mental wellness, choosing natural products and supplements for holistic nutrition, and are looking to make a positive impact on their communities and the environment.”

- TRACY MIEDEMA, VP BUSINESS DEVELOPMENT, PRESENCE



TRENDS OF INTEREST

OPTIMIZING
GUT HEALTH

BALANCING
IMMUNITY

HORMONAL
HEALTH

EARTHY
MUSHROOMS

Hormonal Nourishment

Wellness-focused brands are addressing reproductive health and hormone imbalances with new functional ingredients that make it easy for people to address certain stages of their cycles with warming spices, adaptogens, and herbs.

DID YOU KNOW...

Many functional nut and seed blends aim to offer holistic well-being benefits including hormonal health. Many recipes incorporate a variety of plant-based ingredients to pack a flavorful punch.



PRODUCTS OF NOTE



ANGI GINGER CARDAMOM TEA offers two- seed cycling blends that may be incorporated into smoothie bowls or salads. The product claims to support nausea relief, digestion, and uterine health during pregnancy.

Source: Angi



BLUME SUPERFOOD NUT BUTTER claims to promote hormonal balances. The plant-based, super-powered nut butter is made with oats, cashews, macadamias, and adaptogenic mushrooms.

Source: Blume



PHASEY PERIOD CHOCOLATE is a chocolate truffle laced with full-spectrum hemp extract to relieve period pain, cramps, anxiety, and headaches.

Source: Phasey



ALANI NU RAINBOW CANDY BALANCE POWDER DIETARY SUPPLEMENT is strategically designed to support hormonal balance, weight management, complexion, and fertility. The vegan product is claimed to improve mood, hormonal balance, giving a brighter skin and a clear complexion.

Gut Health

As a way to improve gut health and maintain gut sensitivities, brands are creating indulgent dessert snacks such as brownies and cookie dough bars that also have added probiotics and prebiotics. This trend also translates to other categories in the food and beverage space beverages, yogurt, better-for-you meals and more.

Scientists have found that the more diverse your diet, the more diverse your gut microbiome. Studies show that a high level of microbiome diversity correlates with good health and that low diversity is linked to higher rates of weight gain and obesity, diabetes, rheumatoid arthritis, and other chronic diseases.

- THE WASHINGTON POST



PRODUCTS OF NOTE



DASTONY NO-BAKE LEMON RASPBERRY CHEESECAKE DESSERT features a generous amount of gut-friendly probiotics, from cultured coconut yogurt and Sunbiotics organic probiotics, to help replenish the digestive system. It is a dairy-free, gluten-free, refined sugar-free, and nutrient-rich cheesecake.

Source: Dastony



BELLIWELLI is a probiotic snack, free of IBS triggers. The bars are meant to mimic brownies or bar desserts which typically IBS sufferers can not eat. The snack bars come in flavors including chocolate chip, cinnamon swirl, birthday cake and more.

Source: BelliWelli



POPPI RASPBERRY ROSE PREBIOTIC SODA is a kosher certified product is infused with apple cider vinegar, contains 5g of sugar, 7% juice and prebiotics for a healthy gut and immunity sidekick

34% of consumers responded that they likely or definitely would buy this product



GOODLES SHELLA GOOD AGED WHITE CHEDDAR AND SHELLS are described as a super-nutritious noodle that looks, cooks and tastes just like a normal, unbelievably delicious noodle. The product contains 21 nutrients from plants, 6g fiber with prebiotics and 14g protein per serving.

34% of consumers responded that they likely or definitely would buy this product.

Earthy Mushrooms

Wellness brands are increasingly leaning on functional mushrooms that provide a wide variety of health benefits while often offering an earthy and bold flavor profile that can be added to beverages, bars, and desserts and more with complementary sweetness. In fact, the chaga mushroom-based products market is poised to grow by \$12.50 billion during 2021-2025, progressing at a CAGR of over 12% during the forecast period according to Market Watch.



DID YOU KNOW...

Mushrooms are highly attractive ingredients due to their functional attributes, but also their ability to assume a variety of flavor profiles (coffee, hot chocolate, ginger latte, matcha) across food and beverage categories—both savory and sweet.

PRODUCTS OF NOTE



TEO NAN is a warm mushroom-based wellness beverage that includes powerful adaptogens and probiotics. The product comes in flavors such as Coffee Mushroom, Matcha Latte, Ginger Latte and more.

Source: Teo Nan



EAT DIFFERENT THE SMARTEST COOKIE CHOCOLATE CHIP COOKIES WITH BRAIN-BOOSTING NUTRIENTS are now available. These keto cookies contain 2g net carbs, high quality wholesome ingredients and added brain nutrients including dehydrated lion' mane mushroom.

28% of consumers responded that they likely or definitely would buy this product.



MUSHROOM MAGIC ICE CREAM COLLECTION is a limited-edition offering from Portland-based artisanal ice creamery Salt & Straw and coffee bean blender Wunderground. The ice cream is made with adaptogenic mushrooms in flavors including Dream Supply Chamomile & Candied Orange Sherbet, Hocus Pocus Red Velvet & Cocoa Nib Fudge, and Brainchild Coffee with Five-Spiced Hazelnut Praline.

Source: Salt & Straw



CERBELLY GREEN BEAN PUMPKIN WITH SHIITAKE MUSHROOM ORGANIC BABY PUREE features 16 brain-supporting nutrients and was created by a neurosurgeon.

46% of consumers responded that they likely or definitely would buy this product.

Balancing Immunity

With immune health on consumers' minds, brands are tapping into immune-boosting ingredients and complementary flavors while incorporating them into breakfast dishes, desserts and more to add a boost of immunity.

The global immunity-boosting food market is expected to reach \$46.9 billion by 2030.

- ALLIED MARKET RESEARCH, GLOBAL NEWSWIRE

“Nutrient-dense food that’s rich in vitamins and minerals is an immune superfood. I always try to add mushrooms, ginger, broccoli sprouts, garlic, and turmeric to my diet for a strong and healthy immune system.”

- DR. HEATHER MODAY, AUTHOR OF THE IMMUNOTYPES BREAKTHROUGH: YOUR PERSONALIZED PLAN TO BALANCE YOUR IMMUNE SYSTEM, OPTIMIZE HEALTH, AND BUILD LIFELONG RESILIENCE



PRODUCTS OF NOTE



ROWDY MERMAID ADAPTONIC IMMUNITY TONICS are crafted with refreshing botanicals, luscious fruits, powerful herbs, 200mg Reishi mushroom extract for immunity, and 200mg Lion's Mane mushroom extract for clarity. The product comes in Chamomile Lime, Matcha Yuzu, Ashwagandha Blackberry, and Strawberry Holy Basil flavors. Source: Rowdy Mermaid



THE GOOD CRISP COMPANY CHEESEBALLS claim to have immune boosting properties through the immune-boosting ingredient, Wellmune. It helps strengthen the immune system and enhance its key functions. Flavors come in Cheddar and Aged white Cheddar. Source: The Good Crisp Company



SUPER COFFEE POSITIVE ENERGY MOCHA Enhanced Coffee claims to provide immunity support and contains vitamins, antioxidants, L-theanine and is naturally flavored with other natural flavors. The product also provides protein and MCT oil.

54% of consumers responded that they likely or definitely would buy this product.

THE TAKEAWAYS

When it comes to wellness, consumers are searching for products that serve a functional benefit, without having to sacrifice flavor and taste. Balancing immunity, hormones and gut health are all of interest for today's consumers who are looking to maximize their overall wellness. It's not just about physical any more – brands need to search beyond to find solutions for physical, emotional and mental health to intrigue their consumers in today's market. And while 31% of consumers note health as a key driver for their food and beverage choices, taste is key. 61% of consumers note taste as a key driver. Can your brand capitalize on these trends? We can help you find your "what's next."



SOURCES

- Food Beverage Insider
- Angi
- Market Watch
- The Washington Post
- Allied Market Research
- Belliwwelli
- Dastony
- Mintel
- Mintel GNPD
- Phasey
- Its Blume
- Teo Nan
- Rowdy Mermaid
- The Good Crisp Company

YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend.

From concept to manufacturing, we're here for you – every step of the way. Contact our sales service department at [630.578.8600](tel:630.578.8600) to request a flavor sample or chat us up at www.fona.com/contact-fona/



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